

# Becoming a Professional Consultant

Presented by

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# Goal: I want to own my own business

Why Do I  
Want to Do  
This?

It will allow me to have  
greater control over  
how I spend my time.

Why Do I  
Want to Do  
This?

I can have more  
flexibility in my life.

Why Do I  
Want to Do  
This?

I will be able to work  
from home.

Why Do I  
Want to Do  
This?

I will be able to spend  
more time with my son  
or daughter.

Why Do I  
Want to Do  
This?

**Supporting my family  
is the most important  
thing to me.**



Root Cause of Motivation

# Why do YOU want to become a consultant?



# Agenda

- **Running Your Own Business**
    - **3 Structural Options**
    - **Finance & Operations**
      - **Insurance** – What is/is not required
      - **Legal** – Your contract agreements
      - **Money** – How to ensure cash flow
    - **Business Development**
      - How to **Market Yourself**
  - **How to Actually “Consult”**
  - **Q & A**
- 

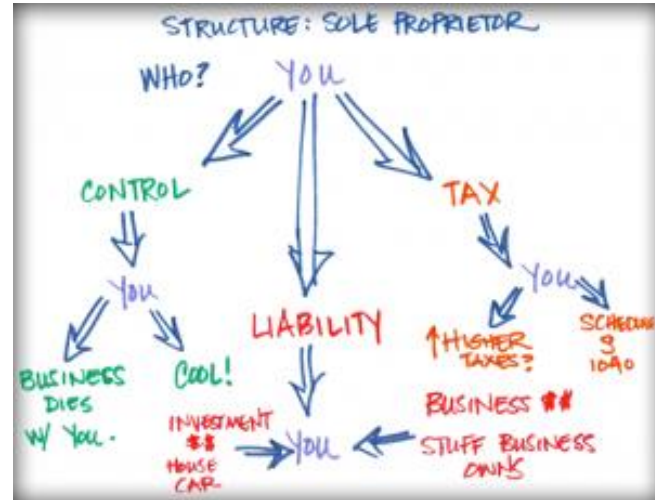


# Running Your Own Business



# 3 Structural Options

Sole Proprietor



Partnership

Incorporate



# Finance & Operations

**Insurance** – what is/is not required

- 5 types to consider

**Legal** – your contract agreements

- What you need to include

**Money** – how to ensure cash flow

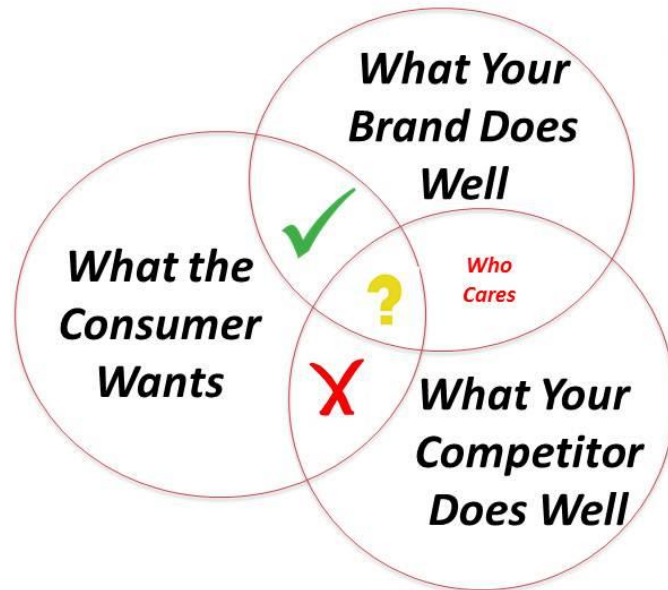
- Payment terms



# Business Development

## How to Market Yourself

### Unique Selling Proposition



✓ **Winning Zone.** Clear point of difference that meets the needs. Make it even bigger.

✗ **Losing Zone.** Your competitor meets the consumer needs better than you do. You'll be crushed.

? **Risky.** Competitive Battle ground. Use emotion, innovative, superior execution.



# How to Actually “Consult”



# Questions



# Thank YOU!

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