

# How to Become a Business Advisor or Consultant in Today's World

BroadMoar Consulting Group



Have you ever wondered what it takes to become a business advisor or consultant in the world today? In this article, you will learn more about the consulting industry, types of consultants, and the path to becoming a consultant.

Business owners today have issues that need to be corrected. They do not need to be coached or have a lifestyle seminar... they need these problems addressed head-on. That is the job of a true consultant!

BroadMoar Consulting Group (BCG) defines consulting as “helping business owners fundamentally redesign the 'Customer Experience' to create new revenue streams, add greater value and drive improved efficiencies through new systems, processes, and/or improved technology.”

At BroadMoar, our advisors or consultants help clients apply these new systems and efficiencies to modernize their operations, streamline processes and drive growth while cutting cost. Our consultants help owners take advantage of new methodologies, using our professional skills along with our deep knowledge of how to grow revenue within their industry. BroadMoar Consulting Group is re-shaping the face of consulting in the SME space.

## **The Growth of an Industry**

Consulting has been around for 100's of years. It became more popular during the 1900's and in the 1960's it took on the form of specialization into vertical niches or industries. Then in the 1990's, business consulting started to make the transition from Fortune companies to the medium enterprise companies. Today, BroadMoar has taken its "Best Practices" once only reserved for the Fortune companies and scaled our products and services to be affordable to Small Medium Enterprise (SME) companies. This leveled the playing field by making these services accessible and valuable for everyone.

In the last twenty years, the consulting industry has exploded. Statistics have proven that:

- Consulting is the one of the fastest growing professions in the world, rivaled only by Information Technology.
- A article by Forbes - said consulting is a multi-billion dollar industry in the U.S. alone and is the highest compensated career.
- The consulting industry grows at a rate of 8.34% annually – one of the fastest and largest growth rates across many industries.
- Consulting has some of the highest employment and demand rates in the United States and its no longer just Fortune companies who are hiring consultants. The SME sector is also fueling the industry's growth.
- The consultant industry is increasing by 500K jobs annually (Bureau of Labor Studies).

## **Consulting Categories**

Excluding Management Consultants, there generally are three broad categories:

- 1) General Business Consulting
- 2) Vertical Market and/or Niche Consultant
- 3) Digital Marketing Consultants

## **General Business Consulting**

General business consulting has a general focus on business-related challenges. Business advisors/consultants usually undergo some form of consulting training and work with business owners independently. A trained business consultant works with clients on a variety of goals, some of each include reviving the strategy, improving organization, identifying marketing needs, and boosting the overall performance of a business. Business consultants are trained to recognize and help resolve issues and stumbling blocks in the many facets of a business. They also help should identify for their client any future issues that may arise.

A business consultant, therefore, works in a partnership with their client, a business owner, to grow their company revenue, and resolve business-related challenges.

## **Vertical Market or Niche Consultants**

A vertical market or niche consultant is a consultant that develops a narrow focused area of expertise within a vertical market/niche. Typically, one is a generalist for several years and then they gravitate into a specific area of expertise. Niche consultants are some of the highest paid consultants in the industry. New consultants just cannot start as a niche consultant as they need years under their belt within a niche or industry. *(For more information on becoming a niche consultant, see our article on "Niche Consulting.")*

## **Digital Marketing Consultant**

Digital marketing consultants is one of the newest forms of consulting today and has a specific focus of marketing online through social media sites. Digital Marketers create websites, offer SEO, SEM, and other services all related to the online aspect of a company's online marketing effort.

This form of consulting is an over-saturated field. In fact, business owners often confuse true business consultants with digital marketers. Hundreds of business owners tell me they get calls from these digital marketers selling SEO to "Get you on the First Page of Google." These business owners have become jaded, because few so-called Digital Marketers seem to really know what they are doing, and most cannot show a business owner a return on investment (ROI).

We currently have over 200 Digital Marketers as affiliates that we educate on these 3 things.

1. How to attract more customer, by revamping the way they approach prospects.
- 2) Increasing customer renewals or stickiness
- 3) Add more consulting services and tools that increase profits

As a side note, I never recommend that any consultant start as a Digital Marketing Consultant because the turnover is over 89%.

## **Qualifications on Becoming a Consultant**

### **Skills Required**

People who are drawn to becoming consultants often have common traits. They are salespeople who understand a consultative sales model, they enjoy helping others, and have a strong drive for leadership, organizational and communication skills. They also have good decision-making and problem-solving abilities.

