

SHE'S THE CONSULTANT

Your Consulting Business

Built, Launched and Supported

Six months of personal coaching, done-for-you business building and experienced guidance as you move into consulting or fractional work.

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'One day' becomes now

You've spent years building your expertise. Now you want to use it differently. More freedom over your time. Work that matters to you. The opportunity to build something of your own.

Perhaps you're still employed and wondering how to begin around an already demanding life. Perhaps you've left a role and want a different kind of working future.

You don't need another folder of ideas or a course you never have time to finish. You need a clear direction, practical help and someone experienced beside you.

> **Platinum helps you turn what you know into a business built around the life you want, not another job that takes it over.**

This is a personal transition, not just a business launch

Moving from employee to consultant means more than changing your LinkedIn headline. It means making your own decisions, talking about the value of your work and learning to lead a business, not waiting for someone else to tell you what comes next.

And if a difficult or toxic workplace has knocked your confidence, it can be hard to separate that experience from what you are genuinely capable of.

> **Coaching is part of Platinum from the beginning, not an optional extra.**

Together, we work on:

Your strengths

Acknowledging the value of your experience and what you genuinely bring.

Your confidence

Rebuilding professional confidence where it has been shaken by a difficult workplace.

Your mindset

Developing a positive, practical approach for the challenges ahead.

Your business

Building something that reflects your priorities, not someone else's expectations.

Step into your CEO energy in your life and your business.

Not pretending to have every answer. Taking ownership of your direction, your decisions and what you do next, with support.

Consulting, advisory or fractional work?

There is more than one way to build a business around your expertise.

Project consulting

Help a business solve a defined problem or deliver a specific outcome through a scoped assignment.

Advisory work

Provide specialist insight, challenge and guidance, either for a particular decision or through an ongoing arrangement.

Fractional leadership

Bring senior expertise into a business on a part-time, ongoing basis, with clearly agreed responsibilities and expectations.

You don't need to force yourself into a traditional consulting model, or try to offer everything to everyone.

We identify a focused starting point that fits your expertise, your prospective buyers and the way you want to work.

I help build your business, and support you as you land clients and deliver the work

Platinum combines three kinds of support:

Personal coaching

Confidence, perspective and accountability as you move from employee to independent consultant and business owner.

Practical business building

Your offer, positioning, LinkedIn assets, proposition, launch content and initial prospect list, with much of the work prepared for you.

Experienced consulting guidance

Help with buyer conversations, proposals, pricing, scoping and the realities of early assignments.

You stay in control. You bring your expertise, speak with the market, approve decisions and build client relationships.

I bring structure, honest challenge and practical help so you are not working everything out alone.

Months 1-3

Find your direction. Build your business. Take it to market.

01

Start with you

We begin with an assessment and detailed kick-off conversation about your experience, strengths, ambitions and the working life you want to create.

02

Choose a focused direction

Identify the people you can help, the commercial problem you can solve and the consulting or fractional model that gives you the lifestyle you want.

03

Test before polishing

I help you prepare for focused conversations with relevant people. You speak with the market; we review what you learn before launching your offer.

04

Build and launch

We turn that direction into positioning, practical assets and a client-finding approach. You begin the conversations that can lead to paid work.

Coaching runs alongside the practical work, helping you move forward when confidence, uncertainty or competing demands get in the way.

The process brings structure but your pace is personal.

Practical assets, not just advice

No more folders full of notes and good intentions. Every asset built, written, and handed to you.

Your offer and pricing approach

A clear audience, problem, service and scope, informed by market conversations and the value you bring.

Your LinkedIn positioning

A new banner, headline and About section, written for the clients you want to attract, establishing you as a consultant, not an employee.

Twenty potential clients

A researched list matched to your offer, with relevant evidence, likely buyers or contacts where identifiable, and tailored introductory messages for you to send.

Your launch content

A content plan and prepared posts for your four-week launch period, including your launch post. Content support continues beyond that until you feel comfortable writing your own posts.

Your client proposition document

A polished explanation of who you help, what you do and why it matters, ready to support buyer conversations.

Guidance on client calls and engagements

When you land your first client it can feel overwhelming. I'll provide comprehensive checklists of what to do at each stage, including questions to ask and how to measure and demonstrate success on your assignment.

You review and approve the work. Every asset is yours to use. The prospect list identifies potential opportunities, not guaranteed leads or purchases. You lead the relationships and client conversations.

Months 4-6

Win work. Deliver confidently. Keep growing.

Launching is the beginning, not the point at which you should be left to figure everything else out.

As opportunities develop, I help you:

Win the work

Prepare for buyer conversations, qualify potential assignments, and review proposals, pricing and scope before you send them.

Deliver confidently

Set clear expectations, responsibilities and boundaries. Navigate client onboarding, stakeholders and early delivery challenges.

Keep growing

Spot opportunities for referrals, extensions and repeat business, and continue coaching as you grow into your role as a business owner.

If you are still working toward your first assignment, we keep refining your offer, strengthening your pipeline and preparing you for delivery.

The support meets you where you are now and is tailored to your goals.

