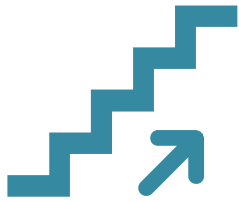




10 STEPS TO FINDING HR CONSULTANCY CLIENTS



The HR Consultancy Business School



Introduction

This is a 10 step process which has been created to help you to find new HR clients and projects quickly

It can be used by new HR Consultants looking for their first few clients and projects as well as more established Consultants who want to give their sales activities a boost

In order for this process to work best we suggest that you commit to following it for a minimum period of 12 weeks - it does not need to replace your current sales activities but check to make sure it doesn't conflict with them

Look forward to hearing how you get on!



1) Choose a specific target market or specific service to offer

Choose a clearly defined target market to focus on for the next 12 weeks. The more clearly focused the better so avoid going for things like 'SMEs' or 'Small Businesses' or 'Start up Businesses' Here are a few examples

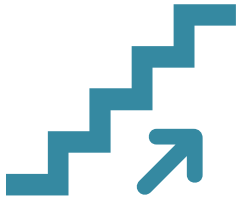
- Hospitality
- Retail
- Professional Services
 - Facility Services
 - Tech
 - Care Homes
 - Theatres
- Private Medical Centres
 - Florists
 - Construction
 - Boutique Hotels
 - Restaurants

You could also choose to focus on a geographical area but make it relatively small - say 50 sq miles - so not Wales or the South or anything like that.

An alternative approach is to focus on the problem you solve.

For example this could be

- Mediation
- Mental Health in the Workplace
- Menopause in the workplace
- Training Managers in managing remote or hybrid teams
- Recruitment support
- Investigations



2) Identify the most urgent current problem for businesses in that market

Use your knowledge and experience to identify a specific problem that you know your target market is experiencing or do some market research to find out the information you need.

Some questions you can ask yourself about this

- What exactly is going on in the world of the businesses in your target market right now?
 - What questions do you get asked repeatedly?
- What questions are coming up in groups and forums?

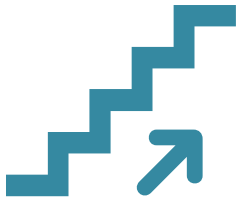
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- Who is dealing with the people management issues and what are they particularly worried about?

What topics tend to get the most interaction and responses when you post about them?

- What is particularly topical right now?

What you are looking for here are things which are being broadly experienced by your target market. Those things that are causing them problems on a daily basis.

Once you know that then you can start to create offers that help to solve that problem.



3) Create a Spotlight offer that addresses that urgent and pressing problem

A Spotlight offer is a fixed price, one off service that provides a solution to one problem (or a clearly defined part of one problem)

Look back at the list of problems your target market is currently experiencing. Choose a problem that you can help them to solve quickly

People will invest in solutions to problems that they are already aware of but don't know how to solve or don't have the capacity or resources to solve.

A Spotlight offer is a good way for someone to start to work with you - it's low risk, high reward

- it's a way for you to demonstrate that you understand the challenges they are facing and can help them to solve these challenges.

Some examples of Spotlight offers,

- A training workshop in managing teams remotely
- A start up pack for a business new to employing
- A series of training sessions for an Office Manager who doesn't have a HR background
- A short term cover offer for a business temporarily without HR support
- An audit of HR services for a business prior to a statutory inspection
- Support with an appeal process
- A written process for a change project



4) Update your LinkedIn profile to reflect the service you offer and the problem you solve

LinkedIn gives you an incredible opportunity to convey your message and your offers to a wider audience

While you are in this 12 week period use your profile and your posts to tell your target market about your Spotlight offer and the ways you can help them to solve a significant challenge.

- Create an image for your Spotlight offer and put it in your LinkedIn banner

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- Re-write your headline to reflect who your target market is and the problem you help them to solve
 - Update your about section to focus on who your target market is, the problems they are experiencing, the ways you can help them, what makes you the right person to help them, what your Spotlight offer is and how they can buy it.



5) Use the LinkedIn search tools to invite 15 people a day to join your network

Expand your network of potential clients by using the LinkedIn search functions.

- Who are the people in your target market who are aware of the problem you are offering to help them with?
- Who are the people that are having to deal with the problem now in the absence of the type of specialist support you can provide?
 - Who is responsible for the employee functions and challenges within those businesses?
- Who needs to know about you and your business?

Make a list of job titles and sectors (avoid generic terms like SMEs - people don't use terms like that to describe the sector they are in).

Use the LinkedIn search bar to find people in your target market and send out 10-15 connection requests every day (no more than this or you may get your account restricted)



6) Write down 5-10 topics that link to the problem your Spotlight offer solves

Set a timer for about 20 mins and write down up to 10 topic areas associated with the problem your Spotlight offer solves.

Think about the questions you might be asked about it, the challenges not solving the problem could cause, anything particularly topical to do with it.

Then use those topics as headings and write down as many answers or supporting details as you can think of under each heading.



7) Write 1 Blog a week, make 1 video a week, post on LinkedIn 5 times a week

Use the topics and information you created in point 6 as inspiration for blog posts, short videos, live streams and social media posts.

(You don't need to do all of those - pick 1 or 2 from Blog posts, videos and live streams as well as the social media posts).

Decide how often you are committed to putting out content.

The suggested minimum for this process to be really effective is 1 Blog post or video or live stream a week and 5 social media posts.



8) Spend 15 mins a day 5 times a week engaging with your LinkedIn network

As you add new people to your network you need to find opportunities to get their attention.

The best way initially to do this is to engage with the posts they write.

Commit to spending 15 mins a day scrolling through your LinkedIn newsfeed with the aim of leaving reactions and comments

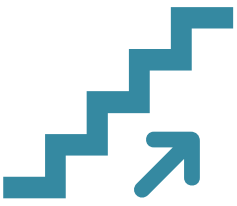
Comments are much more effective so don't just rely on the reactions



9) Create an ongoing support offer to make to your client after you deliver the Spotlight offer

Your Spotlight offer is your first stage of working with a new client

Create an ongoing support (retainer) offer to discuss with them as the next stage.



10) Set up a clear sales process

You need a clear and straightforward method of enabling your client to pay for your services

Some of your options include,

- Set up a payment button to put on your website or in a post that links to PayPal
 - Go Cardless
 - Stripe
- Invoicing directly

Your client should pay for the service in advance of delivery. If this is not possible for any reason then set up a partial advance payment such as 30% in advance and the balance due on delivery.

You will need a set of business terms which you can purchase from a third party provider such as Simply Docs or Rocket Lawyer.

The 10 step process set out in this guide forms one part of our HR Client Magnet System for HR Consultants and I hope that you have found it useful

At the HR Consultancy Business School we are committed to supporting Independent HR Consultants to learn the Business skills required to find clients and make money

We have a wide range of resources and programmes available to help you with this and you will find all the details of what is currently available at

www.hrconsultancyschool.co.uk/everything