

**Selling Your High-Priced Consulting  
For \$500 to \$1,000 Per Hour**

**Janet Switzer**

## Introduction

When I speak to large groups of consultants at events around the world, the most popular topic by far is how to charge \$500 to \$1,000 an hour for consulting time.

What I tell those audiences—and what I'd like to detail for you in this tutorial—is that the key to selling your advice at a high price is *packaging it* as a one-hour standalone consultation, bundled with an array of other products and services to boost the value.

For example, when I sell my consultations for \$1,000 per hour, I send my client a questionnaire ahead of time. I ask the client to send me their current marketing materials to review. I analyze their website. I check out their industry. I even go through my own contacts for people to refer them to.

By the time we start the consultation by Zoom, I actually know all about the client and have already formulated a plan to discuss with them. It's not just a consultation...it's a strategic planning session. I record the consultation, then send them the recording for future reference. I make introductions to people I want them to know. Then, to complete the package, I follow-up with documents and tutorials I've identified during the consultation that would be helpful to them.

Do you see the difference between this kind of all-inclusive package and an ordinary hour of consulting time?

### If You Have Yet to Build a Clientele for Your Consulting Practice, Guess What?

A standalone one-hour consultation is by far the easiest consulting product to sell, since you don't have to build a practice, hire staff or even put up a website.

You can promote it to your own list of prospects, even if your "list" is simply dozens of business cards you've collected over the years. You can even promote these one-hour consultations to someone else's list—convincing them to broadcast an email for you (while you pay a small commission for every hour-long consultation that is booked from your friend's list).

Not only is it a way to immediately generate revenue for your consulting practice, it also provides an immediate reputation boost, too, since the most respected consultants in an industry generally charge the highest fees.

## How to Boost Your Credibility Through Expensive Consultations

If you're not already charging more than the most expensive lawyer in town or the most sought-after expert in your industry, you need to increase your fees now. Doing so leads to an immediate boost in your leading expert status.

Think about it.

Would the best-known expert in your industry charge \$150 an hour—or a high price that people would be happy to pay just to get on their calendar?



**JANET SWITZER**

Strategist to celebrity experts.  
International bestselling author.  
Speaker and media personality.

And when the press writes articles about your industry or area of expertise, will they call you as a resource—or a more expensive consultant elsewhere? You could even be mentioned in print as “the consultant who gets paid \$1,000 per hour to advise companies,” just as Jay Abraham was mentioned in *USA Today* during the late 1980’s for charging \$2,000 an hour—an astronomical sum in those days.

Of course, this strategy shouldn’t replace your normal rate for billable hours—which you can still charge to consult long-term on a specific project or to advise on a specific matter as high-priced lawyers do. This “billable rate” can be quoted via written proposals on a case-by-case basis.

But for standalone strategic planning sessions—bundled with valuable additional services—you can easily get \$500 to \$1,000 through good marketing. In other words, the one-hour consultations I’m talking about are—in themselves—just another product in your menu of consulting services.

In this tutorial, I’ll describe how to market these consultations, how to conduct them, how to prepare the client to get a great result from the consultation, and how to over-deliver value.

This is the same strategy I’ve given to hundreds of my own consultation clients over the years for packaging their expensive consulting time—while still providing maximum value, impact and long-term customer satisfaction.

## Setting the Stage for Selling High-Priced Consultations

Once you begin offering high-priced consultations, it’s likely that the sales atmosphere of your company will change. No longer will prospective clients get to talk to you to “get an idea of what you will do for them” or to ask “just a quick question.” Your time is valuable now—and more importantly, your availability is now limited to paying clients.

This posture—from a sales standpoint—will actually cause more prospects to respect your time and decide to pay for a consultation. They’ll get more value from a paid consultation, too. How? Because a paid consultation is structured, recorded, and supported by recommendations, referrals and follow-up documents. You would know their specific circumstances in advance. They would learn step-by-step what you would do to solve their problem, build their business, or create the outcome they want—including which strategies you would use, which contacts you would recommend, which direction you would take the company, how you would cut costs, and so on.

A standalone consultation is what your assistant could offer to people who “just want to talk for a few minutes.” In fact, you can actually use the standalone consultation to show prospective clients what it would be like to work with you. If you give great value during the one-hour consultation, first-time clients will generally want to hire you afterward to help implement everything you’ve recommended.

Also at work here is the sales technique called the “take away close.” It’s a known aspect of human nature that when a prospect discovers they can’t have something they want—they want it even more. Of course, it’s helpful to have an assistant (or better yet, a salesperson) who can screen these calls for you and convince people to pay for a consultation prior to deciding to hire you for further consulting. And remember, this take-away technique of turning people away will make you even more desirable as a consultant.

Once you create this posture for yourself—where people can't just call up and get you on the phone—you have the proper environment for charging high prices for single consultations or packages of consultations. Add to this mystique the fact that your consultation product is more than just an hour of chat time, and you will easily justify the high price you plan to charge.

## Getting Ready: Gathering the Resources You'll Need

To begin offering expensive consultations, first assemble the deliverables you'll need to make your expensive consultations worth the price you'll charge:

**Pre-Consultation Questionnaire:** Develop a pre-consultation questionnaire for clients to complete and email back to you at least 48 hours ahead of their consultation time. When you have the client do some work to prepare ahead of the consultation, a few things happen: (1) They get excited about the upcoming consultation and look forward to participating in it, (2) they get the impression that you truly want to deliver value and that you truly expect to have a legitimate discussion of options and opportunities rather than just an hour of idle talk, and (3) they actually give you *all the information you need* to help them most effectively. Also, when you make them do some work ahead of time, they expect a working session. In other words, their expectation of value and success is high because you've postured the entire process that way.

**Zoom Video Conferencing Account with Cloud Recording Capabilities:** Be prepared to record these consultations so you can send a permanent record of your recommendations. I use the Zoom video conferencing service (available at [www.zoom.com](http://www.zoom.com)). Zoom lets you record calls, then generate a unique link for that call that can be emailed to the client for later viewing. Many of my clients choose to use their own Zoom account, then activate their own voice-to-text software to transcribe our call for instant note-taking.

**International Calling Service:** Zoom is the gold standard for holding and recording consultations anywhere in the world. Depending upon your topic of expertise, you should also be prepared to conduct consultations with clients overseas—especially if you have expertise in an activity that is pursued by people in other countries (and most especially if you advertise your expertise online where people around the world can read about you and hire you).

**Archive of Helpful Documents:** Begin assembling an archive of follow-up documents you might need to send to consultation clients after the consultation is over. These documents often save time during the consultation itself, allowing you to send a detailed tutorial on a certain subject or a sample item the client can refer to when implementing a strategy you've given them. Not only does this provide greater value during the consultation (i.e., more time to cover more advice), it also provides greater value after the consultation (which helps boost client satisfaction). For instance, if you know that most consultation clients need help in a certain area—and you have documents that could help them—start a folder on your hard drive to store these documents. That way, you can quickly send a follow-up email, attaching all the document(s) your client needs.

**Bonus Gift for Booking a Consultation:** Do you have copies of your book, a digital home-study course, a recording of a speech or interview you did, or another service you can provide inexpensively or at no cost? If you include a gift-with-purchase valued at \$495 or more, it makes

your consultation package that much more valuable. Just remember to keep it focused: one reason clients will hire you is to quickly get recommendations customized for their specific needs, rather than wading through a generic training program to find answers.