Direct access, built around a busy life

Months 1-3

Book individual coaching and strategy calls as needed while we develop and launch your business. We manage the rhythm together around the decisions and challenges in front of you.

Months 4-6

At least one scheduled individual strategy call each month, with additional calls available when you need support with an opportunity, decision or assignment.

Messaging throughout

Contact me by email or Messenger on working days. I aim to reply within 48 hours and usually respond sooner.

Proposal, scope and pricing reviews

Experienced feedback throughout the six-months. You remain responsible for the final proposal, price and agreement with your client.

You do not need to attend meetings simply because they exist. We focus your time on the decisions and actions that move your business forward. We agree a realistic working rhythm together.

Other women who understand the journey

You are building your own business, not doing it on your own.

Some days you need a practical answer. Some days you need to hear, "I've been there too." The community gives you women to talk to, exchange ideas with and learn from: women navigating similar decisions, sharing their stories and offering encouragement and inspiration.

Get Your First Clients Course

Yours to keep. Work through the full programme at your own pace, in your own time, if you want to deepen your understanding of the process.

Or don't. You don't need to as I will teach you as we go along.

She's The Consultant Community

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

Twelve months of Ellevate access

Your Ellevate access runs for twelve months from your Platinum start date, supporting your development during the programme and for six months beyond it.

Join group learning, practical conversations and peer support as your direction takes shape. **Practical knowledge. Shared experience. People to celebrate progress with, and talk things through with when it feels hard.**

MY COMMITMENT

Support until your first paid assignment

Platinum gives you six months of personal coaching, business building and consulting guidance.

If you reach the end of those six months without your first paid assignment, I will continue supporting you with regular calls, guidance and support for as long as you need it until you get there.

You will not be left on your own simply because your first opportunity takes longer to convert.

This is my commitment to continued support, not a promise of a particular income or a result by a fixed date. You remain responsible for taking action, building relationships and doing the work of your business.

Is Platinum right for you?

✓ This is for you if:

- You have professional experience you want to turn into consulting, advisory or fractional work.
- You are ready to build a business, even if your confidence has not yet caught up with that decision.
- You want personal coaching as well as practical help.
- You value having much of the strategic and asset-building work taken off your plate.
- You are willing to speak with prospective buyers, build relationships and take agreed actions.
- You want a supportive community alongside individual guidance.

You can begin while employed or after leaving a role.

✗ This is not:

- A job-placement service, a promise of instant income or someone else selling and delivering your consulting work for you.
- A 'get rich quick scheme' guaranteeing overnight success. It takes time to launch and grow a new venture and you will need to stick with it and be prepared to step out of your comfort zone.

You don't need to arrive with all the answers. You do need to be ready to participate.

YOUR CONSULTANT AND COACH

Lesley Elder-Aznar

I bring more than **20 years of experience** in management consulting and leadership coaching, with top companies including HSBC, RBS, Deloitte and Barclaycard.

I understand the corporate world, and the shift involved in moving from working within someone else's business to building your own. My approach combines commercial thinking, personal coaching and practical action. I help you identify what you already bring, challenge the assumptions holding you back and turn your experience into an offer buyers can understand.

I will encourage you. I will also give you honest feedback and hold you accountable for the steps you choose to take. We are in this together.

ICF-Accredited Coach

PMI Award Winner

LinkedIn Top Creator

Bestselling Author: "I Would Rather Eat a Cactus...than Run a Project".

Management Consultant
20+ years



What it's like working with me

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

"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, DC

"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

These testimonials describe individual experiences with earlier services, not a promise of identical results or a fixed timeline in the new six-month programme. **Check my LinkedIn profile** for current testimonials from real women who have worked with me to launch their consulting business.

Your investment

One Platinum package. Three ways to pay.

All options include the same six-month personal program, twelve months of learning and development access, and my commitment to support you until your first paid assignment.

Currency	Pay in full	Three monthly payments	Six monthly payments
US dollars	**US$6,700**	3 × US$2,350, total US$7,050	6 × US$1,250, total US$7,500
Pounds sterling	**£4,997**	3 × £1,750, total £5,250	6 × £925, total £5,550
Euros	**€5,995**	3 × €2,100, total €6,300	6 × €1,100, total €6,600

Choose the currency and payment arrangement that works for you. These are set regional prices, not daily exchange-rate conversions. Installment plans are payment arrangements for the full program fee, not cancel-anytime monthly subscriptions. A business invoice will be provided. Please take local professional advice about the tax treatment of your investment.

Let's talk about what comes next for you

Enquiry Call

You don't need a perfect business idea or unshakeable confidence before we speak. Bring your experience, the questions you have and an honest picture of what you want from your working life.

On a free Platinum enquiry call, we will discuss:

- The expertise you could build a business around.
- The consulting or fractional work you want to explore.
- Your goals, circumstances and timing.
- The practical and personal support you need.
- Whether Platinum is the right fit.

If it is, we will confirm your payment option, start date and kickoff arrangements.

Book your Platinum inquiry call

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.

Questions?

Email **lesley@lesleyelderaznar.com**

Visit the **She's The Consultant website**