

Method Eliminates The Burnout of Chasing New Clients Everyday And Gets You 5 New Leads Per Day On Demand In 90 Days Or Less

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Alzay Calhoun is a business coach helping clients leverage niche-marketing strategy to transform their slow-moving, undifferentiated, generalist practice into a fast-moving, specialized, “trusted advisor” practice while avoiding the traditional methods that require 3 years and a brush with bankruptcy.

Finally, an Approach to Building a Consulting Practice that Doesn't Involve Cold Calling, Praying for Referrals, Pleading for Meetings, or Proving Yourself to Uninterested Prospects

I'm going to share with you the 6 fundamental steps of how to transform your practice into a top-tier firm that only takes on new clients "by appointment" so you can finally escape the fatigue of prospecting and the frustration of accepting less-than-ideal clients simply because they pay your fees.

But first you will want to read every single line of this short report so you can finally make deep lasting change happen in your practice.

Consider this for a moment.

Imagine waking up in the morning, checking your email, and finding a notification of 3 new prospective client meetings that have already been scheduled.

...these are meetings you didn't have to chase down or develop any proposals to get.

...and each new meeting comes with a profile of the prospective client so you know exactly how qualified each person is before you speak to them.

You look at your email again and smile, because it reminds you of the effort you put in to build a practice that attracts new clients (the best clients) automatically.

As you eat your morning cereal, you start having a few thoughts about some of the other things you get to do today because you DON'T have to chase down new clients.

You think to yourself..

“I should go to the gym during my lunch break. Today IS a good day for a 3 mile run...”

“Should I take my spouse out to dinner tonight? Of course I should! We both like Korean BBQ...”

“I bet I can leave work an hour early today and finally pick my kids up from school on time. Yes!”

And this relaxes you even more. Your smile gets even bigger.

You realize the systems you have installed not only allow for more personal freedom, but they also give reliability and consistency to the financial health of your consulting practice. You just entered a world of brand new possibilities.

You no longer feel forced to accept a client simply because they will pay your fees, scared because your referral partners send leads unpredictably, or depressed when you passionately explain your services to a potential client who looks back at you with indifference.

But more importantly...

...You have become the leader of a highly respected consulting practice.

You have finally attained “trusted advisor” status and you begin to consider the new possibilities available to you.

If you had no limitations...what would YOU do with your new found freedom?

- What new experience have you been waiting to have?
- What new place haven't you visited?

- What new relationship would you like to build?
- How much time off would you like this year?

You deserve to experience life without the hustle and grind of “chasing business” 100% of the time...and now you can.

But first, I'd like to invite you to understand what's standing in your way.

What's Really Stopping You From Building a Consulting Practice That is 100% “By Appointment” Only?

You may not be aware of it, but your resistance to specialize is the root cause of your slow-to-grow, unpredictable, consulting practice.

It explains:

- Why your pipeline of clients suddenly dried up and referrals seem so hard to get all of a sudden
- Why most conversations feel like you are fighting to prove the relevance and strength of your services
- Why every new client you take on feels like “so much work” and contributes to your feeling of burnout
- Why you haven't been invited to give more keynote speeches, speak on more podcasts, or contribute to more industry publications

And much much more...

Of course you search the internet everyday to find a “fast hitting” method to help you recover quickly and drive new revenue. How many different strategies have you saved on your hard drive or book-

marked in your internet browser? Are any of them as “quick” or as “easy” as they sound?

How stressful is that?!

There are so many different approaches and recommendations that it’s confusing.

You've tried content marketing, SEO, forum posting, writing guest articles, and blogging. Sure, it feels good to hit publish on a new piece of content, but none of those efforts are driving new leads.

You've spent money spent on digital courses, ebooks, and live trainings. Sure it felt good to learn more, but each course leads to the next and still don't know what to **do** in order to get results.

You've continued to fill your calendar full of networking events. You go, you talk, and you exchange cards. Sure it feels good to put yourself in front of people, but how many times do you want to explain “what you do” to people who don't seem to care care?