**Calendar or Online Scheduler:** If your assistant will be scheduling these consultations on your behalf, you'll need a sharable calendar—such as the one Google offers. This allows them to schedule without calling back and forth between you and the client to verify available times. It's imperative if your personal assistant works at another location. If you don't have an assistant or prefer not to have them handling appointments for you, try an online scheduler like Calendly.com where clients can book their own appointment from time slots you designate.

Consider scheduling all your appointments on the same day of the week—such as Thursdays—to lessen the impact on the rest of your workweek. Since back-to-back consultations can be tiring, be sure to leave room between calls to get something to drink, check email, or review the next client's information. It's a good idea not to plan other major deadlines or projects for the same day as your consultations.

**Credit Card Merchant Account:** To help close sales quickly and obtain pre-payment, it's best to have a merchant account or PayPal business account that lets you take credit card payments.

Once you've assembled these deliverables, you'll need to announce your consulting services to your own list first, to other people's lists, then later to prospects who call in or visit your website.

## Marketing Your High-Priced Consultations Via Email

By far, the easiest way to promote your consultations is by emailing:

- Your own list of contacts who already know about you
- Someone else's list of clients with them endorsing you in the email
- People who have downloaded a free guide at your website, seen you speak at an event, or otherwise have a familiarity with you

A website that prompts visitors to opt-in with their email address (in exchange for a free downloadable guide) will help you build a list of names to email later about your consultations.

**I've included in this package the emails we use to fill my consultation calendar.** You'll find these **proven marketing emails** on page 14 of this guide. You'll also find a template for writing your own emails, starting on page 18.

However, a few words of explanation are in order to use these email campaigns effectively:

- **These emails must be edited to fit your business and expertise. Do not use them word-for-word in their current form.** Not only are these emails covered under international copyright law, but more importantly, they talk about my area of expertise, what I will cover in a consultation, my salespeople, my company telephone number, and so on. That said, however, you can easily alter these emails by changing the reason you are writing to your list, the time-frame you are making your consultations available, the bonus gift you are offering, your company contact information and any testimonials. See the email template that follows the sample marketing emails for instructions on how to alter them.

- **I send these emails to my list only periodically.** Because of my schedule, I don't always have time to review clients' materials, do pre-consultation research and be on Zoom with them. So I only send these emails when I have a break in my calendar. But here's the interesting coincidence I discovered from this periodic marketing strategy: Making consultations available only during limited times communicates a sense of urgency to the buyer. If prospects know you'll be just as readily available two months from now as you are today, they'll often "wait until they're ready"—causing most prospects to put off booking indefinitely.
- **Use your own testimonials.** If you do not currently have written testimonials from clients, you can easily contact satisfied past or current clients, ask if you can interview them, then write their words into a testimonial for their approval. "It would be great if others could see the benefits of going through the same process you did," you can say. Never ask for them to write a testimonial or endorsement—call them "comments" instead. Most people do not like being put on the spot, and many corporate employees aren't allowed to provide endorsements of any kind.

## Other Ways to Market Your Consultations

While email is the most immediate and least costly way to market these consultations, there are other ways that can also be effective under the right circumstances. For instance:

- **Your Marketing Newsletter**—If you produce a digital newsletter for clients and prospects, you can write a feature article about one of your consultation clients, then mention that you're making your schedule available for consultations over the next 6-8 weeks. Writing about another client (with their permission, of course), helps prospective clients understand the process, the value of a consultation, and the results it can produce. It eliminates the hesitancy some prospects might have that they're the first client to ever purchase a consultation from you, or that the price is too high for what they'll get. Be sure to quote the successful client's own words frequently in the article, so readers understand that (1) it was written with the permission of the client (i.e., you don't capriciously reveal confidential business details to others) and (2) the results are not fabricated.
- **Webinars or Podcasts Hosted by Other People**—If you know other consultants or professionals whose clients and prospects need your advice, you can approach those professionals to "get the word out" to their list about comprehensive "strategic planning sessions" you're conducting to address some current need or issue in the marketplace. By getting the word out via a webinar, it appears as a service the endorser is offering their list—that is, the endorser will interview an expert (you) on a subject of great current importance to clients. You can then talk about your one-hour consultation at the end of the interview. Webinars are easier for endorsers to manage than ongoing referrals, plus they create a sense of urgency to schedule one right away. Becoming a frequent guest on podcasts, then mentioning your consultations, is also a great option if you have the time to seek out podcast hosts with large followings. PodMatch.com is a good place to start finding them.
- **Letters Sent by an Endorser to Their Clients**—Similar to a webinar, an endorser can also mail a letter to their clients detailing the importance of the information you have to offer. The letter can urge them to book a personalized standalone consultation you're conducting—as a service for their clients—to address some current need or issue in the marketplace. Often times, these

endorsed letters suggest that the endorser “convinced” you to make this service available to his or her clients.

- **Mention It from the Podium at Speaking Engagements**—If you speak at industry events or even just locally at professional networking meetings, you can mention your standalone consultation as a product you have for sale, rather than the vague announcement that “I do consulting.” By offering a packaged standalone consultation, you can talk about what’s included in the package, what the process is like, how it’s economically priced compared to a long-term contract, and how it gives people an initial idea of what it’s like to have an expert of your caliber focused on their business (or situation). You can also present it as a way to help the prospect with the one pressing issue facing their industry or their business.
- **Mention It in Social Media**—LinkedIn is ideal for getting the word out about your consultations. For Facebook, you can produce a brief series of posts, do Facebook Lives, and point followers to your webpage to learn more about limited-time consultations you are scheduling.
- **Half-Price Consultations**—When I first started working with Jay Abraham in 1989, he had just finished conducting dozens of \$2,000-per-hour client consultations which he had sold for half-price—or \$1,000. Looked at from a marketing standpoint, this strategy effectively announced to the world that he charged \$2,000 per hour for his consulting time, yet the \$1,000 price kept things affordable for the prospect. At that time, virtually no one charged \$2,000 per hour. It was unheard-of in the business community, and it immediately catapulted Jay to a new level of renown after *USA Today* featured it in the headline of an article they wrote about him.

## Selling the Consultation to Prospects Who Respond to Your Marketing Campaigns

In the beginning, it’s best to create a sales script or outline of points to be covered in a sales call, just to help keep your salesperson or assistant on track (or you, if you’re a solo entrepreneur). I’ve found that a “consultative sell” works best in selling these one-hour standalone appointments—that is, the salesperson discovers what the prospect is truly looking for (and needs) before presenting the consultation as a solution. In some cases, my sales team determines that another product is actually the best solution, but they would never know that without a conversation about the prospect’s goals and needs.

### Write a Script for Your Salespeople

Because consulting work is usually conducted on a case-by-case basis, consultants often have a negative bias toward boilerplate sales scripting. They believe this means sales calls will be one-size-fits-all. But a sales script is really just the sales process written down—from the introductory dialog . . . through each objection and its appropriate response . . . to the close. It doesn’t make you or your salesperson a robot. In fact, it helps salespeople learn the dialog well enough to eventually be more “present” during the sales call itself.

As I mentioned before, selling standalone consultations requires a more consultative approach. Your salespeople are there to listen, ask questions and solve problems. They can’t do that if they’re trying to remember what to say next. A script helps them stay on track with crucial details

that need to be covered, language that works well in your industry, and methods of dealing with objections.

