

Consulting: Turn your skills into a Business

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Digital Marketing and Online Sales


About Lauren Brown

- Living as an Expat for over 5 years
- 1 year in Mexico, 2 years in Colombia, 2 years and counting in Chile
- Serial Entrepreneur, Expert in working with startups
- Latin American Business Development for Globaln
- International Sales and Marketing for NuSkin
- Business Development and Operations for Tilin Cacao
- Running Coach and Fitness Instructor
- Freelance writer, Live and Invest Overseas
- Digital Marketing Consulting
- Social Media Influencer @LaurenLBProject



Consulting Abroad: Not just for big firms

- Not just about Deloitte, JP Morgan, or EY...
 - If you have a skill, you can consult!
 - Definitions
 - Consultant: A person who provides expert advice professionally
 - Consulting: The business of giving expert advice to other professionals

 - Coincides with the rise of the Gig Economy and Startups looking for project based work
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Who does this make sense for?

- Do you have a skill or trade that you have been certified for?
- Do you have a lot of experience or expertise in a service?
- What can you consult on? Get Specific, Find your Niche

Marketing, Communications, CPA, Law, Operations, Sales, Website design, Branding, Social Media, Copywriting and editing, Coaching

- You do not have to be “The best” just as long as you know more than the people who are hiring you, are able to see a part of their business that they missed, and of course, you must provide VALUE



Where can you do it and What is necessary to start?

- Where can you be a consultant? In any country and digitally

Where do you find clients? In your expat communities and digitally

- There is a need in Expat communities and Digitally because of the rise of small businesses and freelance economy.
- Selling a Service and Selling yourself
 - Little to no set-up fees or costs
 - Digital nomad experience
 - What skills can you offer?
 - Market yourself




Pros and Cons

- Pros

- Digital Nomad lifestyle
- Flexible schedule, work when and where you want, choose your clients
- Be your own boss, run your own company with no infrastructure needed
- Reinvent yourself, what are you good at?
- Minimal startup costs
- Incorporate a business or work independently
- Money can be under the table

- Cons

- How you network and market yourself determines your success
 - Inconsistent pay and projects
 - Getting started may be overwhelming
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How to get started

1) Choose what you will consult on.

What skills do you already have? What experience do you already have? Or What is something you want to learn more about and become an expert on, there are plenty of online courses to take to fill in knowledge gaps.

2) Network, Build a web presence (Facebook, Website, Instagram), Let your expat friends and at home friends know what services you are now offering

3) Find clients and gain experience -Word of mouth recommendations and referrals will be hugely important

4) Grow your brand and company!




Finding Clients

- Networking events: Internations,
- Online: join groups, online marketing
- Where is there a need for your services?
- Websites for freelance opportunities
 - Toptal
 - Fivrr
 - Peopleperhour
 - Freelancer
 - GuRu
 - Upwork
 - Ifreelance
 - Project4hire



Potential Earnings

- What currency are you earning in?
 - Are you charging per hour or per project?
 - How many hours do you want to work?
 - How exclusive is the skill or service you are offering?
 - Are you independent? Or an incorporated company?
 - Are your earnings under the table or do you need to report taxes?
 - Can potentially be very lucrative depending on the skill or service you are offering especially since startup costs are so low.
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Conclusion

- Small scale consulting has a very low barrier to entry
- All you need is a skill and to start marketing yourself
- There is a need for consultants in many areas and at many different skill levels... as many small businesses would prefer to hire per project rather than hire an employee

