

The Technical Credibility toolkit

How does your
consultancy
measure up?

Marketing that protects your credibility – and wins you work

Most consultancies don't struggle with expertise. You already have that.

The challenge is turning technical credibility into marketing that evaluators read, buyers understand, and decision-makers trust.

That's where consultancies often lose ground:

- **Case studies** that are too long or too generic
- **Consultant bios** that all sound the same
- **Websites** that don't reflect the depth of expertise
- **Capability statements** that don't just exist – but actually open doors and position your consultancy with the right clients

This toolkit will help you spot the gaps and take action. It's not theory. **It's a practical checklist** designed for consultancies like yours – firms that want to win work, protect credibility, and compete with confidence.

The credibility checklist

Website & First Impressions

- ☐ The homepage explains **what we do, who for, and why it matters** – in plain English.
- ☐ The site feels **professional and credible** – clean, easy to navigate, not overdesigned.
- ☐ We display clear **trust signals** (clients, certifications, testimonials, case studies).
- ☐ Our site is **fast-loading and mobile-friendly** – evaluators and decision-makers can check it on the go.
- ☐ There are **clear calls to action** (contact, capability statement download, discovery call) so it's easy to take the next step.
- ☐ Key content is kept **up to date** – no old news items, outdated team pages, or expired certifications.

Case Studies

- ☐ Each case study follows a clear **Problem → Solution → Impact** structure.
- ☐ They're written in plain English – clear to non-technical buyers but detailed enough for evaluators.
- ☐ Outcomes are **quantified where possible** (e.g. time saved, compliance achieved, £ value protected)
- ☐ We have at least 3 recent case studies that reflect our current capabilities.

Consultant Bios

- ☐ Bios highlight **role in projects and expertise in context** – not just a list of qualifications.
- ☐ They emphasise **credibility** (years' experience, specialist focus, certifications/accreditations).
- ☐ Written in a **clear, approachable style** – evaluators could skim them and still understand the value.
- ☐ Each bio is distinctive, showing what makes that person different – not just another generic resume.
- ☐ All bios are **up to date** (no outdated roles, projects, or expired memberships).
- ☐ Bios are consistent in format and presentation – so your team looks professional and cohesive.

Capability Statements

- ☐ We have a **1–2 page capability statement** that summarises our expertise clearly.
- ☐ It's formatted for quick scanning (bullets, headings, minimal jargon).
- ☐ It highlights **what sets us apart** (not just a laundry list of services).
- ☐ It's been **updated in the last 12 months**.
- ☐ **We actively use it** in BD conversations, networking, and pre-qualification.

What next?

You don't need to tick every box at once. Most of my clients arrive with plenty of gaps – and that's completely normal.

The good news is that even small fixes make a big difference:

- One rewritten case study can change a bid outcome
- One updated bio can boost credibility in client meetings
- One homepage improvement can turn visits into enquiries

Here's how I can help:

I work with engineering and environmental consultancies to:

- Build clear, plain-English marketing tools
- Shape messaging that evaluators respect and buyers understand
- Create capability statements, case studies, and websites that win work

👉 If you'd like help turning your checklist into action:

Book a no-pressure discovery call

and let's talk about which fixes will have the biggest impact.

About me



***‘Good marketing
should feel like
clarity – not chaos.’***

I’m Lisa Elliott, and I work with technically minded consultants and teams to present their expertise clearly, without dumbing it down.

I started out as a field technician – boots on the ground – and that experience still shapes how I work today. I know what it means to protect your technical integrity while balancing commercial demands.

If you’re frustrated by marketing that feels vague or fluffy, I can help. I focus on structured case studies, credible bios and websites that reflect the rigour of your work – so your reputation is clear, professional and competitive.