Salespeople who sound like they are *reading a script* are in fact just *learning the script*. When they learn the script to the point where answers, questions, anecdotes, offers and other information become second nature, they'll become more effective in selling your products and services.

## Anatomy of a Sales Call

A successful sales call is based upon (1) the salesperson's ability to ask questions, and (2) their ability to listen to the answers and adapt their tactics and dialog from there.

If your salespeople can ask the right questions and really listen to the answers, they'll have all the information they need to close the sale—or find another way to help the prospect. (This “other way” may be steering the prospect to a less expensive product than the consultation they called about or even steering them to another company who has what they need. Save yourself the grief of client complaints by NOT selling a prospect something they don't need or that you can't really deliver in your consultation.)

Even if your staff doesn't have any formal selling skills or training, you'll be surprised by the positive response you get from prospects just by virtue of asking these questions:

**Re-engage the prospect in conversation, if necessary**—If your salesperson has returned the prospect's phone call because they were busy when the prospect first called, re-engage the prospect in conversation by greeting them, then reminding them why they called or (if you don't know) asking them what motivated them to call you in the first place. Were they responding to an email? If so, what about the email prompted them to call? How did they find you?

Sometimes you will be following up with virtually no information about the prospect. A good ice breaker in these circumstances is to ask, *Did you come from a referral?* That alerts the prospect that your company gets lots of referrals, making them more comfortable almost immediately.

Of course, what you really want to hear from these opening questions is their motivation. What did they read in the marketing piece that prompted them to call—or what about the webinar resonated with them?

**Identify the real problem they're trying to solve**—Be aware that most people won't be calling to buy a consultation—even if that's what you advertised in your email or newsletter. Instead, they're calling because they have a problem, need, want or ambition—and they believe you might have the solution. Of course, many callers will have yet to identify for themselves what their problem or need is. Your salespeople may have to help them discover it. Regardless, the true goal at this point should be to identify whether your one-hour consultation solution fits their problem.

**Find out what's important to the prospect**—At some point in the conversation, your salespeople will need to understand who the prospect is and what's important to them. This will help identify the goals they're hoping to achieve through purchasing your services. It will also help your salesperson determine how much they know, what level of expertise they already have and what they are already doing so that, later, your salesperson can speak with them on their level about the features, benefits and components that are provided with your consultation. You wouldn't speak

to a 30-year industry veteran as if they started in business yesterday. Only by asking questions can your salesperson ascertain this.

Once the prospect tells their story, your salesperson should begin explaining what your consultation package really has to offer. Use this time to build positive expectation, too. One way to build positive expectation is to ask the prospect if they conduct business in a certain way or pursue certain activities that you could effortlessly help them with. It's just possible you could end up working on an additional aspect of their business they may have never thought of before. That's a substantial sales hook in itself.

Further build their desire by using stories, anecdotes and case studies of other customers and clients\*. Be helpful, open and forthright with information so the prospect will conclude early in the conversation they've reached the consultant who can help them. Providing insights, advice and information almost always leads to prospects wanting to pay for more. In fact, if you don't give them any real information, they're not going to want more. Just remember that your salespeople will be doing this, not you. Imagine how excited a prospect will be to talk with you after getting great insights and information just from your sales team!

Some salespeople hold back because they're afraid of giving away too many of your "secrets." But the reality is that giving away information and expertise often leads the prospect to determine you know more than other companies they called. *If his people are giving away this much for free, they'll believe, just imagine what I'll get when I pay him for an hour of consulting time.*

**Determine what it takes for the prospect to make a buying decision . . . today**—Everything your salespeople do up to this point must prepare the prospect for a sale to be made. In fact, a good salesperson won't even try to close, won't even send out a trial close, until they've effectively gone through the progression—the questions, the listening, the helpful information, the advice—and seen the buying signals from the prospect.

This is the point where the sale actually starts. And hopefully, by now, your salesperson has created the desire, heightened the sense of urgency and deepened their need to the point where the prospect believes your consultation is more valuable than the money they're about to spend.

Now send out a trial close. A favorite of my sales team is, "Wow. This sounds so perfect for you, how am I going to talk you out of it?"

With this trial close, you'll discover right away what their objections are. Once they voice their objections, your salesperson should start selling again. Continue reading their signals, send out a different trial close, handle their objections—and so on—until they get to "yes."

Be aware, by the way, that an objection is really just an expression of interest, coupled with a challenge they are asking you to overcome. A price objection, for example, means your salesperson simply needs to show the prospect how to make more or save more than the amount they'll be spending with you—or alternatively how to easily recoup their investment once they give you the purchase price.

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\* Revealing actual client names or companies is not necessary. Moreover, it is a breach of confidentiality. Use general terms.

## Create Sales Tools for Your Salespeople to Use

Salespeople also need “cheat sheets” detailing pricing, possible sales objections, answers to frequently asked questions, anecdotal stories of other clients\* and more that they can use as guides when they are on the phone. They also need additional materials that can be emailed or handed to prospects (at live events) during the sales process itself. And if you work with independent contractors or operate a virtual company with salespeople working remotely, you can even use these materials to help them represent you as if their desk was right across the hall.

**One-page product sheet that salespeople can email or text**—While you may have beautiful color brochures or an elaborately written website, many prospects will still want “more information.” A PDF file that can be emailed gives your salesperson a way to handle the “I need more” objection.

**Product comparison chart**—If you have numerous consulting packages or other services that may be appropriate for prospects, a product comparison chart in Microsoft Excel or other spreadsheet program is indispensable. List the features and benefits of different packages side-by-side, then distill this chart into a PDF file for easy emailing to the prospect.

**Frequently asked questions and sales-objections prompter**—New salespeople especially will value having pre-written answers to questions and objections they may be hearing for the first time.

**Complete sales letter or offer in a PDF file**—If your consultation offer is on your website, be sure to produce it in sales letter or brochure format—then distill into a PDF for easy emailing to the prospect. Otherwise, write a simple flyer based upon the marketing email you sent out. This gives your salesperson another way to handle the “I need more information” objection.

**A page of testimonials**—If you’ve collected testimonials from satisfied clients, you can easily compile these into a one-sheet, then distill into a PDF file for easy emailing or texting. Be sure to include testimonials in your sales letter or one-sheet about the consultation service.

## Require Payment-in-Full Prior to the Consultation Time

Considering that you’ll be dedicating a significant amount of due diligence in advance of the consultation call, it’s reasonable to ask for full payment prior to the appointment time. Do not invoice clients after the fact. For many people, your consultation will be an expensive investment in their business. It’s simply too easy for the client to put off payment of these invoices until it’s convenient—or worse, until they feel they are implementing your recommendations and the payment is “justified.”

The easiest way to obtain pre-payment is for your salesperson to ask for a credit card number at the time the appointment is booked. If you present the fact that pre-payment is required to secure a date on your calendar, clients will assume it’s just your standard policy. We’ve never had a problem at my company with asking for payment in advance, since my sales team is careful to communicate that I’ll be conducting a significant amount of due diligence in advance of the call. Additionally, we do not book the appointment until payment is secured. In my experience, any sale without a form of payment attached is not a completed sale.

If you do not have the ability to accept credit cards at this time, you can always issue a PayPal invoice by opening a PayPal business account. This lets the client pay by credit card if they wish (whether or not they have a PayPal account of their own). Clients can also mail you a check along with their questionnaire and materials for review, after which your sales staff can telephone or email the client to confirm the appointment time.

