

**THE CONSULTANT'S
COMPANION**

EXTRACT FROM
THE WORKBOOK

**INDEPENDENT
CONSULTANT'S
MARKETING
AUDIT
CHECKLIST**

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INDEPENDENT CONSULTANT'S MARKETING AUDIT CHECKLIST

When I coach new consultants one of the big Ahahs! For them is that now you're in business for yourself you need to have marketing systems in place, so you can always have clients lined up. That doesn't happen by magic, it happens by design.

Here are some elements of that design. You don't need all of these. But you do need some of them! Which do you have already, which will you choose to work on now? For assistance with all of this, sign up for my free tools and templates at consultantsconsultant.com.au and let's start a conversation!



INDEPENDENT CONSULTANT'S MARKETING AUDIT CHECKLIST

I KNOW

ELEMENT

Not all of these are necessary (but if you have them all, bravo!)

GOT IT

WANT IT

I know who my key market is

I know how much to charge

My friends and family know what I do for whom,
so they can easily refer to me

I have a target client industry or demographic

I know how to succinctly describe my services and
benefits to my customer (elevator pitch)

I know which clients I'll work with for the next 3 - 6
months

I know how I'll target my prospects (I have a plan!)

I know how my personal branding aligns with
my business' brand (I am my own shop window)

I HAVE

ELEMENT

Not all of these are necessary (but if you have them all, bravo!)

GOT IT

WANT IT

I have a web page that sells to my client's needs
(not just one which showcases my methodology or my skills)

I have my customers and leads organised in a single place

I have a written list of my fees (or "Client investment")

I have a business card that is professional and in line
with my branding

I have a body of work (blog, videos, articles, white papers, tools,
templates) that promotes me as a thought leader

I have a template proposal

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I DO

ELEMENT

Not all of these are necessary (but if you have them all, bravo!)

GOT IT

WANT IT

I keep in touch with my old clients and colleagues (at least 4 times per year)

I meet new prospective clients frequently

I regularly receive referral business from my former clients and colleagues

I blog, write white papers or publish regularly

People read my blogs, white papers or other publications

I publish articles, not just updates on LinkedIn, and social media platforms where my clients hang out

I chime in on discussions on social media groups relevant to my clients

I can send a short email to a segment of my entire customer database within 10 minutes

ADD YOUR OWN...

INDEPENDENT CONSULTANT'S MARKETING AUDIT CHECKLIST

So now you've rated them all, of all of the tasks on this list, which are the top 3 priorities?

Write them here:

My 3 highest Marketing priorities are:

1. _____

2. _____

3. _____

Happy implementing!

For help with more marketing strategies try
Market your business without cold calling, book 5
in the ***Consultants' Guide Series*** by Cindy Tonkin.

Download a sample and buy the book at
<http://consultantsconsultant.com.au/consultantsguide-5-marketing-consultancy-without-cold-calling/>

I also coach independent consultants to set up and run
their consultancies prosperously and painlessly.

Let's start a conversation about it.



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