

# Start My Consulting Business

Stop whining. Take action. *Change your life.*

## Breakthrough Consulting

### Week 2: Accelerate Your Progress and Maximize Your Results

#### Homework

This week's homework is focused on experimentation, and--similar to last week's homework--how to identify your barriers to experimenting. In addition, this week's homework will make it clear both what the results could be if you choose not to experiment as opposed to the benefits of testing and validating your assumptions. You'll also begin to identify ways you can test some of the most critical pieces of your consulting business.

1. Identify the riskiest parts of building your consulting business. If you've already identified a market or markets, what are your biggest risks in approaching those markets for the services you're considering offering?

For each risk, write down at least 3 ways you could experiment to determine how you could find out whether you're initial idea is on the right track.

What information or signals would you expect to get that would tell you you're headed in the right direction or need to change course?

2. Write out what could happen if you don't test your assumptions, and you turn out to be dead wrong about what you believe about your market or service offering.

In last week's lesson, I talked about how our fear magnifies unlikely, catastrophic outcomes; here though, you want to highlight exactly what would be a **very likely** outcome if you turn out to be wrong and either don't test your assumptions or ignore signals that you're headed in the wrong direction.

How much time would you waste? How much money would you waste? How would your "failure" affect you emotionally and psychologically? Would your "failure" prevent you from trying any business venture in the future--and if so, how would that decision alter your life?

3. Write out what could happen if you DO decide to experiment and test your business assumptions.

How much faster could you build a profitable business? What kinds of things would you avoid wasting time and money on? How much time and money could you potentially save? How will your business look or operate differently by experimenting?

4. What are your mental blocks and current mindset toward failure? When you think of experimenting as you build your business, what's your reaction? What could you do that would make the thought of experimenting seem easy?

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5. Brainstorm at least 5 ways you could find out if your target market would be interested in the services you're considering offering.
6. Brainstorm at least 5 ways you could find out whether your target market is both willing AND able to pay for the services you're considering offering.
7. Write a short script that you can use when calling a prospect to find out their biggest problems and wants. You'll use this script later on in the course, so you'll want to make sure it has sections for things like:
  - a greeting
  - a very brief introduction: who you are and why you're calling (hint: you are NOT calling to sell your services)
  - how you need their help, and what specifically you're asking for
  - any follow-up you plan to do and/or need from them
  - a closing and thank-you