



# Repackage Yourself for Consulting Success

Your expertise. Your rules. Your thriving consulting business—starting now.

You've built a career full of experience—now it's time to turn that experience into a business that works for you. Whether you're ready for more freedom, pivoting to something new, or gearing up for a pre-retirement chapter, this toolkit will help you package your expertise, find high-value clients, and build a consulting practice that fits your life.

Consulting isn't just about working for yourself—it's about standing out. It's about telling a story so compelling that clients can't wait to work with you. With this step-by-step toolkit, you'll learn how to turn your knowledge into irresistible offers and deliver them in a way that builds trust and demand.

## What You'll Learn

### Positioning: Define What Makes You the Obvious Choice

#### What makes you different?

What problems do you solve better than anyone else? This section helps you answer these critical questions with a clear positioning statement that becomes your consulting "north star."

You'll learn how to pinpoint your ideal audience, speak directly to their pain points, and package your value in a way that makes choosing you a no-brainer.

### Crafting Your Elevator Pitch: Turn Curiosity into Clients

#### Got 30 seconds? Make them count.

This section shows you how to craft a pitch that sparks conversations and opens doors. Whether it's a networking event, a sales call, or your LinkedIn headline, you'll learn to pitch with confidence and clarity—making prospects say, "Tell me more."

## You're Not Alone—Gig Wisely Has Your Back

We get it—breaking into consulting can feel daunting. That's why we created this toolkit: to help you repackage yourself into the consultant who can pitch a client and confidently say, “I'm exactly who you've been looking for.”

Your expertise is valuable. Your perspective is unique. Clients are out there searching for exactly what you bring to the table. This toolkit will help you show them why you're the perfect fit.

**Let's get started—your next chapter starts now.**

# Repackage Your Services as a Consultant:

## Part 1 — Position Yourself for Success

Many new consultants think they can toss around the fact that they have 30 years of experience in an industry—or that they worked at a big-name company—and that will be enough to win clients.

**But here's the truth: it's not enough.**

Plenty of other consultants have 30 years of experience, often in the same industry or at similar companies. Credentials like these don't make you memorable. They don't make you the obvious choice.

**To stand out, you need more than experience. You need positioning.**

### The Role of Positioning in Winning Clients

**Positioning** is what makes clients choose you over someone with a similar résumé. It shows potential clients that you understand their specific problem and are uniquely positioned to solve it.

Strong positioning puts you top of mind. It makes clients think:

“ This consultant gets my challenge and can deliver the outcome I need. ”

If you're just starting your consulting career, positioning might sound abstract. But it really boils down to answering a few essential questions every client has:

Who do you serve?

What specific problems do you solve?

What makes you different than others selling similar services?

What outcomes can you deliver that clients actually care about?

## Positioning, Messaging & Branding: How They Work Together

While positioning is critical, it doesn't stand alone. To attract clients and win business, you need to understand how positioning, messaging, and branding work together.

- **Positioning says:**

"Here's who I help, the problems I solve, how I'm different, and the outcomes I deliver."

- **Messaging says:**

"Here's how I communicate that value so it resonates with my audience." (think copy for your website, outreach emails, social posts)

- **Branding says:**

"Here's why you can trust me to deliver what I promise." (my professional reputation, personality, attitude).

All three elements work together to position you as the obvious choice for the right clients.

## Why Generic Positioning Doesn't Work?

While your background is impressive, clients aren't just hiring expertise—they're hiring outcomes. They want results, and they want to know that you can deliver them.

### **Positioning clarifies why you're the right choice.**

Without it, you're just another consultant with a familiar résumé. With it, you stand out—and win the deals you want.

## How to Craft Positioning That Stands Out

To create a positioning statement that captures attention and wins clients, use this simple but powerful formula:

**"I help [target customer] solve [problem] by [differentiation], delivering [realistic results]."**

Let's break down how to complete each part of the formula:

## [Target Customer]: Identify Who You Serve

### "I help [target customer]..."

You can't be everything to everyone. The more specific you are, the more you'll resonate with clients who need your expertise.

#### Ask yourself:

- What industries or companies do I know best?
- Who benefits most from my experience?

#### Examples:

- HR teams overwhelmed by manual onboarding tasks
- Healthcare providers navigating complex compliance requirements
- Small law firms struggling with client intake inefficiencies

## [Problem]: Understand the Specific Challenges You Solve

### "...solve [problem]..."

Clients pay for solutions, not just expertise. Show you understand the pain points that keep them from succeeding.

