

SHE'S THE CONSULTANT

PLATINUM

She's The
Consultant



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Your Consulting Business, Built
for You

'One day' becomes now

You've been thinking about consulting for a while. You've got the experience, the expertise, and the drive to create something that gives you more freedom — on your terms. You want to be paid for the value you bring to an organisation, not for the hours spent in the office.

What you don't have is a spare evening, let alone the headspace to build a business from scratch around a full-time job.

So it stays on the list. The things you'll start ***one day***.

Platinum is how 'one day' becomes now. You bring the ambition. I build the business around you — while you carry on with everything else.

The future of work is already here - and it looks a lot like you

The way organisations access senior expertise is changing fast. By 2027, Gartner* predicts that over 30% of midsize enterprises will retain at least one fractional executive. Business leaders are rethinking how they bring in the talent they need – and experienced, independent consultants are exactly what they're looking for.

For senior professional women, this shift is an extraordinary opportunity: to work with purpose, on your own terms, doing the work that actually matters to you.

The rise of AI is accelerating demand for strategic human expertise which means your moment isn't coming. It's already here.

* Access the Gartner report here: [**Future of Work Trends 2026: Strategic Insights for CHROs**](#)

I build it. You make the decisions.

Platinum women launch faster and win their first clients faster, for one simple reason: **I do the work to set it up.** You answer a few questions, join a kick-off call to discuss your ideas and goals in more detail, and then I build your offer and strategy.

You review, you approve, and you stay in your day job while I help build your personal brand, LinkedIn presence, offer and marketing strategy.

Your consulting business established and ready to go for less than a week's consulting fees.

You answer the questions

Share your experience, goals, and the lifestyle you want to create.

I do the building

Your offer, your LinkedIn, your content, your prospect list – all of it.

You review and approve

Every asset is yours.
You stay in control of every decision.

I've been a management consultant for over 20 years and in the last 18 months I've helped over **250 women** start their consulting journey.

I know what works and I bring all of that expertise to your launch.

What you walk away with

No more folders full of notes and good intentions. A business that's **ready to launch** — every asset built, written, and handed to you.

An offer that sells

Built on the value you deliver to clients, with a pricing strategy that reflects your worth – not an hourly rate.

A LinkedIn profile that works for you

New banner, headline, and About section — all written for you, all optimised to bring the right people to you.

20 ideal client prospects, ready to contact

Each organisation matched to your offer, with the right contact identified, a clear reason they need you now, and a message drafted for you to send.

Every post written for you

Your full content plan and posts – including your launch post – prepared and ready to publish.

Your client proposition document

Written, polished, and ready to send the moment a conversation goes well.

The knowledge to run it

Access to the *Get Your First Clients* course, so you can learn the process at your own pace and use it again and again as your business evolves.

Built around your life, not the other way round

This is high-access support, built around your schedule and your launch date. Launching can take anywhere from **four to twelve weeks** – you set the pace.

01

Kick-off call

We start with the lifestyle you want to create — then brainstorm your offer, ideal clients, and pricing.

02

I build your assets

Your LinkedIn, your offer, your prospect list, your content. You review and approve at each stage.

03

Book a call whenever you need one

Across the full 90 days – for strategy, confidence, or whatever's in your way that week, including practical guidance on the business admin you need to set up.

04

Message me any working day

I reply within 24 hours, but usually sooner. Unlimited proposal reviews for the full 90 days – you write and set the price, I provide feedback, you send to your client.

- ☐ Your time commitment: the initial assessment (30 mins), kick-off call (1-2 hours), then approvals, posting and connecting (1-2 hours per week in the launch period).
Everything else is on me.

You're not on your own afterwards

Launching is the start, not the finish. Platinum includes everything you need to keep going with confidence.

It gives you a VIP access all areas pass to all of my courses and the community, only if you want them.



Get Your First Clients Course

Worth £997 and yours to keep. Work through the full programme at your own pace, in your own time.



She's The Consultant Community

Peer support, networking, and guest speakers – alongside women building the same kind of business as you.

A great way to find your first client.



Ellevate - Platinum Access

Access during your programme, then a full year free once you launch. Ellevate is for women who have launched their business and completed the GYFC or Platinum programme giving you a network of women at your stage.

- ③ We hold regular networking calls and guest speaker events within the She's The Consultant community which you will be encouraged to attend to help build your network. The Ellevate programme provides in-depth teaching on specific topics, including how to excel on assignment and how to continue growing your business. It's designed to provide ongoing support while you grow your business.

MY GUARANTEE

Ready to Launch in 90 Days

Platinum is designed to help you launch in 90 days or less.

After that, I keep working with you until you win your **first paid client**, for up to three months – as long as you're implementing the marketing plan we've agreed together.

This isn't a course you buy and forget.

It's a commitment I make to your success with actions and accountability to ensure that dream life doesn't stay a dream.

Is This for You?

✓ This is for you if:

- You're ready to move into consulting but genuinely have no time to build it yourself.
- You want the decisions to be yours and the work off your plate – in the hands of someone who's done it before.
- You're serious about starting, not just curious.

✗ This is not for you if:

- You want to do it all yourself – the *Get Your First Clients* course is the better starting point if you have the time and headspace to commit to self-learning.
- You're still deciding whether consulting is right for you.

YOUR GUIDE

Lesley Elder-Aznar

Lesley is a management consultant and leadership coach with over **20 years of experience** working with some of the UK's most respected organisations including HSBC, RBS, Deloitte, and Barclaycard.

She is an ICF-accredited coach, a PMI project award winner, a LinkedIn Top Creator, and a bestselling author. She has helped more than **250 women** start and grow their consulting businesses through the She's The Consultant community.

ICF-Accredited
Coach

PMI Award
Winner

LinkedIn Top
Creator

Bestselling Author



What it's like working with me

In their words, from women who've been exactly where you are...

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"Realistic, pragmatic, won't just tell you what you want to hear – and everything backed by real experience. The support I've had from Lesley on the Platinum programme has been second-to-none throughout.

You're not alone with any of it."

Heather Shaw – Fractional Operations Director, UK

“

"She has an incredible ability to see strengths in people that they often overlook in themselves. She encouraged me to think bigger, refine my business, and communicate the value of my experience in a way that truly reflects who I am."

Jazmen Jackson – Founder, Nine North Consulting, Washington D.C.

“

"Over 12 weeks I created my niche, launched my consultancy business, and learnt how to grow my business without feeling "salesy".

I now feel totally confident with proposals and I know exactly who I want to work with."

Anna Griffiths – HR Consultant, UK

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Check out more testimonials from real women on my [LinkedIn profile](#).

Ready to join Platinum?

There are **limited places** available every month. You're invited to a short call to meet Lesley, talk through your business idea, your experience, and your commitment.

If it's a fit, you confirm your place and book your kick-off call. Watch out for our **Platinum circle** event at the beginning of each month.

Take the next step

Book Your Platinum Enquiry Call

Programme fees can be charged as a business expense. A business invoice is available at the time of booking or once your business is established.

📅 **Limited places available each month.**

Not ready to start yet?

Ask about reserving your spot and start when you're ready.

Questions? Email lesley@lesleyelderaznar.com

Visit the [She's The Consultant website](#)

Investment (£)

Pay in full: £3,795, or spread the cost over 3 months at **3 × £1,450**.

Investment (US\$)

If you prefer to **pay in US \$s**:

\$5,297, or spread the cost over 3 months at **3 × \$1,797**.

Investment (€)

Or pay in Euros:

€4,195, or spread the cost over 3 months at **3 × €1,497**.