

Roadmap to EH&S Consulting Success

Thirty Ways to Get Noticed and Get Work

Whether thinking about launching your EH&S practice or a long-time consultant, you'll appreciate how important it is to generate project leads and effectively close consulting and training deals. This infographic roadmap identifies thirty ways to generate lucrative consulting and training leads. The ideas are discussed briefly here, but to get the details and learn how to implement these initiatives, join us for our upcoming **How to Launch, Grow and Run a Successful EH&S Consulting Practice** classes!

1

Join Your Local Safety Group Chapter

If you're not yet a member of your local ASSE and AIHA Chapters, join today. The networking you'll experience is priceless. This is the starting point for your practice.

3

Become an Authorized OSHA Outreach Trainer

The ability to conduct OSHA 10-hour and 30-hour classes is critical, plus the credibility of being an "Authorized OSHA Trainer" is absolutely valuable.

5

Provide Expertise on LinkedIn

If you're not on LinkedIn, join today, but the real benefit is when you become useful and share your knowledge. Do it properly and you become a subject matter expert that organizations will hire to solve their compliance issues.

7

Sell Software, Books & Online Training On Your Website

It takes a lot of work to provide valuable (and saleable) content to potential clients. Don't reinvent the wheel. Instead partner with online training providers to increase your credibility and make money from the work of others.

9

Sell Your Services Without Leaving Home via Phone Consult

Your EH&S expertise is valuable. People will pay for this expertise. Many long-term lucrative relationships begin with a quick, inexpensive phone consult. Knock these out of the park, and you'll get contracts. We'll show you how to get the phone ringing!

13

Publish an E-Newsletter

You need to stay in the minds of potential clients. Potential clients are often not ready to engage at initial meeting. In fact, they often engage six months to a year after initial meeting. Stay relevant and in the buyer's mind by providing value via an e-newsletter. We'll show you how to start and grow your list for practically no cost.

15

Conduct Webinars for Others

Imagine being paid for your expertise without even leaving home. We'll share five organizations that will pay you for to share your expertise via webinars that they promote and setup. Plus, you'll often generate paying clients from those who turned in for your webinar.

17

Present at an EH&S Association Chapter

Idea #1 was to join a local EH&S chapter (ASSE for instance). Develop a timely and interesting proposal and offer to present it at an upcoming Chapter meeting. The exposure is huge and will open doors to other opportunities (if you conduct a great presentation). In class, we'll share an step that is often skipped, but never should be.

19

Present at a Non-EH&S Industry Chapter Meeting or Conference

Feel like you're "Preaching to the Choir" by presenting safety topics at EH&S safety meetings and conferences? Make those same presentations at non-safety related meetings and chapters and you'll increase your odds of signing contracts. We'll share a database of hundreds of these groups in class.

21

Create a Safety ROI Program

It takes a lot of work to provide valuable (and saleable) content to potential clients. Don't reinvent the wheel. Instead partner with online training providers to increase your credibility and make money from the work of others.

23

Teach at National Safety Council (NSC)

The National Safety Council boasts more than 55,000 businesses, labor organizations, schools, public agencies, private groups and individuals. NSC uses adjunct instructors to teach curriculum they provide at training events they coordinate. We'll show you exactly how to be considered for this type of work.

26

Contact Compliance Violators

Who needs EH&S assistance more than businesses who have visited and fined by OSHA (or similar regulatory agency). We'll show you how to identify these "need-help-now" clients and make the perfect pitch to help solve their problems.

27

Participate in a Joint Venture

As a small independent consultant, you don't have the bandwidth (or expertise) to offer peripheral services outside of your personal expertise (i.e. HR services). This doesn't mean you can't expand your services and make additional income. We'll thoroughly discuss collaborations, joint ventures, partnerships and finders-fees.

29

Publish an Article

Nothing brings quicker credibility better than having your article published in a respected trade magazine. For those that enjoy writing, this will be easy. Not a great writer? Editors often look for outside experts to quote in their stories. You can do that! We'll show you how to research editorial calendars to and write query letters with your story ideas.

