

BUSINESS GUIDE

**BECOME A  
CONSULTANT  
IN YOUR  
INDUSTRY**

ALINA LIWO BUSINESS SOLUTIONS



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# BECOME A CONSULTANT IN YOUR INDUSTRY

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## THINK LIKE A CONSULTANT

Starting your own business can be as simple as sharing a skill that you already have. If you are a professional at a certain skill that you are a natural at, or have acquired, why not use that skill to earn an additional income?

By becoming a consultant, you can share your skills in the following way:

1. Teach someone else how to learn and use the same skill(s) you already have
2. Use your skill(s) to solve problems for clients
3. Use your skill(s) to develop your client's business

## MAKE CONSULTANCY PROFITABLE

Are you aware of your skill(s), but not sure how to turn it into a profitable business?

By providing consultancy services to clients in your industry, you are giving your clients access to your intellectual property, which should never be given away for free.

You can earn via the provision of your consultancy services in the following ways:

1. Charging your clients for your time on an hourly basis
2. Charging your clients on a project basis
3. Charging on a value basis, based on the results you are guaranteed to produce for your clients
4. Providing your client with a specific service based on your skillset and expertise

It's a lot easier than you think, and there should be no reason why anything should hold you back from maximizing your income based on your business potential, intellectual property and skills you already have.

# COMPENSATION TERMS THAT WORK FOR YOU

People all over the world have different interests, as well as different personal and/or professional needs. As someone venturing into the world of consultancy and/or the provision of professional business services, don't limit yourself with thoughts that there isn't a skill you can teach or service you can provide that someone isn't willing to pay for. Your potential clients are willing to compensate you for your time, for simply fulfilling a need that they have and are unable to take care of themselves for multiple reasons, i.e., lack of time, lack of knowledge, etc. As a consultant selling your services to a future client, it is your responsibility to understand what your clients' pain-points are, and to present yourself and the services you will be offering as a direct solution.

Remember, you can earn an additional income as a consultant by providing your services either on an hourly basis, project basis or value basis.

## 1. Hourly Based Services

Not sure how much to charge per hour for your services? Google is your friend. The fastest way to determine what your hourly rate should be, is by searching what industry professionals holding the same work title as you are earning, on Google. Once you have identified this, determine where you fall on the scale of expertise, based on experience and your skillset, and identify whether you should be charging the same rate, a little less or a little more

## 2. Project Based Services

When working on a big projects, or providing a service for a client that requires a long duration of time to execute, a lot of times clients prefer to provide project based payments that are completed in one lump-sum, are paid for in installments, or that are taken care of with a deposit and completed once the service has been provided in its full entirety. Some consultants also provide the service before collecting the payment from their clients. As the consultant providing your services to the client, always remember that it is up to you to establish your company policy and to declare the payment method for large scale projects that work for you. You are also free to make amendments to this policy, depending on the client, your business relationship with them, and/or their financial capabilities.

## 3. Value Based Services

Some consultants only put on their consultancy hat a few times a year to provide clients with high-ticket services that are profitable enough to sustain them to 6-12 months at a time.

It is your responsibility to select a payment method that works best for you, that way you will feel more confident to provide the services you are offering. Also keep in mind that you don't have to only choose one.



You can work with all three payment methods, depending on:

1. The variety of services you will be offering
2. Your client's budget
3. The scale of the project you are consulting on
4. The number of clients you are servicing at a time

## **UNDERSTAND WHY YOUR CLIENTS NEED YOU**

As a consultant, you are being hired for your intellect, skill-set in a certain area and/or field experience, which makes you capable of analyzing situations and problems from an angle that will produce profitable results, as well as to assist your clients with thinking in a way that is more constructive in aiding with helping your clients think out of the box or in a way that guarantees the successful development of their businesses and/or personal needs.

Aside from NGOs that are created to make a difference in the world, by creating a positive impact, your clients have started a business, or are in business, because they are eager to aggressively change their lives to where it is more profitable. They want to be rich, to stay rich or to get richer. You are the company you keep, so to be rich you have to place yourself in a rich environment. The word rich here does not only relate to money, but also relates to the company you keep, i.e., surrounding yourself with people who have active and rich minds, and who live rich and/or luxury lifestyles. Entrepreneurs tackle business roadblocks and mental obstacles on a daily basis. Surrounding yourself with the right people, who are also entrepreneurs or who already have successful businesses, means that you are positioning yourself to receive the right business advice whenever you are in need; because you are receiving advice from people who are in a position of strength due to their success, experience or simply because they are further along the path to entrepreneurship than you.

