

Consulting Foundation Template

A one-page worksheet to define who you help, the problem you solve, your proof, your offer, your starting price, and your first serious conversations.

FREE CONSULTANT TEMPLATE

Use this when:

You are preparing to launch or sharpen your consulting business.

Outcome:

A clear, simple foundation you can explain to buyers and referrals.

1. Who I help

Describe the buyer or client group you want to serve. Be specific enough that someone recognizes themselves.

2. Problem worth solving

What painful, expensive, or urgent problem can you help them solve?

3. Proof I can help

List evidence from projects, roles, results, testimonials, internal wins, or hard-won experience.

4. Simple offer

Write your first offer: I help [who] solve [problem] so they can [outcome].

5. Starting price

Choose a starting point: fixed fee, monthly advisory, workshop package, or phased delivery.

6. First 5 conversations

Name five people or groups to contact for real buyer conversations or referrals.

Delivery basics and boundaries

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|--|---|---|
| <input type="checkbox"/> Onboarding and discovery steps are clear. | <input type="checkbox"/> Communication rhythm is agreed. | <input type="checkbox"/> Scope, response times, and payment terms are written down. |
| <input type="checkbox"/> I will diagnose before advising. | <input type="checkbox"/> I can explain the value in one sentence. | <input type="checkbox"/> I have a next action for this week. |