

How to Build a Consulting Business from Scratch



Videos to Consider Checking Out

All of the videos can be found on the
Laura Burford/Consulting Insight Channel
<https://www.youtube.com/@LauraBurford>

Basic Consulting Videos

Determine Your Consulting Hourly Rate:

https://youtu.be/lPns22wPV6M?si=oofowOIT29ZK_6hw

Frequently Asked Questions when Evaluating if Consulting is for You (8 Common Questions):

<https://youtu.be/fy5k2WkU3MA?si=n8MptuBzoeFeSoJ8>

Difference between Consultant and Subcontractor? SURE IS!: <https://youtu.be/OA-RnG6irHY?si=vZ4wJO1smefNwMDe>

Key to Your Consulting Success: Focus, Ideal Client, & Point of View

<https://youtu.be/pqAoFSL6FhY>

Point of View

Market You with the Help of Your Consulting Point of View:

<https://youtu.be/7S3Q8IPuC2k>

5 Steps to Craft a Point of View That Makes You Unstoppable:

<https://youtu.be/mjhaXnn7VNM>

8 Ways How Your Point of View is More Than a Client Marketing Tool:

<https://youtu.be/okYKIHyyUHW>

Four Outcomes of a GREAT Point of View:

<https://youtu.be/35ILf9IOYm8>

How to Build a Consulting Business from Scratch



Ideal Client

How to Find Your Perfect Ideal Client: 6 Places and an Exercise

<https://youtu.be/zHo3xSskoOs?si=PTVeQHittj-NRvQf>

4 Essential Tips to Pinpoint Your Perfect Ideal Consulting Client

<https://youtu.be/RvTcj4Rgu5A>

Relationship Building

Three Key Strategies to Create the Best Consulting Clients:

<https://youtu.be/LBNiTFiLH2o>

Power Of Networking Strategically: How To Connect With Your Ideal Client:

<https://youtu.be/V5IL2qGIYOA>

8 Easy Steps to Reach out and Reconnect with a Colleague or Client!:

<https://youtu.be/8aCqsRaX21Y>

How to Write an Effective Personalized Message that Grabs a Person's Attention!:

<https://youtu.be/sWmpVKQJPhU>

Connect for Success: Assess Your Client "Connect" Skills with 3 Simple Questions:

<https://youtu.be/3yagjNmA8mQ>

Contact Information

Laura Dallas Burford laura@lauraburford.com 610-429-3122

Laura's Consulting Guide <https://www.laurasconsultingguide.com/>

For Free Resources and Newsletter:

<https://www.laurasconsultingguide.com/pages/consultantresources>

Free First Thursday Consulting Q&A

<https://lauras-consulting-guide.kit.com/e74f390033>