2

Launch an EH&S Website

You'll need a website to send potential leads to and we'll show you how to build a complete website for under \$200. Plus, we'll show you exactly what makes a income generating site.

4

Join the OSHA Outreach Trainers Database

Once you become an authorized OSHA trainer, you'll want to join a little-known trainers database (we'll show you how). This is a great way to get exposure and more importantly, business.

6

Take Advantage of Social Media

Don't underestimate the value of social media. It's not just for the younger generations or celebrity gossip. Capitalize on this platform and you'll generate EH&S business.

8

Sell Your Expertise as a Freelancer

There are a number of websites where you can advertise (for free) your services. Most are composed as in an auction format. This is also a great way to purchase business support services on an as-needed basis (virtual assistant).

11

Write an EH&S Related Blog

Your website should feature an EH&S blog. You'll establish your expertise and demonstrate your value. Don't have a blog? Guest write on existing EH&S blogs.

12

Broadcast a Podcast

Podcasts are another way to get known and demonstrate value. Start your own podcast or better yet, be interviewed on existing podcasts. This type of work often results in being interviewed on traditional television and radio shows.

10

Conduct Inspections for Insurance Companies

Insurance companies often provide EH&S training and onsite inspections for their clients to reduce their risks. These services are often outsourced to professionals like you.

14

Lunch & Learn Opportunities

Getting in front of an audience who is struggling with the very expertise you provide is critical to growing your business. These groups include trade organizations, industry chapters and even employers. This is often the best 60-minute networking opportunity you could pursue.

16

Conduct In-House Webinars

Conduct your own webinars inviting potential clients and rewarding past clients. This path costs next to nothing and has a much bigger impact than other forms of advertising. Both free and fee-based webinars are discussed in class.

18

Present at a Professional Development Conference or Annual Conference

Once you've mastered the local Chapter presentations you'll be ready to graduate to the big stage. PDC's and annual conferences will put you in front of hundreds of potential buyers and raise you'll credibility even further. You'll generate paying projects for every large presentation you conduct. The hard part is getting your presentation idea accepted, but we'll show you exactly how to pitch your idea and get awarded a prestigious place on center stage.

20

Be Interviewed By Television & Radio Shows

Imagine an injury or fatality occurs in your local area. It makes the news and during the newscast (or radio show) interviews are aired. How does the newscaster find subjects to interview? We'll show you how to get these interview opportunities, which will position you as the go-to expert for local, regional and national news events.

22

Teach at an OSHA Training Institute Education Center

Idea #3 was to Become an Authorized OSHA Outreach Trainer. To do this, you went to an OSHA Training Institute Education Center. They often contract for trainers and allow you to market their training classes with you as instructor. We'll discuss this credibility building idea and how to add this income driver to your toolbox.

24

Teach EH&S Topics for Seminar Companies

Thousands of EH&S classes are taught by non OTI organizations (e.g. Lorman, SkillPath). Get in with these groups and you'll have more work opportunities than you can possibly accept. We'll share the secrets to breaking into these difficult seminar markets.

25

Conduct Your Own Public Training Classes

Although risky, conducting your own public training seminars is a very lucrative opportunity if done correctly. We'll discuss topic selection, event selection, advertising, collecting tuition, and many more guidelines for hosting your own public training seminars.

28

Expert Witnessing

Perhaps the most lucrative avenue for the independent consultant. Billing rates start at \$150 per hour for research and \$250 for depositions and court appearances (those are starting fees on the low end). This isn't for every consultant, but for those who can easily explain technical issues and support an attorneys case, the market is wide open. We'll discuss how to get started, helpful resources and how to get know as a go-to expert witness.

30

Write a Book (Yes, really!)

Writing a book is the most effective way to position yourself as a subject matter expert and thereby ensure business with higher fees than usual. We'll discuss the pros and cons of self-publishing versus using a publisher and how to position your book to generate high consulting fees. This is an advanced initiative that will few will complete but that will change your business.