## What to Do Once Your New Client Books a Consultation

Once your sales staff has closed the sale and booked the appointment, it's time to begin delivering a quality experience for your new consultation client. This experience begins with a welcome email to confirm the appointment time and reassure the client that they are being taken care of. It also reinforces their decision and confirms that their money has been well spent.

### Send the Client a Welcome Email and Pre-Consultation Questionnaire

Attached to this confirmation email should be two documents: (1) A pre-consultation questionnaire in colorful and professional-looking PDF format, and (2) the same questionnaire in Microsoft Word (since most people like to type their answers).

This questionnaire should walk the client through a process of providing details about their business or personal situation, discussing where they need improvement and so on. This is information you need in order to conduct your pre-consultation research and deliver a great consultation that meets the prospect's needs.

You'll find a [sample welcome email](#) on page 27 of this document.  
You'll find my [sample questionnaire](#) on page 20.

This is the same questionnaire my office sends to confirm new consultation bookings. Please be aware this is a copyrighted document and therefore I can't allow you to copy it verbatim, but it is a good illustration of how you might create your own questionnaire. (You'll want to create your own anyway, with questions related to your industry.)

This questionnaire does a number of things:

**Identifies goals**—It requires the client to clearly define their goals for the next 90 days. Very important. You want to know what they want to get out of the consultation.

**Identifies resources they have to work with**—It gathers important information about those assets and resources they have to draw from to make their goals a reality. You'll see throughout my questionnaire a number of questions that ask about potential joint-venture partners they may know, which products or services they already sell, whether they have a customer list in place, whether they're already working with outside vendors, if they have commissioned salespeople, and so on.

**Identifies upcoming opportunities and missed opportunities**—Your questionnaire should also show the client where they need major improvement or where they may have a serious problem. The

one thing you don't want to become for the client is a miracle worker. You want them to know going into the consultation that they have liabilities or missed opportunities that you can't necessarily fix overnight. Adding questions that reflect these possible negative situations will act as a reality check for clients prior to your time on the phone with them.

**Asks for additional review materials**—It also asks them to send materials ahead of time or provide the URL of their website, etc. I've gotten entire boxes of materials, press kits, samples, contracts for review, and other materials prior to consultations.

### **Carry Out a Pre-Consultation Review of Their Materials**

Depending upon your area of expertise, you may need to review product brochures, contracts, accounting records, website sitemaps, employee handbooks or other documents along with the questionnaire. Additionally, you'll want to review the company's website to get a better idea of how they are seen in the marketplace. Asking for these items along with the completed questionnaire allows you to review them prior to the consultation in order to give the client comments and provide better value.

**Begin by reviewing the client's situation as detailed in the questionnaire**—What should you look for as you conduct this review? Market opportunities, possible joint-venture connections, ways to improve productivity or lower costs—whatever your area of expertise, treat this time as if you were educating yourself to begin working with your biggest client ever. If you see something that is outside your area of expertise but that should be noted by the client, write it down so you can mention it during your consultation (if only to suggest they look into the matter). This kind of detail is appreciated.

**Next, review the client's materials and make written notes about your recommendations**—As an expert, you may see things the client has overlooked or could improve upon. Your goal in reviewing the client's materials should always be to produce a list of recommended strategies, cost savings, employee resolutions, product suggestions or other specifics related to your expertise that will help you create a road map for the client to follow. Again, specifics are key. If they are doing many things right, confirm those and move on to areas that need improvement. Try to formulate your recommendations in some sort of logical order, such as initial steps, later activities, and end goals. (Be aware these notes are NOT a formal, written business plan that you promise to deliver to the client—that would be an expensive add-on and very time-consuming to produce. Instead, these are simply notes for your own use to guide the one-hour call.)

**Next, research what competitors are doing in the client's niche market, if appropriate**—If you are providing general business consulting or marketing consulting, you'll want to know about the competition and how your client compares to the rest of their niche market. How can your client improve their market share, their unique selling proposition, their reputation, or their product or service offerings? Add those recommendations to your written notes.

It's not difficult to produce a page or two of notes to discuss with your client. You can even create a chart of your findings and recommendations—a simple form that helps you not only take notes, but also present them to your client in a logical way. Whether you do this on paper or on your computer doesn't matter. These are not for delivery to the client.

## Conduct the Consultation by Video Conference

As I mentioned above, over the course of this one-hour consultation, clients should get a comprehensive road map plus the basic information they need to take action on your recommendations. If necessary, stay on the call with the client *until you are satisfied that you have delivered a course of action for them*. That may be slightly longer than one hour, but your goal should be to deliver a good consultation experience—not to watch the clock (or worse, have your client watching the clock). I purposely advertise my “one-hour” consultations as 75 minutes.

Ultimately, the final result is what’s most important. Don’t charge extra if it’s necessary to go overtime, by the way. That’s just one more part of over-delivering. In the nearly ten years that I’ve been conducting \$1,000-per-hour consultations, we’ve never heard a single complaint or request for refund. In fact, people send testimonials about how incredible the experience was. That’s how I know this over-delivery strategy works.

When it comes to conducting the consultation itself, these suggestions will help it go more smoothly:

- **Schedule 90 minutes for each one-hour consultation, just in case it runs overtime.** With this buffer time between consultations, you can also check your voice mail and review your notes about the next client.
- **Choose a specific day of the week as your consultation day** and schedule your calls back-to-back on that day. That way, your entire work week and your focus on other projects won’t be impacted by random consultations throughout the week.
- **Record the consultation.** As I mentioned earlier, you can use Zoom or another video conferencing service that you are familiar with. Most clients will be familiar with Zoom; they may be less familiar with other platforms. Whichever video-conferencing service you use, be sure they offer a recording feature so you can send your client a link to the recorded call. Zoom actually takes care of getting permission to record by providing a clickable dialog box prior to the client joining the call.
- **Start the consultation by complimenting the client on what they are already doing.** This is common courtesy. Explain how you’ll be conducting the call and assure them you have reviewed their materials in-depth. Begin the consultation by asking the client any questions you still have after reading their questionnaire and materials. This usually breaks the ice and allows you to appear informed and in control of the call from the beginning (which, of course, after conducting the pre-consultation research, you will be).
- **Once the client answers your initial clarifying questions, review their goals with them** and provide solutions for achieving those goals using everything you now know about your subject matter. If they have asked for your help in accomplishing a specific goal (likely), give them the steps they need to take to accomplish it. This is the “road map” I referred to earlier. Be very methodical in how you present the steps. Use your pre-consultation research notes effectively. Detail how to start, next steps, later activities, and a scenario for how they’ll know they’ve reached the end goal. You might even give them information on how to expand upon their stated goal in future.
- **If you’re a marketing consultant or are advising the client on a contract** or deal negotiations, it’s extremely helpful if you dictate actual written copy or negotiating scripts for the client. For instance, if you recommend that they send a letter as a marketing piece, why not dictate the

beginning of the letter, or give them an outline of what should be contained in the letter? If you suggest they negotiate business alliances, you might talk them through how an initial conversation might go with a potential third party—giving the client actual pitches or other negotiating dialogs.

