



PEACOR BUSINESS CONSULTANCY

A COMPLETE PROGRAM FOR
BUILDING, LAUNCHING & SCALING YOUR CONSULTANCY

IN 12 WEEKS

12+
TEMPLATES &
WORKSHEETS



CONSULTLAUNCH™

Designed for professionals, specialists and subject matter experts who want to transform their expertise into a sustainable consultancy business.



BUILD



LAUNCH



SCALE

www.peacorbusinessconsultancy.co.uk

A practical 12-week implementation programme for professionals and experts who are ready to turn their expertise into a consultancy.

Peacor Business Consultancy
www.peacorbusinessconsultancy.co.uk



PAGE 2 — YOU ALREADY HAVE THE EXPERTISE

Now Build the Consultancy Around It.

You may have spent years developing specialist knowledge, solving problems, managing projects, advising others and building valuable professional experience.

Now you're considering using that expertise to build something of your own.

But knowing your subject and knowing how to **build a consultancy** business around it are two different things.

You may be asking:

- What exactly should I consult on?
- Who should I work with?
- How do I turn my expertise into a consulting offer?
- What should I charge?
- How will I find clients?
- How do I sell consulting services?
- What systems do I need?
- How do I build something sustainable rather than simply creating another job for myself?

That's where **ConsultLaunch™** comes in.



PAGE 3 — INTRODUCING CONSULTLAUNCH™

From Professional Expertise to Consultancy Business.

ConsultLaunch™ is a structured 12-week implementation programme designed to help you build the foundations of a professional consultancy around your existing knowledge, skills and experience.

Rather than piecing together information from courses, articles, videos and business advice, you'll follow a clear pathway through the key areas involved in building your consultancy.

The programme is built around three phases:



PHASE ONE — BUILD

Build the Foundations of Your Consultancy



PHASE TWO — DEVELOP

Turn Your Expertise into Something Clients Can Buy



PHASE THREE — LAUNCH & SCALE

Build the Engine Behind Your Consultancy

12 Weeks | 12 Modules | Practical Implementation

Designed for implementation, not just learning.

Each module combines focused business-building guidance with practical activities to help you apply what you learn directly to your consultancy.



PAGE 4 — YOUR 12-WEEK ROADMAP



PHASE ONE

Weeks 1–4: Build the Foundations of Your Consultancy.

MODULE 1 — Foundations of Consultancy

Understanding the Consulting Business Model

MODULE 2 — Identifying Your Expertise & Niche

Turning Your Experience Into a Commercial Opportunity

MODULE 3 — Designing Your Consulting Offer

Transforming Expertise Into a Service Clients Will Buy

MODULE 4 — Building Your Consultancy Business

Creating the Foundations for a Professional and Sustainable Consultancy



PHASE TWO

Weeks 5–8: Turn Your Expertise into Something Clients Can Buy.

MODULE 5 — Pricing & Packaging Your Services

Creating Consulting Packages Clients Understand and Value

MODULE 6 — Client Acquisition Fundamentals

Building a Consistent Flow of Consulting Opportunities

MODULE 7 — Sales & Conversion

Turning Conversations Into Consulting Clients

MODULE 8 — Service Delivery Excellence

Delivering Consulting Engagements That Create Results, Referrals and Repeat Business



PAGE 5 — YOUR 12-WEEK ROADMAP (cont...)



PHASE THREE

Weeks 9–12: Build the Engine Behind Your Consultancy.

MODULE 9 — Authority & Credibility Building
Positioning Yourself as a Trusted Expert in Your Field

MODULE 10 — Scaling Beyond Yourself
Transforming Your Consultancy From a Service Business Into a Scalable Business

MODULE 11 — Financial Planning & Sustainability
Building a Consultancy That Is Financially Viable and Sustainable

MODULE 12 — Launch Your Consultancy
Bringing Everything Together and Preparing for Your First 90 Days



PAGE 6 — WHAT YOU'LL WORK TOWARDS

More Than Learning How to Become a Consultant.

ConsultLaunch™ is designed to help you work towards developing the practical foundations of your consultancy.

