

Package Your Expertise into Micro-Consulting Offers

Follow a Simple System to Create Short-Term,
Profitable Consulting Sessions That Give Clients
Quick Wins



Student Course Book

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Introduction

Many small business owners and entrepreneurs already have the know-how their customers need. They just haven't found a clear way to turn that expertise into something people will happily pay for.

That's where micro-consulting comes in.

It's a simple, low-commitment way to share your expertise and get paid for helping others fix one problem fast. You work with your clients to spot what's not working, explore options together, and map out straightforward steps they can act on right away.

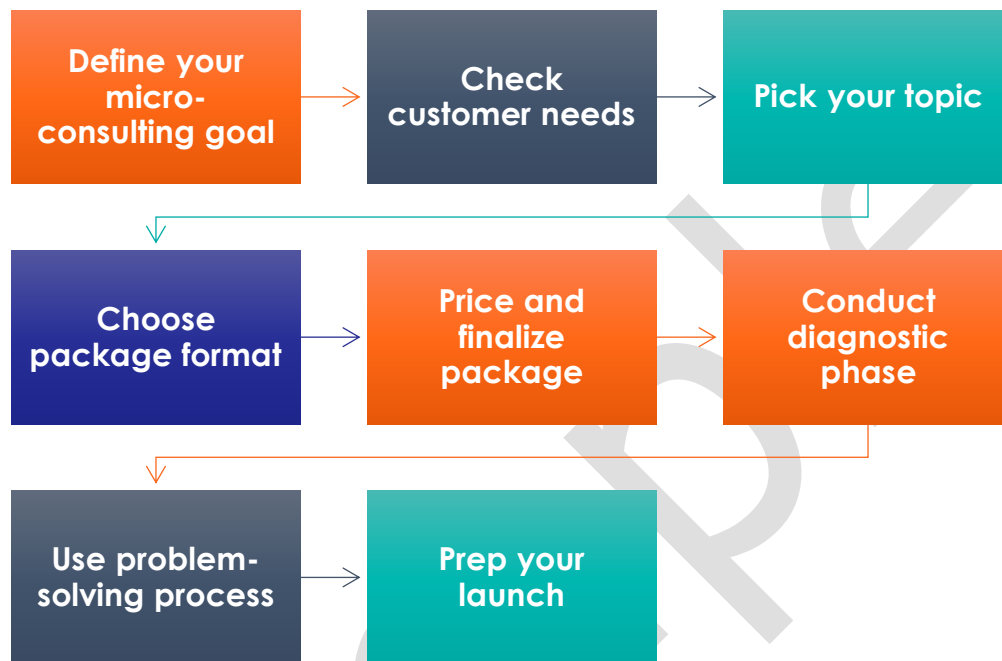
It's a focused, results-driven way to work together - no long contracts, heavy prep, or drawn-out projects.

If you've ever thought, *"I know I can help people. I just don't know how to package it,"* or *"I'd love to offer consulting but don't want to commit to big projects,"* this workshop is for you.

In this course, you'll learn how to turn your expertise into short-term, profitable consulting packages that help clients solve one clear problem. You'll use a step-by-step process that delivers measurable results fast.

By the end, you'll have a complete micro-consulting package - designed, priced, and ready to launch - so you can start working with customers who need your help now, in a way that's both profitable and rewarding.

Here is your roadmap through the course:



By the time you complete this course, you'll be able to:

- **Set your direction with confidence** – Choose a goal for your micro-consulting work and pinpoint a problem your expertise can genuinely solve.
- **Build an offer that fits** – Design and price a short-term consulting package that works for your audience and feels natural for you to deliver.
- **Lead a discovery conversation** – Uncover what's really going on for your client and decide if it's the right fit.
- **Help clients take action** – Use a simple, repeatable process that gives them quick, measurable wins.

The workshop modules build on each other, so while you can skip around if you want, you'll get the best results working through them in order.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

1. Before we start the course, take a minute to think about what you want to get out of it.
2. In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, let's get started.