- **Give as many ideas and as much value as possible.** If you have samples, tutorials, referrals to other experts, or other helpful documents to send, mention those in the call as a way to save time (versus explaining the entire tutorial, for example). Then attach them to a follow-up email.
- **Complete the call by offering to provide more assistance later,** once the client starts implementing your current recommendations. The client might ask if you will make yourself available for future consultations. Be prepared with a company policy for this and an actual sales offer such as, “Yes, of course. We typically give consultation clients a discount on future time when they book a package of four hours or more. And if you want me to help you with the staff training I talked about, I can prepare a written proposal of what we can do for you and how much it would cost.” This will help you get future consulting contracts from consultation clients. After all, isn’t that one reason you’re conducting these high-value calls in the first place?
- **End the call by encouraging the client to take action,** be friendly, and tell them to look for a follow-up email from you.

## Send a Follow-Up Email with Additional Information

In addition to a link to the Zoom recording, I usually send clients any documents I might have that may be helpful to them. During the call, I often give out resource names and contact information—which I list in a follow-up email to the client. I may send them samples of my own work for reference. This is how I add value to a one-hour consultation. A word of warning, however: If you’re not sure whether you can locate a document right away, don’t promise it.

## The Marketing Campaign, Welcome Email and Client Questionnaire You’ll Need

On the following pages, you’ll find samples of the documents I use to conduct my own \$1,000 per hour consultations. Feel free to read them and study them—but please do not copy them. They are protected under international copyright law.

## Consultations Are Just the Beginning of Your Own “Leading Expert” Career

High priced consultations are just one product you could offer as part of an entire company of products and services developed around your unique expertise. In fact, your leading-expert business could easily encompass the kinds of products, services and media properties I’ve featured on page 26 below (it’s the same checklist of profit centers I regularly help build for celebrity experts and emerging experts I work with).

Read on to see samples of the actual documents and marketing tools you’ll need to conduct your own high-priced consultations.

## The Consultation Marketing Campaign

Once you've assembled your deliverables and are ready to start marketing your consultations, use the sample emails below to create your own marketing message promoting your consultation appointments. Of course, since these sample emails were written to sell my consultation services, you can't use them word-for-word. But feel free to rewrite them using your own testimonials, your own bonus gift, your own description of what you'll deliver and your own rationale for why you're emailing them this offer.

I send these two emails one week apart to give my salespeople time to catch up from the previous week's responses. Please note that because these emails do not mention the price of the consultation, this will necessarily be a major aspect of the sales call with prospective clients. After many years of using these emails, we've found that, for some reason, the more motivated prospects actually respond to the second email broadcast—not the first. So be sure to send both, even if you think it's repetitive for your list.

### Sample Email #1 – Send on a Tuesday or Wednesday

SUBJECT LINE: <\$firstname\$>, I've set aside time to talk with you privately...

Dear <\$firstname\$>,

Wow. We're still mopping up from the frenzy of experts, authors and entrepreneurs who responded recently to participate in my Advisory Client Program.

But can I tell you a secret?

The 21-day campaign I conducted to announce the program generated even more interest from people looking for a faster, more focused way to build their empire.

Some people (perhaps you) don't have the time to go through a complete program to locate the specific strategies and tactics that will catapult your business forward. You might have an immediate opportunity you need to exploit -- now. Or you may want to learn everything from the Advisory Client home-study course (or one of my other products), then have it honed down and turbo-charged for your specific business.

If this describes you, and you wished I would just detail the complete road map for your business...telling you exactly what to do (and when) -- today I have good news for you.

During the next three weeks (and for a few dates in January), I've set aside a limited number of sessions to work privately with a handful of you who want to schedule a highly focused one- or two-hour consultation.

During an intensive strategy session by telephone, I'll detail the exact steps needed to achieve YOUR goals for your publishing career and media empire. By the time we're through, you'll have a personally-tailored, fully developed road map for launching or building your business.

But our time together won't just begin on the phone.

Before we ever meet, I'll review your business, your website, your industry, your products -- even your publishing contract if you like. I'll formulate a marketing checklist, research potential joint-venture partners, plan marketing campaigns...

And only then will we talk by telephone.

If you've ever paid for a "consultation" with an expensive lawyer, financial planner or other professional, this time with me will be different from anything you've experienced before. For one thing, I'll learn all about you in advance via a focused questionnaire and assessment guide I'll send you. After reviewing it, I'll take the time to "work on your business" before determining a recommended plan.

Once we're on the phone, I'll dictate marketing copy, connect you with people you might do deals with, suggest upgrades to your web marketing systems, point you to vendors who can help, plus so much more.

I'll even record the call so that every headline, copy point, sales script, negotiating technique or other recommendation is captured for your future reference.

I'll do all this -- plus I'll continue the advice after we're through by including recordings of my international info-marketing training -- held in London for an elite group of consultants, coaches, authors, trainers and entrepreneurs. For two days, I detailed not only how to create an entire line of branded products, but also how to market these products for maximum revenue. It's a £349 value...about US\$513 -- yet it's yours as my gift.

Book a TWO-hour consultation with me and I'll send you an additional gift -- my comprehensive Instant Income® New-Business Development guide. If you wish, I'll even add to your consultation purchase -- at a substantially discounted price -- a copy of my landmark, six-month Publishing Mavericks Program, detailing the business of the info-products business. (Use it to build your own empire or earn 15% to 50% of other people's empires as a highly paid info-marketing consultant.)

#### DO YOU HAVE AN HOUR OR TWO TO INVEST IN YOUR CAREER?

Only a handful of consultation times are available each week. In fact, these consultation opportunities will disappear January 31st when my newest product, the Instant Income® Business Enhancement System, is released online. After that, I'll need to focus on the marketing and distribution of it and the other Instant Income derivative products I have planned.

If you'd like to claim your spot for a consultation -- which includes my unique questionnaire and assessment tool, my personal advance planning time and my intensive London info-marketing recordings -- please call Mr. Gary Handwerker in my program office at (000) 000-0000.

Consultation client Marilyn Harris recently wrote to say: "Most experts tell you what to do. Janet tells you "how" in such detail and so many viable ways. She puts you in touch with amazing contacts and directs you in how to approach them. I wish I'd known her 20 years ago. I've taken numerous seminars to help me learn how to market; I give Janet my highest recommendation. I've learned far more from her than all the others combined."

Over 19,000 of your fellow experts and authors will be invited to claim the handful of consultation times I have available during December and January. The last time I offered consultations, my staff booked all available slots in just 12 days. Don't wait. This opportunity will soon disappear.

It would be my privilege to work with you,

Janet Switzer

P.S. I can't guarantee past next week that I'll still have consultation times available in the month of December. If you want a complete marketing plan developed just for you -- with complete details on how to execute, negotiate, create, joint venture, outsource, recruit, sell, promote and more -- I urge you to call Gary Handwerker at (000) 000-0000 today. (That phone number is answered 24 hours a day, by the way, so please call after hours, if necessary.)

P.P.S. I would be remiss if I didn't alert you that my latest #1 bestselling book, Instant Income, is available at online booksellers and in bookstores worldwide. You'll even receive hundreds of dollars worth of free gifts when you buy it online today.

Click <http://www.instantincome.com/freegifts.html> for more details.

Instant Income is a registered trademark of Janet Switzer.

## Sample Email #2 – Send one week later

SUBJECT LINE: <\$firstname\$>, could we talk privately by phone?

Dear <\$firstname\$>,

Last week, I alerted you that I've set aside a limited number of sessions during December and January to work privately with a handful of you who want to become my newest consultation clients.

The response has been overwhelming and the schedule of available consultation times is nearly full to capacity.

