

# The Consultants Survival Guide

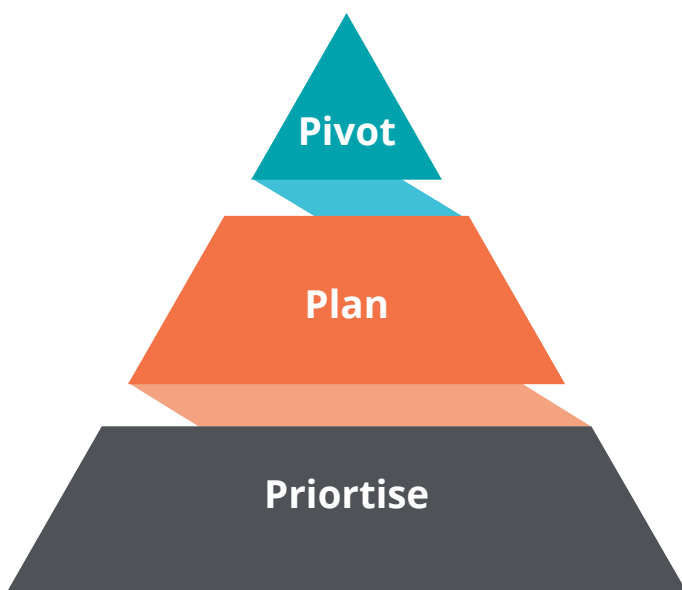
Having spoken to many consultants recently, I notice that they broadly fall into one of two categories.

- A.** Consultants who have ongoing client work that they can do remotely. This will keep them ticking along and afloat for a while but have nothing definite after this work dries up.
- B.** Consultants whose client work has completely dried up or has been paused indefinitely.

Either one of these situations is far from ideal and is naturally cause for concern right now and in the future.

Many consultants are feeling anxious and unsettled while being stuck at home, not knowing how long the situation will last. Some are facing the possibility of running out of money and not even knowing whether there will still be a market for their services when the economy recovers.

In my experience, the only antidote to anxiety is **ACTION**, so here are 3 practical steps you can take right now to not only help you survive this current situation but to also give you the very best possible chance of thriving when things take off again.



## PIVOT

Pivot is the buzz word at the moment and there are some great examples of individuals and companies who are doing it well, from airline staff moving over to help the NHS, restaurant and retail staff working in grocery stores, F1 motor racing and Dyson using their skills to build much needed ventilators.

None have started from scratch, they have taken elements of what they do best, along with their skills, knowledge and experience and applied them elsewhere. With a bit of creativity and confidence you too can apply these principles.

Here are 3 key areas to consider if you want to pivot your consulting services.



### ✓ **Your Offer:**

- ◆ Are there parts of your service offering that you could adapt to meet the needs your clients right now?
- ◆ Could you deliver your existing services online?

### ✓ **Your market:**

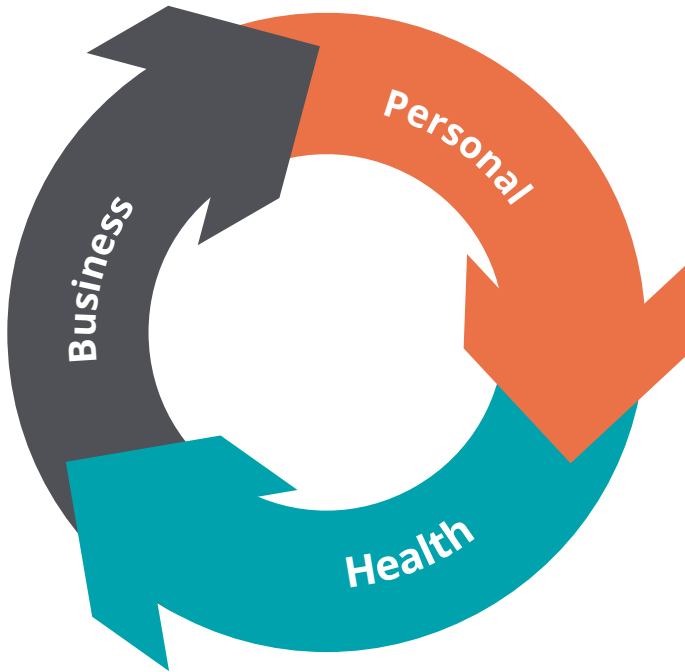
- ◆ If your market has disappeared overnight or is on hold then you will have to find another.
- ◆ Start researching which markets are currently buoyant and which ones might spring up or grow in time.

### ✓ **Your marketing message:**

- ◆ Putting out the same marketing messages you did a few weeks ago just won't cut it right now.
- ◆ Change your marketing messages so it is current, relevant and sensitive to the marketplace and speak directly to your client's needs.



## PLAN



In times of uncertainty what we crave most is stability and direction. Now more than ever is the best time to make a short-term plan. This will help you regain a sense of stability and provide focus for the weeks and months ahead. As you work through your plan and make progress this will also help to give you a much-needed sense of achievement.

Things to consider when putting your plan together.

- ✓ Base your plan on what you know now and what you can control
- ✓ Map out what you want to achieve in the next 30/60/90 days
- ✓ Include business, personal and fitness goals
- ✓ Have a workday and weekend routine
- ✓ Create a daily work pattern
- ✓ Find a business buddy that you can your share ideas with and can hold each other accountable.



## PRIORITISE

When everything suddenly changed overnight then it is only natural to feel overwhelmed, paralysed and unsure what your next move should be.

Here are some tips on the key areas you should prioritise to help you stay on track and moving forward to find clients now and be ready for the upturn.



**Your Health**



**Your Time**



**Your Money**

### Your health:

- ✓ Now more than ever we are all reminded of the importance of staying fit and healthy. I know from my own experience that if I am unwell then my business suffers too and so I have learnt the hard way that I must prioritise my mental and physical wellbeing.
- ✓ Make sure you set aside time to focus on your health and you will soon reap the rewards.

### Your time:

- ✓ Just because you may have more time in the day doesn't mean that you should waste it. If you want to stay ahead of the game and be in good shape when things pick up, then using your time wisely now will pay dividends.
- ✓ Now is the time to think about what you are going to stop doing, start doing or do more of. For example, you might stop watching so much TV, start eating better and learn more to help drive your business forward.

## Your money:

- ✔ This may seem obvious but now is a good time to review your finances and prioritise your expenditure.
- ✔ Basically, there are only two ways that you can improve your bank balance, either put more in or stop it going out.
- ✔ Take this opportunity to review your personal and business expenditure and look for opportunities to increase your income.



I hope you've found this guide useful and that it gives you a clear steer on the actions you can take now to ensure you not only survive but thrive in the months ahead.

Wishing you all the very best.

*Anne* :

If you would like any more support or want to go faster, then here are a few ways I can help you.

1. Head over to the **Consultants Growth Hub** private FB Group for consultants at <https://www.facebook.com/groups/R360GrowthHub/about/>.
2. Book a 30 minute "**Pivot Plan Session**" today and let me help you pull a plan together <https://calendly.com/anne-oreilly>
3. Follow me on Facebook <http://facebook.com/aoreilly2> or LinkedIn <http://linkedin.com/in/anneoreilly>
4. Head over to the website [www.results360.biz](http://www.results360.biz) for more useful articles on how to get more clients and grow your consulting business

