



FREE CONSULTANT TEMPLATE

My First Week as a Consultant

A practical seven-day plan to turn your consulting idea into a clear offer and real market conversations.

Day 1 - Choose one problem

Pick a problem you understand from real experience and that a client would pay to solve.

- Problem is specific
- Pain is meaningful
- Outcome is easy to explain

Day 2 - Define your starting client

Describe the client whose world, language, and pressures you understand best.

- Industry or role
- Company size or stage
- Visible symptoms

Day 3 - Shape a simple offer

Use: I help [client] solve [problem] so they can [outcome] through [format].

- Duration
- What is included
- Final deliverable

Day 4 - Create a one-page explanation

Explain who you help, the problem, what the engagement includes, and why you are credible.

- Relevant to the buyer
- Clear enough to discuss
- No unnecessary polish

Day 5 - Build a list of 30 people

Include potential clients, trusted introducers, and people who understand the market.

- 10 possible clients
- 10 connectors
- 10 feedback contacts

Day 6 - Send 10 thoughtful messages

Start human conversations. Ask about the problem instead of sending a hard sales pitch.

- Personalized message
- Clear reason for contact
- Simple next step

Day 7 - Review signals and adjust

Treat early feedback as information, not a verdict. Review what created interest and what needs to change.

What got a response?

What did people understand or misunderstand?

What will I change before the next 10 messages?

End-of-week goal: one problem, one target client, one offer, one explanation page, and real conversations started.

Avoid: logo perfection, complex websites, expensive software, and multiple offers before market feedback.