Will I get to work on building YOUR author career, media company or publishing empire in the next several weeks? Have you considered how fast you could move forward if you had a complete business development and marketing plan to follow -- including what to do, who to call, how to accomplish your goals...even which products to produce and which joint-ventures to negotiate?

You CAN get this information. In fact, during our intensive session by telephone, I'll detail the exact steps needed to achieve your goals for your publishing career and media empire.

But our time together won't simply begin on the phone.

Before we ever meet, I'll review your business, your website, your industry, your products -- even your publishing contract if you like. I'll formulate a marketing checklist, research potential joint-venture partners, plan marketing campaigns...

And only then will we talk by telephone.

If you've ever paid for a "consultation" with an expensive lawyer, financial planner or other professional, this time with me will be different from anything you've experienced before. For one thing, I'll learn all about you in advance via a focused questionnaire and assessment guide I'll send you. After reviewing it, I'll take the time to "work on your business" before determining a recommended plan.

Once we're on the phone, I'll dictate marketing copy, connect you with people you can do deals with, suggest upgrades to your web marketing systems, point you to vendors who can help, plus so much more.

I'll even record the call so that every headline, copy point, sales script, negotiating technique or other recommendation is captured for your future reference.

I'll do all this -- plus I'll continue the advice after we're through by including recordings of my international info-marketing training -- held in London for an elite group of consultants, coaches, authors, trainers and entrepreneurs. For two days, I detailed not only how to create an entire line of branded products, but also how to market these products for maximum revenue. It's a £349 value...about US\$513 -- yet it's yours as my gift.

What do folks who've been through these telephone consultation sessions have to say about their experience?

"I started with Janet's course and made \$45,000 from my first email campaign -- which was amazing since previously I'd been lucky to earn \$4,000. Then I scheduled a two-hour coaching call with Janet. I was very nervous whether I'd get my money's worth, but Janet delivered. In fact, she spoke so quickly that it was really like four hours of material. It took me some time to recover from the amount of information, leads and specific advice she gave. Every goal and task I wanted was accomplished on that call and in the substantial follow-up materials Janet sent. I cannot praise Janet enough for her expertise and no-nonsense approach to marketing. The consultation was tailor-made for a small-business owner like me with lots of start-up ideas. Janet gets my whole-hearted recommendation."

-- Melissa Burch, CCH, Classical Homeopath

"Janet Switzer is the real deal. My consultation time with her provided more ideas and insights than anyone else I've ever worked with. I highly recommend her."

-- Joshua Coleman, Ph.D., Author of When Parents Hurt:  
Compassionate Strategies When You and Your Grown  
Child Don't Get Along (HarperCollins, July 2007)

"There's an old saying that those who can, do & those who can't, teach. Janet Switzer is the exception to that rule. Not only has she done it, but she has done it brilliantly for some of the very best in the business world. I first became acquainted with Janet's methods when I bought How Experts Build Empires. Nevertheless, I wanted a personalized plan on what I should specifically do for my business. So I arranged for some telephone time with Janet. Because Janet first had me fill out a detailed questionnaire about my business, she already understood my needs and had a chance to prepare a detailed plan before we even spoke (no wasted time or money). Our discussion was detailed and her plan was very specific on exactly what I needed to do for Step 1, Step 2, etc. She even sent me the recording of our discussion so that I could re-listen to it whenever I needed to. I am now in the process of initiating her plan and I expect a dramatic increase in my revenues over the next few months. Thank you, Janet!"

-- Jeffrey A. Landers, author and owner of Offices2share.com

#### WHAT COULD I ACCOMPLISH FOR YOU?

Only a handful of consultation times are still available. In fact, these consultation opportunities will disappear January 31st when my newest home-study course, Instant Income®, is released. After that, I'll need to focus on the marketing and distribution of it and the other Instant Income derivative products I have planned.

If you'd like to claim your spot for a consultation -- which includes my unique questionnaire and assessment tool, my personal advance planning time and my intensive London info-marketing recordings -- please call Mr. Gary Handwerker in my program office at (000) 000-0000. He'll give you complete pricing and scheduling details.

Over 19,000 of your fellow experts and authors are being invited to claim the last handful of consultation times I have available during December and January. The last time I offered consultations, my staff booked all available slots in just 12 days. Don't wait. This opportunity will soon disappear.

It would be my privilege to work with you,

Janet Switzer

P.S. I can't guarantee past next week that I'll still have consultation times available in the month of December. If you want a complete marketing plan developed just for you -- with complete details on how to execute, negotiate, create, joint venture, outsource, recruit, sell, promote and more -- I urge you to call Gary Handwerker at (000) 000-0000 today. (That phone number is answered 24 hours a day, by the way, so please call after hours, if necessary.)

P.P.S. I would be remiss if I didn't alert you that my latest #1 bestselling book, Instant Income, is available at online booksellers and in bookstores worldwide. You'll even receive hundreds of dollars worth of free gifts when you buy it online today.

Click <http://www.instantincome.com/freegifts.html> for more details.

Instant Income is a registered trademark of Janet Switzer.

# Template for Writing Your Own Email Campaign

Dear <\$firstname\$>,

Wow. We're still mopping up from the frenzy of experts, authors and entrepreneurs who responded recently to participate in my Advisory Client Program.

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The 21-day campaign I conducted to announce the program generated even more interest from people looking for a faster, more focused way to build their empire.

---

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---

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---

Once we're on the phone, I'll dictate marketing copy, connect you with people you might do deals with, suggest upgrades to your web marketing systems, point you to vendors who can help, plus so much more.

I'll even record the call so that every headline, copy point, sales script, negotiating technique or other recommendation is captured for your future reference.

Start with a friendly greeting, mentioning a current reality in your business or a conclusion you recently reached.

State a discovery you've made about your current clientele, such as "While I do a lot of consulting, some people just need a rapid-fire session to get the next level."

State that you'll be doing consultations and state the limited period of time you have available.

Talk about the outcome the client can expect from a consultation.

Talk about the advance work you'll do.

Compare your consultation to those of other expensive experts. State why yours is different.

Detail what the client will experience.

I'll do all this -- plus I'll continue the advice after we're through by including recordings of my international info-marketing training -- held in London for an elite group of consultants, coaches, authors, trainers and entrepreneurs. For two days, I detailed not only how to create an entire line of branded products, but also how to market these products for maximum revenue. It's a £349 value...about US\$513 -- yet it's yours as my gift.

Book a TWO-hour consultation with me and I'll send you an additional gift -- my comprehensive Instant Income® New Business Development guide. If you wish, I'll even add to your consultation purchase -- at a substantially discounted price -- a copy of my landmark six-month Publishing Mavericks Program detailing the business of the info-products business. (Use it to build your own empire or earn 15% to 50% of other people's empires as a highly paid info-marketing consultant.)

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Consultation client Marilyn Harris recently wrote to say: "Most experts tell you what to do. Janet tells you "how" in such detail and so many viable ways. She puts you in touch with amazing contacts and directs you in how to approach them. I wish I'd known her 20 years ago. I've taken numerous seminars to help me learn how to market; I give Janet my highest recommendation. I've learned far more from her than all the others combined."

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Mention your bonus gift and describe it in enthusiastic terms.

Ask for agreement or pose a question.

Give a rationale for acting immediately, such as limited spaces, limited time or past sell-outs.

Call-To-Action: State exactly how prospect should respond, giving contact name and phone number.

