



# Business Success Solution

## Step Into Your Greatness

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### The Advisory Services Blueprint

Follow these 5 steps to offer advisory services – even if you lack the credentials!

#### 1. Pick the right people

Define your quality client. Identify the psychographics, their qualities and characteristics, along with the demographics. Be specific about the type of personality that's a great fit for your firm.

#### 2. Processes set you apart

Defining a system that achieves a specific outcome sets you apart from other accounting professionals. Outline the specific steps your clients go through from start to finish. As you develop systems, your work flow becomes more efficient and effective.

#### 3. Package your services

The shift away from ala carte services to packages is a game-changer. Bundling starts to productize your practice. Your firm can now scale. And, it's easier for you to shift from technician to CEO.

#### 4. Pricing to earn more than your hourly rate

Your clients care more about what you know than what you do. Value pricing highlights your expertise rather than sell your time. With pricing, you get paid before you perform the work. This saves you countless hours. No more tracking hours, invoicing, negotiating your rates or non-payment for completed work.

#### 5. Position your firm as the solution

Don't wait for potential clients to find you. Be proactive. After you identify your quality client, start to go where they hang out. Research the journals they read, the associations they join and the conferences they attend. Then go to those places.

**Here's an advanced tip:** Potential clients first ask your hourly rate. That's because they've been trained to lead with that question. What they really want to know, but didn't ask, is whether you can fix their problem.

Your best response invites them to a consultation to see if your service is a fit for their needs. If so, then you can discuss your recommendations and the engagement process.

If this appeals to you, and wonder how to apply this to your firm, then let's talk. Take advantage of the complimentary [Path to Profits Strategy Session](#). We'll discuss how to increase your rates and add advisory services to your firm.

Go to <https://www.businesssuccesssolution.com/letstalk/>