How much time (which you can't get back) has all of this effort cost you?

Worst of all, you are still accepting less-than-ideal clients simply because they pay your fees, frustrated that your referral base has all but dried up, and scared because your slow deal flow is starting to affect the financial health of your practice.

It’s no wonder people give up!

Depression can be defined as feeling as if you’re forced to live with something you don’t want.

And you know you do NOT want these problems anymore!

You've probably battled with the quiet thought that you have somehow failed because you have been unable to translate all of your training and life experience into a consulting practice that grows predictably. I'm guessing you've even felt at the edge of defeat at times.

But YES, There is Good News - And You're Going to Love This

You see, you can experience life to the fullest and wake up every day without the constant grind of chasing clients or the disappointment of working with less than ideal clients. There is an opportunity to feel proud of the practice you've built and be more optimistic about your future.

You can transform your practice into a top-tier firm that only takes on new clients "by appointment" so you can finally transform your slow-moving, undifferentiated, practice into a fast-moving, "trusted advisor" practice while avoiding the traditional methods that require 3 years and a brush with bankruptcy.

You can actually take control of which clients you serve, when you serve them, and how you serve them, without being frozen by the overwhelm that, so far, have governed your quality of life.

Today, you get to call the shots.

Today, you have come to the fork in the road where you decide to either live with the current status of your consulting practice or elevate to a new standard.

Today you get to choose your quality of life.

It Gets Better, Imagine THIS For A Moment

How would you like to get on the fast track of complete clarity, focus and direction when it comes to growing your consulting practice so you can solve your sales and marketing challenge, attract only the best clients, and put financial stability back into your daily business activity?

Imagine you had a specific strategic plan to live your life FREE of “working in your business 24/7” and all of your client work was on a schedule you controlled.

Imagine this plan allowed you to get there in 90 days.

What if you had the exact steps and precise templates with immediate feedback, support and course correction on EXACTLY what to do to make this happen?

How confidently would you begin everyday?

How certain would you feel about your future quality of life and consulting practice?

And finally, what if you were to do this all from the comfort of your own home?

Steps To Re-Inventing

I'm sure all of this is possible for you because I've made the same choices and I'm experiencing the advantages in my own business (and life). That's a good thing!

I've eliminated my own challenges such as:

- How to attract new clients without depending on my referral network
- How to schedule new appointments with my ideal clients without begging for meetings
- How to eliminate all of the extra, useless content marketing stuff that wasn't helping me close deals

- How to manage my time and energy on a calendar I control

I first began offering consulting services in 2008. I've been through 8 years where I unknowingly sacrificed my quality of life because of an assumption that I was smart enough to figure it out "on my own" and I was only one new idea away from "things taking off."

Here's what I've discovered is the key to escaping the grind of constantly searching for new prospects, the frustration of working with less than ideal clients, and the overwhelm of managing a broken sales and marketing system.

How To Get The Results You Want In 3 Simple Steps

There are choices you can make, starting today, that put you on the fast track to transitioning from a slow-moving, undifferentiated practice into a fast-moving, specialized, "trusted advisor" practice. I'm talking 90 days.

Here are the 3 steps you need to be aware of TODAY:

Step 1: Know The Big Picture Before You Start

Have you ever tried to put a puzzle together without the top of the box it came in? You know, so you can see what it is you're trying to piece together?

You've probably been trying to collect all the little puzzle pieces around your symptoms without the top of the box that gives you the big picture!

You're running around trying to collect all the bits and pieces but without the overall big picture of how they go together and in what sequence.

Lots of data without the big picture will just leave you feeling more frustrated and exhausted trying to figure out how it all goes together.

To get results fast, your most valuable asset in experiencing a transformation, is knowing the big picture, the pieces that make it up and the sequence of steps they go in to get your outcome.

This way it all works **for** you instead of **overwhelming** you.