## Education

If you are not professionally equipped to help your clients as a consultant, you could end up doing more harm than good, as we see with digital marketers. While your own knowledge and experiences are great assets in the process of consulting, there are other crucial ingredients you must have in place before you're able to truly help a business as a consultant. You must have a proper educational program, products, and services that are EXTRAORDINARY and set you apart from the competition.

BroadMoar's educational programs educates you with time tested, proven processes that attract, support and retain clients. We have over \$4M in tools developed to specifically support you with your clients. Our agency support staff does the fulfillment for you so you can do what you do best and that is helping clients. Note: BroadMoar's educational workshop and MasterMind should be a required step for anyone who wants to become a consultant.

Look at these factors when evaluating a professional consulting educational affiliate program. Choose consultant education with subject matter experts .

Since consulting is largely an unregulated field, anyone can create their own program and even their own consultant certification process.

BroadMoar was created by four industry leading consultants each with over 35 years in the industry from three major companies: Apple Computer, IBM Global Services, and PWC Consulting. With our core founders and subject matter experts, we have 100s years of combined experience.

## Education and Support

Ask proper questions of the consulting education program and see if it offers a flexible delivery of educational courses (online and on-site) and provides adequate support for consultants during and after their initial education.

New consultants often need and want support beyond their initial education program. BroadMoar offers all consultants a weekly conference call monthly a specialized MasterMind webinar to provide additional techniques on tools and resources for consultants as well as hearing others having success and sharing stories.

BroadMoar's consulting educational program teaches goal setting and communication techniques. BroadMoar provides proven systems and methods, along with effective tools and instills confidence on how to develop the client-consultant relationship.

Whether you decide to attend fast-track educational workshops or enroll in a Boot Camp - Consultant workshop, you will receive an invaluable education and acquire new consulting skills that you can use immediately.

## **Tuition**

See if the program tuition costs are transparent and easy to understand, without hidden costs or confusing fees. The average cost for most other consulting programs ranges from \$8,500 to \$25,000.

BroadMoar educational workshops and MasterMind Webinars are included with our BroadMoar affiliate program. Affiliate consultants pay a flat monthly fee for products, services and tools and are offered at 3 entry points starting at \$400 a month.

Those that want an in-person education, we offer a Fast-Start Boot Camp, twice a year, at a tuition of \$3,500 for consultants and advisors and \$6,500 the Managing Consultant Boot-Camp (plus travel and lodging). Those attending our Boot-Camp get 3 months credit on the affiliate program and many more bonuses. Please ask an advisor for details.

We do offer entry-level and advanced educational programs from time to time and they are available to qualified consultants and most are free to affiliates. Likewise, BroadMoar offers advanced niche specialized education once annually and limited to 8 pre-qualified consultants.

## **Should you learn on-site or online?**

One common question asked by people new to consultant educational workshops is “which is better... on or off-site training?” Unfortunately, there is no single right answer, but the following may help you in your decision for a given course or program.

### **Benefits of on-site training:**

- You can benefit from the invaluable interaction and exchange that an on-site Boot-Camp environment provides. The role play practice and videoing of presentation skills.
- For some students, face-to-face interaction is needed to get a full grasp on the subject and to retain the information being taught.
- We do a lot of role playing in various situations.
- The on-site Boot-Camp promotes a distraction-free time where you can really absorb the material. There are fewer interruptions unlike with online training, which often takes place at your desk or at home, where interruptions are common.
- Boot-Camp offers unique features: We produce 2 Guru Videos of you for posting online. We have 12 scripts and services to choose from.
- You receive professionally printed material and a consultant notebook.
- Those looking to become managers you will need attend the Manager’s Boot-Camp portion.

### **Benefits of online training:**

- Flexibility. A major reason that many people decide to take online consultant training is you do it from the comfort of your home office or from anywhere in the world!
- It is usually more cost effective, considering that you do not have to commute to on-site training, and there are no travel or meal expenses.

## **How long does training take?**

How quickly you learn the skills needed to become a successful consultant depends on your level of personal development, dedication, and time available to learn and practice consulting skills. I tell new consultants that the education never ends and that is why we do weekly calls and monthly MasterMind sessions.

## **Conclusion**

So, you have decided to become a consultant...congratulations on joining a rewarding and rapidly growing profession. With the right consultant education along with powerful products, services, tools, and experts to bring in clients, you can achieve professional credibility with confidence as a new consultant.

Perhaps the hardest part of your decision is having to compare consulting firms and educational programs. BroadMoar is unlike all other models. Others are just training schools. BroadMoar is a comprehensive system from beginning to end for every aspect of a client's needs. BroadMoar even has its own agency, video production company and press release service reaching over 400 news services.

Come join us at BroadMoar today!

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