



More about *Time To Fly! Building & Boosting a Woman-Owned Consulting Business.*

A Note from Your Instructor

Welcome. If you're here, then there may be a few things that are good to know.

This course was built by a like-minded woman who has probably seen the same excitement ... and the same *struggles* that you've experienced. I didn't start this to make a million dollars. I started this for the emotional reward of seeing other women break through the financial ruts and the confidence stagnation that kept me from realizing that I was indeed a legitimate consultant and a flippin' good one at that. So this is about you ... it's about nurturing you through the process and discovering your own discipline and mindset to get you further in this fulfilling career. And it can be fulfilling!

During the course, we spend time on all key aspects of the business, with special emphasis on *networking* and the *consultative sales process*. Homework activities include actual tasks that move your business forward, like culling contacts and practicing your sales approach with prospects. The format is perfect for holding yourself accountable in a caring way.

Course Tuition includes

In addition to the previous page's description of what you'll learn, you'll also receive:

- All online and reproducible material
- Templates and check sheets to use as your own
- Sample proposals that illustrate how to put your services into words
- Book reviews, recommended websites, and articles of pertinent models and philosophies that apply to your situation
- 24/7 email access to Katie
- A structured approach to building the aspects of your consulting business and the 3-legged stool

Outcomes From Each Lesson

Lesson ONE: Focus, But Don't Forget to Dream

Lesson One is full of assessments, business definitions, and brain work. Be ready to begin your incubation of several pieces of your consulting business. It's mental work, but a terrific reminder of how fun it all can be as well. You're in control.

Lesson TWO: Building a Solid Portfolio

Lesson Two guides you through an increased awareness of your strengths and blind spots. You'll begin looking at the uniqueness of your story and how it will set the stage for your offerings being a natural extension of you.

Lesson THREE: Your Brand of Consulting

Although business development and branding yourself is an evolution, we get you moving on articulating it right off the bat. We will consider the community, real or virtual, that you want to reach out to and how to get inspired to find potential clients.

Lesson FOUR: Marketing and Networking Successfully

This is a natural follow-on to the image of yourself and your business portfolio you've just created. You're ready to engage in some impactful outreach and exposure, knowing that people can benefit from what you do! The "if you build it, they will come" philosophy works well here, so patience and focus are encouraged. A few tricks of the marketing trade are shared.

Lesson FIVE: Effective Administration, Dull yet Critical

This lesson delves into several aspects of administration. Yes, I realize it's NOT exciting, so I try to avoid monotony in the audio lesson 😊 BUT there are loads of check sheets to help you along. If you've been operating for a while as a consultant, much of this will serve simply a reinforcement for what you are likely already doing.

Lesson SIX & SEVEN: The Consultative Sales Process, Part 1 & 2

We are going to begin working on a very systematic and professional process for bringing in your clients from wishful-thinking prospects at a distance, to those that are sitting across the table from you as a trusted partner. All this without the fear and angst of selling, and definitely no cold selling.

The best news is that you already have a good chunk of this process under that Michael Kors fashion belt of yours because you're well into understanding and performing your networking. Voila!

Lesson EIGHT: A Support Structure that Motivates You & Creates Recurring Business

It's a nice thing ... completing something. But you also are really just beginning.

Here, I invite you to take in the last lesson, where we cover the benefits of being on a retainer contract and how to write one. I also provide you some important reminders and techniques for your strong female presence and how to remain confident! Then stay until the end for a little recap video song and a gratitude. Bottoms up!

Results from past *Time To Fly!* Students

"My win of my first consulting client... is a private school and on a retainer and then even more work from them past the initial project. The support from hearing you on the coaching call last week gave me the push to be confident." -- Amy C.

Katie's note: Amy landed this contract during the 4th lesson of the course. Her confidence soared after working with the Time to Fly! material and she found the courage to push forward, finally feeling like she had a path to get it done.

"I have some big news. I can't tell you how excited I am that I am lining up a series of clients after using the Time To Fly! networking approach to tap into a bunch of existing business activities that will launch my consulting/training business." -- Elena H.

Katie's note: Elena was fearless in using the networking strategy we covered in the course to get herself out there. And it paid off. She connected with another resource that decided to use her to deliver a series of consulting opportunities.

Still Unsure?

If you're still not ready to pull the trigger, you can schedule a 30-minute coaching call with me, Katie Snapp. (no charge) I can step you through the decision process and see if you're a good fit. Reach out to me at Katie@Better-Leadership.com.