

The Independent Consultant's Marketing Plan

Running a consultancy on your own is rewarding – but it can also be exhausting. You're balancing client work, admin and business development, and marketing often slips to the bottom of the list.

This one-page plan is designed to make marketing manageable. It's not a 40-slide strategy or a complicated funnel. It's a framework you can keep on your desk and use to guide your next three months – so you can focus on doing great work while keeping your pipeline steady.



Step 1 – Positioning

Start by answering one simple question: why should clients choose you over someone else?

Write a short, clear positioning statement:

‘I help [type of client] with [type of problem] so they can [benefit/outcome]’.

For example: ‘I help local authorities reduce landfill waste so they can meet their sustainability targets’.

Keep it specific and jargon-free. This becomes the foundation for all your marketing.



Step 2 – Channels & Focus

You don’t need to be everywhere. Pick one primary channel and one secondary channel you can actually maintain.

- **Primary channel:** Where your clients already spend time (e.g. LinkedIn, email).
- **Secondary channel:** A backup or complement (e.g. networking events, website updates).

Circle them here:

Primary: _____

Secondary: _____

Now commit to one action in each channel every week.

Consistency beats volume.



Step 3 – 90-Day Plan

Divide the next three months into clear priorities:

Month 1 – Foundation

- Refresh your LinkedIn profile and CV/website bio
- Draft one or two case studies that show results

Month 2 – Visibility

- Post 4 short LinkedIn updates (once a week)
- Share your case study with 2 warm contacts

Month 3 – Connection

- Email past clients with an update or useful article
- Attend one relevant event or webinar and connect with people afterwards

By the end of 90 days, you'll have a stronger profile, one reusable case study, and steady visibility with your network.

This plan is deliberately simple – because simple is what gets done. If you'd like support shaping your message, creating case studies or building a LinkedIn rhythm, that's where I come in.

Book a discovery call: elliottlj@ljemktg.com
Or visit www.ljemarketing.com to learn more

About me



I'm Lisa Elliott, and I help independent consultants keep their marketing simple, sustainable and true to who they are.

I know how hard it is to balance client work, admin and business development – marketing is often the first thing to slip. That's why I focus on practical tools you can actually use: a one-page plan, case studies that tell your story, and a light LinkedIn rhythm that doesn't burn you out.

If you want a flashy funnel or a complex system, I'm not your person. But if you want marketing that works quietly in the background so you can focus on your clients, I can help.