

EnergiseLegal case study

Solicitors/Marketing Myself/Personal Branding

A new contract for a senior experienced freelance consultant

The Brief

- An experienced senior freelance consultant, working for one of the umbrella freelance brands who had enjoyed a long ongoing contract with one client approached us when they found out that their contract was coming to an end.
- They had high financial outgoings and family dependents and felt worried about what the future held.
- They disliked marketing themselves and networking but know that they had to get better at this and do it more often to create future peace of mind.

My Role

- We helped them to identify what made them unique, defined specific target audiences to narrow their networking and marketing efforts, and helped them to create a plan.
- To help them see their blocks about networking and marketing themselves and how to make this more comfortable so that they took action rather than put it off.
- What to say at networking meetings and 121 meetings about their career goal in a simple 'easy to help' way so that their contact could keep an eye out for opportunities and introduce them to relevant contacts.

The Result

- They felt more comfortable about marketing themselves and networking and so did it more and in ways that worked for them, rather than what they thought they 'should' do.
- Their self-belief increased with more understanding of their unique niche and ways to build it and make it stronger, resulting in future contracts.
- They achieved a secure new contract direct with the client rather than through an agent, keeping more of the fees for themselves.
- Their new contract was right in the heart of their specialism, with no gap in earnings in between contracts.
- They achieved their new contract expediently having been focused, rather than wasting time having meetings about the wrong thing.