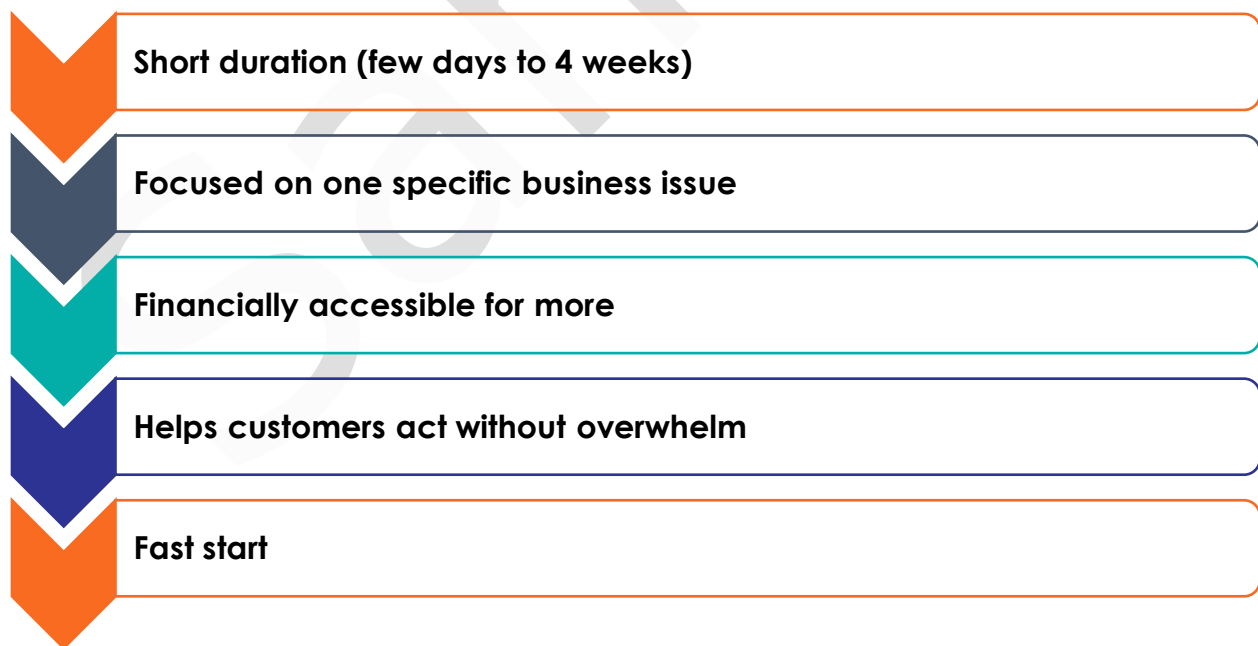
Module 1 - The Results-Driven Micro-Consulting Model

Micro-consulting means using your expertise to help someone solve a specific problem quickly over a short timeframe.

In this first module, you'll define how micro-consulting will fit into your business, set your goals, and pinpoint a clear customer problem your expertise can solve.

Key Features of Micro-Consulting

Let's start by looking at what micro-consulting is, because there are certain elements that set it apart from other forms of support.



- The goal of micro-consulting is to deliver value in a short period, for example, a few days to up to four weeks.
- Each micro-consulting project is focused on one specific business issue which allows for faster results.
- Because of its narrow scope and short duration, you can offer a financially attractive package that's accessible to more people.
- The single-problem approach means customers take action on a specific business area, avoiding the overwhelm of reworking.
- You can start helping your customers in this new way immediately.

In this course, we'll use the term "customer" to reflect the broad range of people you might serve. They may not be the usual "client" who enters into a longer-term consulting or coaching relationship.

Example for a Service-Based Business

A freelance brand strategist notices that many of her audience members feel stuck when writing an "About" page for their website. She offers a micro-consulting package that helps service providers clarify their brand message and outline a simple draft in one session, with a follow-up edit. It's quick, focused, and helps her customers make visible progress.

Why this works:

The strategist focuses on one problem that her customers care about and that they can't easily solve on their own. The result, an About page draft, is achievable in a short time, making it ideal for a micro-consulting format.

ATTENTION:

This is only an excerpt from our full course **Package Your Expertise into Micro-Consulting Offers**. The full, customizable course contains major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.