

# Start My Consulting Business

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

## Breakthrough Consulting

### Week 8: Create Client Loyalty for Recurring Revenue

#### Homework

This week's homework will focus on 5 areas:

- Understanding the reasons why your clients did/didn't work with you again.
- Ensuring successful projects.
- Keeping clients aware of you and how you can provide value.
- Using competitors to get more business.
- Looking beyond the current project.

#### 1. If you have existing clients or prospects, find out:

- Why did they choose to work with you in the first place?
- What made your work with them successful?
- Was there anything you could have improved?
- If they haven't given you additional projects, why not? Identify their objections.
- For prospects, what are their objections?
- For existing clients and prospects, what can you do to overcome each of the objections they described to you?

#### 2. Ensuring successful projects:

- What are some of the key things within your niche and within typical projects that could impede your success?
- How could you prevent or deal with those challenges proactively?
- If you need to communicate with several people at each client, or need a tool to help juggle your different projects, you might want to look at project management apps. A few of the most popular are [Basecamp](#), [Trello](#), and [Asana](#).

#### 3. Keeping clients aware of how you can provide value:

- What small things can you do to provide value--either in e-mail, phone, or in person?
- How can you show your gratitude for your clients giving you business?
- If you choose to send out periodic e-mails, generate a list of at least 10-15 short topics that you could write about that would be interesting and/or useful to your clients/prospects. Don't feel like you need to write a 10,000-word essay; as long as you have a 200-300 words on a topic and deliver value, that's typically good enough.

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## 4. Using competitors to get more business:

- Who are the competitors in your niche?
- Are there any "near" competitors--competitors who do similar but not exactly the kind of things you do? If so, you might be able to enlist them on projects.
- Are there other consultants in your niche who provide complimentary services? These are often ideal people to get to know, since their complimentary skill sets can be a natural way for you to add more value to your clients.
- How might you be able to use your competitors/colleagues/associates for projects?

## 5. Looking beyond the current project: This is a 2-step assignment:

1. Think of a typical deliverable/project that a client might ask you to do.
2. Now, think beyond that deliverable:
  - What additional, broader, higher-level value could it provide?
  - What other high-level objectives could be incorporated into the project? Use the 4 drivers (increasing revenue, increasing efficiency, lowering costs, ensuring compliance) to help you think of more value.