Testimonial from past client.

State reason for acting quickly. Communicate urgency. Restate Call-to-Action and how to respond.

Closing and signature block. Give title or other notable designation if not well known to your list.

Postscript: Repeat reason for acting quickly. Communicate urgency. Repeat Call-To-Action giving contact name and phone number to call.

# Sample Questionnaire

## Get Ready to Build Your Information Empire!

So I can better review your opportunities and challenges before working with you, I ask that you complete this questionnaire and provide detailed information about your business goals and current circumstances. Don't worry if some of the questions do not apply to you — or if you feel that not being able to answer some questions will present you in a less than positive manner. I look at all attributes, experiences, subject matter and ideas. Even if you've never written a book before — or never even considered doing so — there are many areas I'd like to explore with you as you build your information empire.

I look forward to reading all about you and determining how I can help you build your publishing and information business! When you've completed this questionnaire, please return it to my office along with any materials for review: Janet Switzer, 107 North Reino Road #415, Newbury Park, CA 91320 USA. Or you can fax this questionnaire to (805) 499-9470. I'll review it along with any other materials you submit.

Best regards,

Janet Switzer

### YOUR PERSONAL CONTACT INFORMATION

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_

Shipping Address (no P.O. Boxes, please) \_\_\_\_\_

\_\_\_\_\_

Daytime Phone (\_\_\_\_\_) \_\_\_\_\_ Evening Phone (\_\_\_\_\_) \_\_\_\_\_

Fax Phone (\_\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Name of alternative contact person (in emergency) \_\_\_\_\_ Relation \_\_\_\_\_

Alternative person's Daytime Phone (\_\_\_\_\_) \_\_\_\_\_ Evening Phone (\_\_\_\_\_) \_\_\_\_\_

Do you have Internet access?  Yes  No Can you open a pdf file using Adobe® Reader or Acrobat?  Yes  No

Do you have a website?  Yes  No If so, what is the web address? \_\_\_\_\_

\_\_\_\_\_

### YOUR GOALS FOR YOURSELF AND YOUR EMPIRE

If I could make anything happen for you in the next 90 days — or after — what would the three most important things be?

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_







List works-in-progress you are ghosting for others' authorship: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

List any copyrights you own: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

List any trademarks/service marks you own: \_\_\_\_\_

\_\_\_\_\_

List any web domain names you own: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### **YOUR PUBLISHING BUSINESS ACTIVITIES**

Are you currently working with partners?  Yes  No Describe purpose of partnership: \_\_\_\_\_

Will any partners be participating in your empire with you?  Yes  No Reason: \_\_\_\_\_

\_\_\_\_\_

Do you have book idea(s) you would like submitted to a publisher?  Yes  No Which? \_\_\_\_\_

\_\_\_\_\_

Do you own a business?  Yes  No Describe: \_\_\_\_\_

Do you have successful business systems or access to those of others?  Yes  No Describe: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Have you ever considered selling/licensing these systems to others?  Yes  No If so, what steps have you taken?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are you currently working with or have you signed a contract with... (Check all that apply.)

- Publisher...Name: \_\_\_\_\_  PR Agent/Publicist...Name: \_\_\_\_\_
- Book Designer...Name: \_\_\_\_\_  Literary Agent...Name: \_\_\_\_\_
- Ghostwriter...Name: \_\_\_\_\_  Independent Editor...Name: \_\_\_\_\_
- Marketing Consultant...Name: \_\_\_\_\_  Researcher/Research Team...Name: \_\_\_\_\_
- Web Designer...Name: \_\_\_\_\_  Ad Agency...Name: \_\_\_\_\_
- Product Developer...Name: \_\_\_\_\_  Personal/Business Coach...Name: \_\_\_\_\_

Do you have a customer list?  Yes  No If so, how many names? \_\_\_\_\_

Do you have:  Name/address only  E-mail addresses  Phone Numbers  Fax numbers  Last Date Purchased  Purchase History

Do you currently have access to...  Commissioned salespeople?  Interns?  Volunteers?

Are there any personal challenges or responsibilities that would prevent you from participating in any publishing or promotional activities (including but not limited to physical or mental challenges, small children to care for, inability to travel, career responsibilities, lack of funding, etc.)? Please describe:

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Are you currently negotiating any joint ventures?  Yes  No Describe: \_\_\_\_\_

Do you have access to potential endorsers?  Yes  No Please list: \_\_\_\_\_

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Have you ever submitted a manuscript to a publisher?  Yes  No Please list title and describe the outcome:

Title \_\_\_\_\_ Outcome \_\_\_\_\_

Title \_\_\_\_\_ Outcome \_\_\_\_\_

Title \_\_\_\_\_ Outcome \_\_\_\_\_

Does your family support your participation in building an empire?  Yes, absolutely!  Yes, somewhat  Not really

What do you see yourself doing five years from now? \_\_\_\_\_

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## BUILDING YOUR INFORMATION EMPIRE

What kinds of information products and services would you like to have in your empire one year from today?