#### Ask yourself:

- What specific problems are my clients facing?
- Which problems are urgent enough that clients will pay to solve them?

#### Examples:

- Inefficient onboarding systems that waste time
- Compliance risks threatening operations
- Broken client intake processes causing lost revenue

## [Differentiation]: Highlight What Sets You Apart

### "...by [differentiation]..."

This is where you explain why you are the best choice. What do you do differently or better than others?

#### Ask yourself:

- What's my unique approach or "secret sauce"?
- Do I have insider knowledge, specialized skills, or a faster process?

#### Examples:

- Automating manual processes for faster results
- Providing industry-specific expertise that others lack
- Implementing efficient intake systems that streamline operations

## [Realistic Results]: Focus on the Outcomes You Deliver

### "...delivering [realistic results]."

Clients want to know what they'll gain from working with you. Be clear and specific about the results you achieve.

#### Ask yourself:

- What outcomes do my clients experience after working with me?
- Can I quantify those results? If not, what qualitative outcomes matter most?

#### Examples:

- Reducing onboarding time by 50%
- Boosting lead conversion rates by 40%
- Minimizing compliance risks and reporting errors

## Putting It All Together - Using the Full Formula

Here are a few complete examples of positioning statements using the full formula:



"I help HR teams streamline onboarding by automating manual processes, reducing new hire ramp-up time by 50%."



"I help healthcare providers avoid costly fines by ensuring complete audit readiness."



"I help small law firms boost lead conversions by 40% through efficient client intake systems."

## [Realistic Results]: Focus on the Outcomes You Deliver

At Gig Wisely, we understand that positioning is challenging—especially when you're starting out.

That's why we offer a digital makeover designed to help you define your positioning with clarity. You'll complete a short questionnaire about the industries you serve, the problems you solve, the outcomes you deliver, and what makes you different. Then, our expert copywriters will craft your positioning —and build your website.



[Sign up today](#)

**Take the first step toward building a successful consulting career.**

# Repackage Yourself for Consulting Success

## Part 2 — Establish Your Elevator Pitch

Now that you've defined your market positioning, it's time to translate that into a compelling elevator pitch — a brief, engaging statement that makes potential clients think, "Tell me more."

An elevator pitch is critical because first impressions matter. Whether you're networking, on a discovery call, or updating your LinkedIn headline, a well-crafted pitch can open doors and start conversations.

### What Makes a Great Elevator Pitch?

#### A strong pitch should:

- Clearly state who you help and what you do.
- Show how you solve their problems in a way that others don't.
- Highlight tangible outcomes or value you deliver.

 **Remember: Your elevator pitch builds on your positioning—it's your positioning made conversational.**

### The Elevator Pitch Formula:

Try this structure:

**"I help [target customer] who are struggling with [problem] by [your unique approach], so they can [outcome or benefit]."**

#### Examples:

- "I help small law firms that lose clients due to outdated intake processes by streamlining their client onboarding, so they can convert more leads and grow revenue without hiring extra staff."
- "I help HR departments overwhelmed by manual onboarding by implementing automated workflows, cutting onboarding time by 50% and boosting team productivity."
- "I help healthcare providers struggling with data privacy compliance by automating tracking and reporting, ensuring audit readiness in half the time and avoiding costly penalties."

## Breaking It Down:

### Identify Your Audience

- Who are they? (Small law firms, healthcare providers, HR departments)
- What challenges do they face?

### Define the Problem

- What pain points are you addressing?
- Why is this problem critical to solve?

### Highlight Your Approach

- What makes your method unique?
- How does your solution differ from competitors?

### Show the Outcomes

- What results can they expect?
- Can you tie your work to specific improvements (time saved, revenue growth, compliance readiness)?

## Tailoring Your Pitch

### Different situations may require slight tweaks:

- **Networking Event:** Short and conversational. “I help law firms turn more leads into clients by fixing broken intake processes.”
- **Sales Call:** More detailed, outcome focused. “I help law firms that struggle with lead conversion by streamlining their client intake, increasing conversions by 40% within three months.”
- **LinkedIn Headline:** Punchy and clear. “Helping Law Firms Streamline Intake & Boost Lead Conversions.”

## Final Tips for Winning Elevator Pitch:

**Keep it under 30 seconds.** You should be able to deliver it before an elevator reaches the top floor.

**Practice out loud.** Make it sound natural, not rehearsed.

**Focus on value, not just tasks.** Lead with outcomes that matter to your audience.

**Be flexible.** Adjust based on who you’re talking to and what they care about.