



How to Start a Consulting Business (Checklist)

1. Decide if a consulting business is right for you.

- a. Determine your value proposition.
- b. Define your niche.

2. Define your target market.

- a. Validate the need for your services.
- b. Conduct market research.
- c. Identify your ideal client.

3. Form your business.

- a. Pick a business name and register it with the state.
- b. Choose a legal structure.
- c. Create a business plan.
- d. Obtain an EIN.
- e. Open a business bank account.
- f. Obtain insurance.
- g. Apply for an operating license or permit.
- h. Register for state taxes.
- i. Create a consulting contract.



4. Secure funding.

- a. Calculate your startup costs.
- b. Get a business credit card.
- c. Fund your business with personal savings or obtain funding.
- d. Find a business partner.

5. Set your pricing.

- a. Research your competitors.
- b. Determine your fee strategy.

6. Hire employees.

- a. Determine which employees you need (if any).
- b. Create the ideal candidate persona.
- c. Write a job posting.
- d. Advertise your job posting.

7. Market your business.

- a. Identify marketing techniques that suit your business.
- b. Tell your friends and former colleagues about your business.
- c. Start a website.
- d. Use social media to your advantage.

8. Ask satisfied customers for referrals.

- a. Create an email template.
- b. Call your referral prospects.