(Check all that apply.)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> <b>Books, Audiobooks and Ebooks</b><br>(published or self-published)   | <input type="checkbox"/> <b>Single Audio CDs</b><br>(used both as products and as marketing tools)   | <input type="checkbox"/> <b>Audio Programs</b><br>(more than one CD, typically in an audio album)                |
| <input type="checkbox"/> <b>Multi-Media Products</b><br>(audio / video / CD / printed materials sold together)  | <input type="checkbox"/> <b>Workbooks</b><br>(individual products not part of other services)  | <input type="checkbox"/> <b>Coaching Program</b><br>(provided by you or by others under your direction)          |
| <input type="checkbox"/> <b>Speaking—Keynote Presentations</b>  | <input type="checkbox"/> <b>Speaking—International Events</b>  | <input type="checkbox"/> <b>Speaking—Longer Formats</b>  |
| <input type="checkbox"/> <b>Speaking—Representing Employer</b>  | <input type="checkbox"/> <b>Public Seminars</b><br>(you are the headliner presenting your own topic)   | <input type="checkbox"/> <b>Corporate Trainings</b><br>(your material presented by you)                          |
| <input type="checkbox"/> <b>Train-the-Trainer Programs</b><br>(training others to present your material)  | <input type="checkbox"/> <b>Corporate Improvement Programs</b><br>(your material licensed for regular use by companies)  | <input type="checkbox"/> <b>Presenter at Large Events</b><br>(one of several presenters at mega-events)          |
| <input type="checkbox"/> <b>Industry-Specific Training Weekends</b><br>(presenting 2-3 days of material to industry groups)   | <input type="checkbox"/> <b>One-Hour Consultation</b>  | <input type="checkbox"/> <b>Long-Term Consulting Contracts</b>   |
| <input type="checkbox"/> <b>Subscription Consulting</b><br>(ongoing consulting for a monthly or annual fee)   | <input type="checkbox"/> <b>Spokesperson Contracts</b>   | <input type="checkbox"/> <b>Licensing</b><br>(packaging / renting your content for fees)                         |
| <input type="checkbox"/> <b>Infomercial Product(s)</b><br>(for radio or television infomercials)  | <input type="checkbox"/> <b>Video-Based Training</b><br>(sold as a package of videos or via regular shipments)   | <input type="checkbox"/> <b>Home-Study Courses</b><br>(recorded versions of live programs)                       |
| <input type="checkbox"/> <b>TeleSeminars</b><br>(seminars conducted via group teleconference)   | <input type="checkbox"/> <b>Weekend Retreats</b><br>(typically self-help or new-age related events)  | <input type="checkbox"/> <b>Subscription Audio CD Series</b><br>(subscriber receives monthly CD for ongoing fee) |
| <input type="checkbox"/> <b>Printed Newsletter</b>  | <input type="checkbox"/> <b>Radio Show / TV Show / Movie Deal</b>  | <input type="checkbox"/> <b>Webcasting / Webinars</b><br>(conducting seminars over the Internet)                 |
| <input type="checkbox"/> <b>Philanthropic Foundation</b><br>(as an outlet for your message or just assistance)  | <input type="checkbox"/> <b>Web-Based Distance Education</b><br>(longer study courses conducted partly via the Web)  | <input type="checkbox"/> <b>Media Expert</b><br>(on retainer to be interviewed by news organizations)            |
| <input type="checkbox"/> <b>Syndicated Column</b><br>(your articles appearing regularly in periodicals)   | <input type="checkbox"/> <b>Private-Label Magazine</b><br>(magazine with your name/title produced by others)   | <input type="checkbox"/> <b>Ghostwriting</b><br>(writing for others who will put their own name on it)           |
| <input type="checkbox"/> <b>Branded Retail Products</b><br>(calendars, mugs, t-shirts, hats, non-printed goods)   | <input type="checkbox"/> <b>Pocket Guidebooks</b><br>(small reference guides based upon your material)   | <input type="checkbox"/> <b>Insert Booklets</b><br>(cut-down books or reports used as premiums)                  |
| <input type="checkbox"/> <b>Exclusive Rights to Other People's information Products and Services</b><br>(sole use of other people's material, as additions to your own product line or as joint ventures you profit from) | <input type="checkbox"/> <b>Premium Sales</b><br>(your content sold for use as bonus to others' products)  |  |
| <input type="checkbox"/> <b>Special Reports &amp; White Papers</b><br>(high-priced reports on specific focused topics)  | <input type="checkbox"/> <b>CD-ROM / DVD Video Presentations</b><br>(typically sold for use as a training tool)  | <input type="checkbox"/> <b>Counseling Services</b><br>(typically one-on-one, personal growth counseling)        |
| <input type="checkbox"/> <b>Adult Continuing Education</b><br>(for outlets such as The Learning Annex or Open U)  | <input type="checkbox"/> <b>Cruise Ship Workshops</b>  | <input type="checkbox"/> <b>Digital or Internet Products</b><br>(e-mail, e-newsletters, paid website access)     |
| <input type="checkbox"/> <b>Compiled Reference Guides</b><br>(directories, collections of useful forms/letters, etc.)   | <input type="checkbox"/> <b>Software</b><br>(your own or templates for others' applications)   | <input type="checkbox"/> <b>Trade Association</b><br>(launched by you to assist a specific industry)             |
| <input type="checkbox"/> <b>Industry Conventions/Trade Shows</b><br>(with revenue from workshops/trade show booths)   | <input type="checkbox"/> <b>Network Marketing Training Program or Dealer/Distributor Training Program</b><br>(material developed to train your own distributors, then sold to others in the same company or industry)  |  |
| <input type="checkbox"/> <b>Agenting and Arbitrage</b><br>(representing others in deals, profiting on margins)  | <input type="checkbox"/> <b>Business or Practice-Building Systems</b><br>(materials developed to help increase revenue)  | <input type="checkbox"/> <b>Rights</b><br>(foreign, serial, broadcast, syndication, derivative)                  |
| <input type="checkbox"/> <b>Custom Products for Fundraisers</b><br>(material you develop for use in fundraising efforts)  | <input type="checkbox"/> <b>Workshops for Public Seminar Companies and Corporate Training Programs</b><br>(your material developed and licensed for presentation by others at public seminars and corporate trainings) |  |

## Welcome Email to Send to New Bookings

SUBJECT LINE: A Pre-Consultation Welcome from Janet Switzer...

Dear [firstname],

I'm delighted we'll be spending time together planning and strategizing the development of your knowledge-product business, publishing career and media empire. This email will give you all the details you need to insure our consultation session is as productive as possible.

First, my staff has attached two documents to this email. The first is a questionnaire (PDF file) that you'll need to complete and return at least 48 hours prior to your consultation time. The questionnaire will ask about your subject matter, area of expertise, future vision, existing activity and more. It will help me review your opportunities, markets, resources and challenges before working with you by phone.

Don't worry if some of the questions do not apply to you -- or if you feel that not being able to answer some questions will present you in a less than positive manner. I look at all attributes, experiences, subject matter and ideas. Even if you've never written a book before -- or never even considered doing so -- there are many areas I'd like to explore with you as you build your information empire.

If you prefer to type out your answers to the questionnaire, you'll find a Microsoft Word version also attached to this email.

Once you've completed the questionnaire, please return it to my office by any of the following methods:

\* Via email to [clientservices@janetswitzer.com](mailto:clientservices@janetswitzer.com) \* Via fax to +1 (805) 499-9470

\* Via mail/post to 107 North Reino Road #415, Newbury Park, CA 91320 USA

Feel free to send any supporting documents, samples, contracts or other items that will help me get the full picture of who you are and what you would like to accomplish in your career.

**PLEASE RETURN THE QUESTIONNAIRE 48 HOURS BEFORE YOUR CONSULTATION!**

I must have adequate time to review your information, your market, your website (if any) and other aspects of your business prior to advising you.

**YOUR SCHEDULED CONSULTATION TIME IS...**

Day / Date: \_\_\_\_\_ / October \_\_\_\_, 20\_\_\_\_ (please note this is the date in your home country)

Time of day: \_\_\_\_\_ am / pm (in your time zone)

Link to Zoom call for this consultation: \_\_\_\_\_

**IN CLOSING...**

I look forward to reading all about you and determining how I can help you build your publishing empire! Be sure to return your questionnaire shortly. We'll be on Zoom together soon.

Sincerely,

Janet Switzer

## Meet Janet Switzer...

For over 30 years, Janet Switzer has been at the forefront of the knowledge-products industry, generating revenue for top authors, renowned coaches, niche-market experts, media personalities and small businesses.

She has developed the products and executed the day-to-day income-generation strategies for such high-profile clients as: [Jack Canfield](#) of *Chicken Soup for the Soul*; motivational speaker [Les Brown](#); underground business guru [Jay Abraham](#); social-media personalities “[The Oola Guys](#)” Dave Braun and Troy Amdahl; tapping-therapy founder [Dr. Roger Callahan](#), and many others.

She’s also the *New York Times* bestselling coauthor of *The Success Principles: How to Get from Where You Are to Where You Want to Be* (HarperCollins) published in 41 languages—with derivative products, coaching and learning programs distributed in 112 countries. Janet is also the #1 bestselling author of *Instant Income: Strategies That Bring in the Cash for Small Businesses, Innovative Employees and Occasional Entrepreneurs* (McGraw-Hill) published worldwide in English and in multiple languages in Asia.

## Contact Janet...

Website: [www.janetswitzer.com](http://www.janetswitzer.com)

Published works: [amazon.com/author/janetswitzer](http://amazon.com/author/janetswitzer)

Email: [clientservices@janetswitzer.com](mailto:clientservices@janetswitzer.com)

LinkedIn: [www.linkedin.com/in/janetswitzer](http://www.linkedin.com/in/janetswitzer)

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