

Employee vs. Expert

LET'S EXAMINE THE **DIFFERENCE**

Employees

- Execute Processes & Procedures
- Carry Out Company Initiatives
- Work On Teams
- Track Success
- Learn and Implement

Expert Consultants

- Build Processes & Procedures
- Pitch New Initiatives
- Assemble Teams
- Define & Measure Success
- Teach and Train

WHAT IT MEANS TO POSITION YOURSELF AS AN

Expert Consultant

You Are A Business Owner

You Mainly Cultivate B2B Relationships

You Offer Specialized Expertise

You Work With Many Clients

Your Time Is Money

You Work With Little Oversight

You Seek Partnership Opportunities

THE 5 KEYS OF

Expert Mindset Shifts...



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Investment is Non-negotiable

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Consistency is Profitable