Here are the **6 big picture pieces** necessary so you can build a specialized practice that attracts great clients without personal overwhelm:

1. Realize the Unique Speed and Power of a Specialized Practice
2. Select a Niche of Profitable Clients You are Passionate to Serve
3. Develop an Ideal Client Avatar and Connect on an Emotional Level
4. Create Messaging as the Trusted Advisor in Your Niche
5. Develop a Scalable Service that Delivers Excellence to Each Client
6. Execute a Marketing Plan Focused on Client Acquisition

Step 2: Work With Only The Right Pieces

Next, you need to identify only the activity within each piece **that works to get you the quickest results**.

Once you've identified *only* the right pieces that need to be implemented and tie them into Step 3, your results can be surprising and even **miraculous!**

1. Realize the Unique Speed and Power a Specialized Practice

You need to plant your firm in fertile ground. If you do it right, your effort multiplies around/across the niche. If not, you don't get any of the multiplier effect and your practice stays stagnant.

Your choice to serve a similar group of people creates deeper efficiency in how you serve them. That efficiency builds a reputation for excellence. Your reputation for excellence makes it easier for existing clients to refer you.

2. Select a Niche of Profitable Clients You are Passionate to Serve

Many niches sound good, but only a few fit your firm best. If you do this right, you will feel immediate alignment between you, your team, and your client. If not, you will continue to feel the friction of working with clients that don't fit.

There are different ways to think about selecting a niche. Your niche can be defined by demographics, psychographics, or your in-house specialization. Once you appreciate the difference it's much easier to make a great choice.

3. Develop an Ideal Client Avatar and Connect on an Emotional Level (Where Decisions Are Made)

You need to understand the problems your client faces so you can shape your services as solutions to those problems. This step also brings light to the problems your competition is not addressing well. If you skip this step, you will continue to sell what you “do” and it will remain difficult to resonate.

Understanding the client is more than a demographic or psycho description. It's about understanding how your clients feel about the pain they are in. Your job is to connect on the level where decisions are made and resolve that pain with a service in your firm.

4. Create Messaging as the Trusted Advisor in Your Niche

You need sharp and powerful phrases that quickly explain what your practice does and how it helps its clients.

These statements aren't taglines to trick people into remembering you. These are statements of intention making a promise about the level of service your client can expect to receive when working with you.

If you don't do this step, you may be remembered for a gimmick (fancy clothes, funny joke, or cute tagline), but not as an advisor that can help them in their time of need.

5. Develop a Scalable Service that Delivers Excellence to Each Client

You need a standard way of delivering the highest possible value to your clients. Without this, you run the risk of disappointing clients who loved your “pitch”, but experience a disconnect in the quality of service you delivered.

Just because you are developing a standard does not mean that you cannot tailor the experience to each client. In fact, you should include the ability to tailor the service in some way. Still, everything begins with your core service model.

6. Execute a Marketing Plan Focused on Client Acquisition

You need a systematic, dependable method to bring in new clients. If not, you've got to keep grinding away...with the hope that your efforts will result in consistent lead flow.

A marketing plan is more than a document describing what you would like to do in the marketplace. It is a step-by-step, go-to-market strategy specifically designed for client acquisition.

Step 3: Implement In The Right Sequence, Or Else...

Once you have the big picture the right pieces, and **the right guidance & feedback**, you can move through these stages and leverage the speed and power of specialization in your practice.

Even if you're doing some or all of these pieces, if you're not doing them in the right sequence you'll only get more flustered because you're not getting results.

The real reason why your existing specialization isn't working can be a strange and difficult one to isolate but...

...it can be done quickly and efficiently when under the supervision of someone who knows what to look for and gives you fast feedback.

But more importantly, before all of that, you need to be in the right frame of mind and know you're prepared for this kind of transformation.

You're Really Going To Like This...

What if you *could* leap frog over the confusion and overwhelm of training courses in the next 90 days?

What would that be worth to you?

What if you had steps 1 through 3 **done for you** and **with you**, *ensuring you get FAST results*?

What would it be worth to you to have someone FAST TRACK you to an efficient consulting practice with a unique specialization?

