From Hot Mess to Favorite Client
HOPE
FEAR
1. You

→ **Hope**
   They’re a cool person who recently came into a large inheritance

→ **Fear**
   They’re bat shit crazy and bankrupt.
HOPE
FEAR
2. They

→ **Hope**
   You can solve their problem,
   ideally for a price they can afford

→ **Fear**
   That you cannot
Someone must stop the weirdness.

(Since you’re the one asking for money, that someone has to be you!)
REMEMBER:
When people tell you something’s wrong or doesn’t work for them, they are **almost always right**. When they tell you exactly what they think is wrong and how to fix it, they are **almost always wrong**.

In other words
You must take charge and move forward as a consultant in a collaborative role.
People hire service providers because they want you to take responsibility for the hard stuff.
Pair-of-Hands Role

Many freelancers see themselves as being hired for a particular skill.

People who do not value themselves or their expertise leave money on the table, struggle with deals, and feel dejected.

Think about it

The customer makes the decisions on how to proceed.

Communication is limited.

Project is adrift with scope creep.
Expert Role

“You're the expert; find out what's wrong and fix it. Keep me posted.”

Technical control rests with the consultant.

Collaboration is not required.

Two-way communication is limited.

Think about it

Problems that are purely technical are rare.

If the customer presents a faulty assessment, the action plan won't work and you become a convenient scapegoat.
Collaborative Role

Problem solving is a joint undertaking

Equal attention to technical issues and human interactions

Customer shares responsibility for success or failure

Goal: Solve problems so they stay solved

Think about it

Consultants don’t solve problems for the customer.

Working collaboratively takes time and may impact workflow as well as cash flow.
Consulting Roles

Pair-of-Hands
Expert
Collaborative

Robot
Technician
Agent
➢ Establish a collaborative relationship
➢ Solve problems so they stay solved
➢ Balance technical issues and human interactions

Think about it
Consultants differentiate their pricing based on the roles they perform: Hands, Expert, and Collaborative.
Hourly billing.
Is it unethical?

Most customers do not like you billing by the hour. They prefer a fixed price.

It puts the consultant and the customer in an adversarial role.
Clients who respect you do not make unreasonable requests.
Resources


Flawless Consulting: A Guide to Getting Your Expertise Used (Peter Block, )

The Soul of Enterprise (Ron Baker, Ed Kless)
Kathy Drewien

My company rescues abandoned, ugly, broken, outdated, and non-productive sites.

I help savvy, confident, and thoughtful creative professionals evolve, grow, and create life-changing results.

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