Depending on your starting point and implementation, you'll work towards:

- ✓ Defining your consultancy expertise and niche
- ✓ Identifying the clients you want to serve
- ✓ Developing a consulting offer around your expertise
- ✓ Establishing the foundations of your consultancy business
- ✓ Pricing and packaging your services
- ✓ Creating a client acquisition approach
- ✓ Developing your sales and conversion process
- ✓ Creating a professional service-delivery approach
- ✓ Strengthening your authority and credibility
- ✓ Exploring opportunities to scale beyond your individual time
- ✓ Understanding the financial foundations of your consultancy
- ✓ Preparing your launch and first 90-day action plan

Build a Consultancy — Not Another Job

The goal isn't simply to call yourself a consultant. It's to begin building the structure behind a consultancy that can become professional, sustainable and capable of growing with you.



PAGE 7 — IS CONSULTLAUNCH™ FOR YOU?

ConsultLaunch™ Could Be Right for You If...

- You're an experienced professional considering consultancy.
- You're preparing to transition from employment into independent consulting.
- You're a specialist who wants to monetise your professional expertise.
- You're freelancing but want to develop a more structured consultancy model.
- You've recently started consulting but feel you're building things as you go.
- You already have a consultancy but need stronger foundations, offers, systems or growth direction.

You Don't Need Previous Consulting Experience

What matters is that you have knowledge, skills or professional experience that could potentially be used to solve valuable problems for clients.

Already Know You Want to Build a Consultancy?

Then ConsultLaunch™ could be your next step.

If you're still unsure what type of business you could build from your expertise, **The Leverage Your Knowledge Method™** may be a better starting point.



PAGE 8 — PROGRAMME FORMAT & SUPPORT

How the Programme Works

Duration: 12 Weeks | **Modules:** 12

Estimated Learning Content: Approximately 18–24 Hours

Recommended Commitment: Approximately 3–5 Hours Per Week, including practical implementation

Work through one core module each week while applying what you learn directly to your consultancy.

The emphasis is on implementation rather than passive learning.

Optional Implementation Support

Prefer additional guidance while you build?

You can add the **ConsultLaunch™ Implementation Support** to your package.

This includes:

- ✓ Email implementation support throughout the 12 weeks
- ✓ Feedback and guidance as you apply the programme
- ✓ Two 60-minute 1:1 Implementation Review Sessions

Implementation Support is completely optional. The core programme is designed so that you can work through it independently.



PAGE 9 — YOUR INVESTMENT

Choose the Payment Option That Works for You

PAY IN FULL

£695 - (One upfront payment).

OR

3-PAYMENT PLAN - (3 × £245)

Total: £735

£245 when you enrol

£245 approximately 30 days later

£245 approximately 60 days after enrolment

The payment plan allows you to spread the programme fee across three automatic payments. It is a payment plan for the full programme fee and not a monthly subscription.

Optional Implementation Support: £350

The Implementation Support Package includes:

- ✓ Email implementation support
- ✓ Guidance as you work through the 12 weekly modules
- ✓ Feedback on your ideas, niche, offering and key decisions
- ✓ Two 60-minute 1:1 Implementation Review Sessions

The core programme can be completed independently, so Implementation Support is entirely optional.



PAGE 10 — HOW TO SIGN-UP

How It Works

Signing up on ConsultLaunch™ is simple.

1 — Explore the Programme

Read through the programme information and decide whether **ConsultLaunch™** feels aligned with what you want to achieve.

2 — Complete Your Pre-Assessment Questionnaire

Complete the short **ConsultLaunch™ Programme Pre-Assessment**. *(Takes approximately 5 minutes).*

3 — Receive My Recommendation

I'll review your responses and aim to respond within 48 hours with my recommendation and what to do next.

4 — Choose Your Payment Option

If **ConsultLaunch™** appears to be a good fit, your recommendation email will include your payment options and secure payment links.

5 — Receive Programme Access

Once payment has been successfully completed, your enrolment will be confirmed and you'll receive your programme access information.

If you've selected **Implementation Support**, you'll also receive details explaining how to access your additional support



PAGE 11 — READY TO BUILD YOUR CONSULTANCY?

You Already Have the Expertise.

Now Build the Consultancy Around It.

You don't need to have everything figured out before you start. **ConsultLaunch™** gives you a structured 12-week pathway for moving from professional expertise towards a consultancy with clearer foundations, offers, client acquisition, delivery systems and a plan for growth.

YOUR NEXT STEP...

Complete Your **ConsultLaunch™ Pre-Assessment**



Takes approximately 5 minutes

**About You → Your Consultancy → Your Goals
& Challenges → Your Readiness**

www.peacorbusinessconsultancy.co.uk/consultlaunchpre-assessment/

Peacor Business Consultancy
Transforming Your Expertise into a Successful Business

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