How many opportunities for podcast interviews, workshop invitations, and keynote speeches have you missed because the event organizer didn't full understand the specific value you add?

How many of your close relationships been affected because your existing client base requires SO much work that you can't afford to take a break?

I really want you to begin to imagine a consulting practice and personal lifestyle that truly inspires you because, for an intimate group of 10 people, I'm going help create this reality.

Your Best Years Are Only Weeks Away Here's Why

I'm inviting 10 people (and only 10) who are ready to put their slow-moving, undifferentiated, generalist consulting practice BEHIND them and START living their BEST business (and personal) LIFE ever.

For these 10 people, their best years are truly right in front of them.

No this is not 1on1 coaching. It's something FAR more powerful.

I'm going to work with you, if chosen, and 9 others together in a group to accelerate your results so you can create a fast-moving, specialized, "trusted advisor" consulting practice.

And it's all from the comfort of your own home.

For 90 days you're going to join "virtual" hands with 9 other courageous individuals and myself.

You're going to get the big picture handed to you so you have certainty of your goals and the confidence to reach them.

You're going to ONLY get the right pieces to focus on so what you DO actually gets you fewer of the clients you DON'T WANT and more of the clients you DO WANT.

And you're going to get the intimate support and immediate feedback from me and our group that you need so **you will not fail**.

You WILL begin to master a systematic method to create a consulting practice that is "by appointment" and only attracts the most profitable clients you are most passionate to serve.

Here's How You Can Make Change Happen *Right Now*

Click on the link below and fill out the application to claim your complimentary call to see if you're a good fit for this **exclusive 90 day transformation**.

There's no cost or obligation to see if you qualify and if anything, you'll gain clarity and certainty of what's **not** working right now.

But I must state this up front. If you're not ready for change, don't apply.

So click on the link below.

[\[Click Here\] Complete Your Application](#)

This coaching & mentoring program is the BETA version and I'm not announcing it to the public just *yet*.

I'm looking to create MASSIVE transformations for a small number of participants first, *so this will not be for everyone*. It will be very hands on and high touch.

This 90 day coaching & mentoring process is only for you if you're committed to "leveling up" your consulting practice and ready to do something about it.

This is an opportunity to fast track your consulting practice and also (re)claim you status as the premier trusted advisor in your niche.

You Just Need To Know This First

Keep in mind this message is going out to 1,762 other people who have subscribed to our community's newsletter and the 90 day coaching & mentoring starts **June 20th 2016**.

When the 10 spots are filled, they're filled.

So, if you want to see if you're a good fit for one of the ten spots and put your desired life front and center **Fill out the form** now.

As I mentioned this isn't being offered to the public yet, however when I do, the price will be considerably more. So no this program is NOT free.

The **price** of this program is considerable however...

...the **cost** of not doing this, is far beyond any financial amount.

If you don't believe that, just imagine what life will be like 5 years from now if things don't change.

Finally, you'll be supported by an amazing group of like-minded participants who are committed to the same outcomes as you.

Feel confident you're guided by someone who has already figured out what works and what doesn't.

I'll provide you with all the details necessary on the call in the event you qualify but first, get started by securing your call:

[\[Click Here\] Complete Your Application](#)

I look forward to our conversation and expect only the very best for you.

Sincerely and with Inspiration,

Alzay Calhoun
Founder, Coveted Consultant

P.S. You may be apprehensive at the thought of committing the time, money and effort to helping yourself, or worse, you think you can do this on your own more quickly and efficiently...

...however if that was the case you wouldn't be reading this right now.

I know how you feel because I felt the very same way at one point. I DID end up doing it on my own.

After spending 8 years of my life, I finally figured it out...but I also unnecessarily sacrificed time, money, relationships, and my quality of life along the way.

I'm willing to support you with a much faster way so you can (re)accelerate your consulting practice with a unique specialization and transform it into a "by appointment" practice.

[Secure your call here](#) and I look forward to supporting you in your transformation.