

Keys to Being an Effective Consultant

1. Seek to understand before seeking to be understood.
2. They don't care how much you know until they know how much you care.
3. Don't tell... SELL!
4. Manage your brand – ALWAYS!
5. Your brand has to represent intelligence, reading, leadership, and be attractive to what they want.
6. Always do what you say you will do.
7. Focus on impact and results. Advice without impact is not valuable.
8. Be an Advisor – Peer to Peer.
9. Show confidence with Grace (appreciation for team and how you came to where you are in life).
10. Stay in the game. Your clients need to believe you have been in their shoes (and still understand them).
11. Find ways to apply your teaching in your business. It helps bring credibility.
12. Track results and quantify results.
13. Diversify your talents.
14. Keep stable ideas alive and seek new where appropriate.
15. Build net worth so you never have to compromise. You never want to “need” a job.