



## Building a Consulting Business

### Select Your Learning Style

**Facilitator-led** 1 Day Program (Classroom)

**OR**

**eLearning format** (Self-paced)

**Please refer to Pricing Page for cost per participant**

Today's business environment isn't focused on 9-to-5, lifelong, static positions like it was decades ago. Our world is constantly shifting and evolving, meaning that businesses (and workers) must evolve with it. As a result of this shift, consultants have more opportunities than ever before. This course will show you how to build a business as a consultant.

#### What Will Participants Learn?

- ✓ Define the term "consultants" and explain their role in today's business world
- ✓ Identify consulting opportunities
- ✓ Create a business strategy that includes a business plan, budget, marketing plan, fee structure, and resources
- ✓ Use social media and networking skills to grow your consulting business
- ✓ Protect your work with contracts
- ✓ Identify ways to stay on top of trends and changes

#### What Topics are Covered?

- ✓ What It's All About
- ✓ Business Building Blocks
- ✓ Crunching the Numbers
- ✓ Planning Your Business
- ✓ Test Driving
- ✓ Creating a Sales and Marketing Strategy
- ✓ Getting the Work Done

#### What's Included in Your Learning Style?

- ✓ Self-paced eLearning OR
- ✓ Interactive class environment – Facilitator-Led
- ✓ Specialized course materials and resources
- ✓ Personalized certificate of completion

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