Unfortunately, not everyone who wants to become an entrepreneur can immediately place themselves in a rich environment. However, a single conversation can change your life for the better or for the worse. Getting advice from the wrong person can be the reason why you give-up and throw everything away, when you were actually closer than you think to achieving your goals.

This is why, as a consultant, the professional advice you provide is worth paying for, and why the realm of business consultancy exists. The road to entrepreneurship is uncharted territory for every business, as although the road may be similar, it is never exactly the same, and just like when you are traveling to a new country, you need a Tour Guide to help you navigate the land, business owners need consultants to help them navigate the path they are creating to reach the goals and dreams they have for the business they are creating.



# WHAT TYPE OF CONSULTANT DO YOU WANT TO BE?

A business is a creature that constantly needs to be fed in different areas and never stops growing. As a consultant, it is your job to understand the development stage your client's business is at and identify its current needs, the changes that need to be made or solutions that need to be implemented to ensure that the business continued to grow; but more importantly in a healthy way that saves time, money and requires the least effort.

When you decide to be a consultant, there are multiple types of consulting services you can provide, but here are the 12 standard consulting services required by any business in every industry:

1. Strategy Consulting
2. Marketing Consulting
3. Operations Consulting
4. Financial Consulting
5. HR Consulting
6. Compliance Consulting
7. IT Consulting
8. Legal Consulting
9. Social Media Consulting
10. Sales Consulting
11. Growth Consulting
12. PR Consulting

## 1. STRATEGY CONSULTING

Strategic consultants are able to think ahead and provide advice to clients on the growth trajectory of their business, based on its current state. Their gift for thinking analytically enables them to understand the chain of events that have occurred and have led to the business' current level of success, and to identify the actions that must be taken to produce positive results that are sustainable and financially profitable.

If you think you fall into this category of consulting and would like to learn more on how you can become a Strategic Consultant and start having customers today, contact: [BusinessSolutions@alinaliwo.com](mailto:BusinessSolutions@alinaliwo.com)

## 2. MARKETING CONSULTING

A marketing consultant's specialty is understanding their client's target demographic and providing strategies on actions a business should take to create a bridge of communication between their customers and the products and/or services they provide. A marketing consultant understands that people and what appeases them changes every 2-3 months, based on trends, pop-culture, political influences, etc. As a marketing consultant, your role is to keep a constant eye on how the target demographic of your client's business continues to evolve and to provide marketing strategies that will make sure the business' products and/or services stay relevant.

If you think you fall into this category of consulting and would like to learn more on how you can become a Marketing Consultant and start having customers today, contact: [BusinessSolutions@alinaliwo.com](mailto:BusinessSolutions@alinaliwo.com)



### 3. OPERATIONS CONSULTING

The role of an Operations Consultant is to assist their client with the reduction of waste that occurs in their business. The word 'waste' here applies to the wastage of resources, time, money and even people. As an Operations Consultant, you must possess the ability to analyze data, to conduct research and internal reviews to achieve your goal of making sure that the business runs smoothly and more efficiently, by reducing the waste that is occurring, via your provision of solutions and alternative operating options, based on your findings.

If you think you fall into this category of consulting and would like to learn more on how you can become an Operations Consultant and start having customers today, contact: [BusinessSolutions@alinaliwo.com](mailto:BusinessSolutions@alinaliwo.com)

### 4. FINANCIAL CONSULTING

The service provided is in the name. As a Financial Consultant, your role is to assist your clients with the management of their funds. This can range from assisting clients with generating the funds they need to establish or to put into their business, to identifying a threshold on the amount of funds they have available for them to use on their business to boost its profitability, to identifying whether the way they are using their money to run their business is good or bad, to aiding them with the management of their profits, to assisting them with profitable investments, managing their taxes and more. When a client hires a Financial Consultant, more chances than not, it means they are dissatisfied with the services they are receiving from their current accountant, or have opted to hire your services on a seasonal basis instead of hiring a full time company accountant.

If you think you fall into this category of consulting and would like to learn more on how you can become a Financial Consultant and start having customers today, contact: [BusinessSolutions@alinaliwo.com](mailto:BusinessSolutions@alinaliwo.com)

### 5. HR CONSULTING

HR stands for Human Resources. The ability to deal with different types of people on a professional scale, while making sure that their efficacy rate stays on-par is time consuming, which is why clients hire HR Consultants. HR Consultants assist their clients with hiring staff that not only have the desired skillset for the jobs available, but who have character traits that compliment the company's ethos. HR Consultants must be able to develop the whole onboarding process for a business, if necessary, establish programs that boost team morale and productivity, and must be good at resolving workplace conflicts.

If you think you fall into this category of consulting and would like to learn more on how you can become an HR Consultant and start having customers today, contact: [BusinessSolutions@alinaliwo.com](mailto:BusinessSolutions@alinaliwo.com)

## 6. COMPLIANCE CONSULTING

A Compliance Consultant ensures that their client's business always remains in good legal standing. It is the Compliance Consultant's responsibility to make sure that the business is following all State and Federal rules and regulations and to provide solutions to change the company's operational structure to ensure that everything is up to code, if necessary. As a Compliance Consultant, your role is to make sure you stay up-to-date on all state and federal laws to make sure your client doesn't face and legal and financial consequences.

If you think you fall into this category of consulting and would like to learn more on how you can become a Compliance Consultant and start having customers today, contact: [BusinessSolutions@alinaliwo.com](mailto:BusinessSolutions@alinaliwo.com)

## 7. IT CONSULTING

The specific purpose of technology and its advancements is to make life easier for mankind. IT Consultants apply this same mindset to their client's businesses by providing hardware and software upgrades that will make their client's business run faster, safely and more efficiently; which in turn will aid in making sure that the business is more profitable. IT Consultants also provide cyber security to protect a company's sensitive information, from customer data, to staff information, to business operation details and more.

If you think you fall into this category of consulting and would like to learn more on how you can become an IT Consultant and start having customers today, contact: [BusinessSolutions@alinaliwo.com](mailto:BusinessSolutions@alinaliwo.com)

## 8. LEGAL CONSULTING

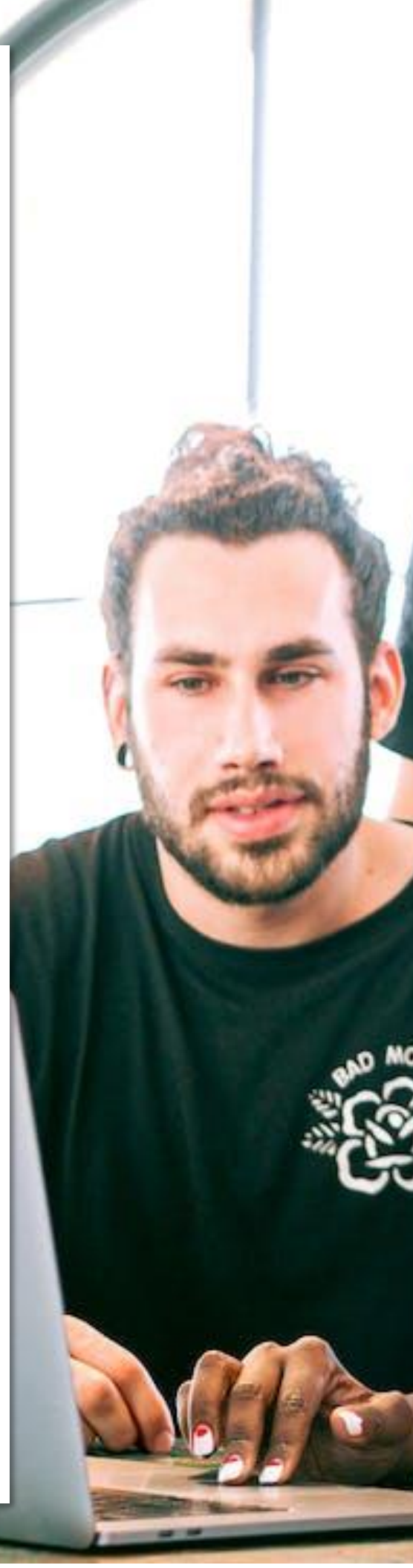
Legal Consultants are hired on a contractual basis to handle the legal situations for their clients. Legal Consultants may also assist their clients by providing the contracts required for the business, for e.g., employee hiring contracts, B2B and B2C contracts, etc. Legal Consultants also assist their clients with managing legal situations to ensure that their client's business remains in good standing.

If you think you fall into this category of consulting and would like to learn more on how you can become a Legal Consultant and start having customers today, contact: [BusinessSolutions@alinaliwo.com](mailto:BusinessSolutions@alinaliwo.com)

## 9. SOCIAL MEDIA CONSULTING

In today's day and age, a business isn't complete if they don't have a social media presence. A Social Media Consultant uses social media as a marketing tool to reach the target demographic for their client's business. Unlike Marketing Consultants who focus on all areas of marketing, Social Media Consultants only use social media platforms to spread awareness on their client's business, and to drive traffic to the products and/or services being provided. Some Social Media Consultants only specialize on one specific app or platform for the services they provide.

If you think you fall into this category of consulting and would like to learn more on how you can become a Social Media Consultant and start having customers today, contact: [BusinessSolutions@alinaliwo.com](mailto:BusinessSolutions@alinaliwo.com)



## 10. SALES CONSULTING

Sales Consultants are specialized in understanding the psyche of their client's customers, and develop strategies of approach to convince their client's target demographic to spend on purchasing the products and/or services of the business that will meet the least resistance. Sales Consultants simultaneously develop sales systems for their client's staff to use that include staff incentives to keep them motivated and to guarantee a good performance. Sales Consultants must also be able to analyze data and previous sales records to understand what has previously worked for the business, and to also determine why previous sales systems may not have worked to be able to put new strategies in place.

If you think you fall into this category of consulting and would like to learn more on how you can become a Sales Consultant and start having customers today, contact: [BusinessSolutions@alinaliwo.com](mailto:BusinessSolutions@alinaliwo.com)

## 11. GROWTH CONSULTING

A Growth Consultant is hired by a client to assist them with scaling up their business. All areas of a business can be scaled up, from increasing the current number of staff, to the monthly sales, operations, and income generated each month. A Growth Consultant establishes the level a company can scale to, based on the current system in place, or generates a new system to make the company scalable in order to meet their client's expansion goals for their business.

It is the Growth Consultant's responsibility to also take risks into consideration and to put solutions in place to mitigate those risks, to ensure a higher chance of financial business success.

If you think you fall into this category of consulting and would like to learn more on how you can become a Growth Consultant and start having customers today, contact: [BusinessSolutions@alinaliwo.com](mailto:BusinessSolutions@alinaliwo.com)

## 12. PR CONSULTING

It is the role of a Public Relations Consultant to protect the public image of their client's brand or business. The PR Consultant does this by ensuring that all actions taken by their client and/or business stay on brand. PR Consultants understand that the image a client's brand/business portrays to the public establishes client loyalty and is a key factor in generating sales. More importantly, it is the role of a PR Consultant to spread business/brand awareness so that more people know about the business, and to ensure that their client's business/brand is always being talked about in a positive way. A PR Consultant will use a variety of methods to ensure that this is achieved, such as press releases, public appearances, interviews, building campaigns, etc., in order to increase the value of the business in the public eye.

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## GETTING STARTED

No matter what category of consulting you feel is a good fit for you, ultimately as a consultant, you should have a passion for business, problem solving, good interpersonal skills, strong communication skills and a natural innate goal to achieve and to succeed.

Like all journeys and when embarking on a task, there's the easy way and the hard way. You can do it alone, or with assistance. At ALINA LIWO Business Solutions, we are here to make your journey to entrepreneurship and easy one, and are only one email away to providing you with the support you need to bring your business consultancy dreams to life.

Thank you for taking the time to read this week's consulting guide on starting a business consultancy. I hope you enjoyed it, and invite you to subscribe to have immediate and direct access to our next guide.

*Thank You  
for Reading*  
*Alina*

Hi, my name is Alina Liwo. I'm a Business Consultant with 12 years of experience; providing services focused on Business Development, Marketing and International Trade, as well as business consultancy services to my clients located all over the world. My clients span from the US, to Italy to Japan, to Pakistan, etc., outside of the 17 projects and businesses that I currently own).

I have had the pleasure of working with clients with a variety of businesses; such as schools and nurseries, training institutes, events management companies, fitness establishments, restaurants, beauty salons and spas, beauty and cosmetics general trading companies, media publication establishments, fashion brands, real estate offices, entertainment-related businesses, sports facilities, charity organizations, and more.

As a Business Consultant, my weekly private Consultation Sessions focus on providing Strategic Consultancy Services, while keeping my clients on track and from diverting from their professional goals. It is my job to make sure that your actions are streamlined, guided and consistent, to ensure that you breed results.

Start seeing the business results you deserve today.



### ALINA LIWO

OWNER/ HEAD BUSINESS CONSULTANT  
ALINA LIWO BUSINESS SOLUTIONS

Contact me today and schedule your free 30mins Zoom Consultation Session:

[BusinessSolutions@alinaliwo.com](mailto:BusinessSolutions@alinaliwo.com) | [www.alinaliwo.com/BusinessSolutions](http://www.alinaliwo.com/BusinessSolutions)