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Here are six tips to help you start your own successful consulting business in the HR sector.

If you want help, check out the HR Business Accelerator here:  
[www.GetMoreHRClients.com/Start](http://www.GetMoreHRClients.com/Start).

1. Find Your 'Why'
2. Create A Startup HR Consultancy Business Plan
3. Plan Your Cashflow
4. Start Building A Network Now
5. Develop A Lean Startup Sales & Marketing Plan For Your HR Consulting Business
6. Start Expanding Your Online Presence Now
7. Client Case Study

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4. *Be a problem solver and be sure to have answers for clients and their employees.*
  5. *Simplify everything.*
  6. *Focus on what really matters to drive the business forward and don't get hung up on trivial details.*

*To have true success as an HR leader, focus your energy and abilities on informing, guiding, and caring for the wellness of others. Be supporting, understanding, and be ready to take up the reins and simplify and keep the human in HR.*

Carrie Luxem, CEO at Restaurant HR Group & [CarrieLuxem.com](http://CarrieLuxem.com)

# Develop A Lean Startup Sales & Marketing Plan For Your HR Consulting Business

Networking and building an audience aside, now it's time to write a [marketing plan for your HR company](#).

There are many channels to choose from to acquire new Human Resources consulting clients. These include:

- Search Engine Optimization (SEO – in Google's organic search results)
- Content Marketing
- Email Marketing (an asset you own as opposed to 'Likes' on social media).
- Appearing on external blogs
- Publicity/PR
- Search Engine Marketing (SEM – such as Google Adwords)
- Social Display Ads (such as Facebook or Quora ads)
- Offline Ads (such as newspapers)
- Engineering as Marketing
- Viral Marketing
- Business Partnerships (partnering with other companies, such as HR software companies)
- Sales & Business Development
- Affiliate/Referral Programs
- Existing Platforms (unpaid activity on sites such as LinkedIn, Facebook, and Twitter)
- Trade Shows
- Offline Events
- Speaking Engagements
- Community Building

Ben, our founder, recently wrote an article and downloadable guide for all these channels – check it out here: [Best HR Marketing Plan For Human Resources Companies](#).

*You don't build any business or consulting firm from your couch.*

*You have to be out there engaging with people, listening to their concerns, understanding their business and most importantly being of service. Unless I have a strong relationship with a business and they trust me, no one is going to give me work.*

*I see so many coaches and consultants put a lot of effort into having an online presence and a great website and they have no clients. The quicker you can start to demonstrate value for a person or a company, in that moment, that's how you grow.*

Tarita Preston, Chief Coach - The Curated Coach

We would emphasize, though, that you should aim to choose two or three different marketing channels to try out first. Otherwise, it all gets a little too complicated and a little messy.

Also, aim for at least one Fast and one Slow marketing method.

A fast method would be running some ads on Google or picking up the phone and calling your top ten sales prospects.

A slow method would be writing blog articles or commenting on social media. Slow methods are like a snowball – very small when they start but, as they build momentum, they increase in size until they can even take over from the fast, paid marketing channel.

*Partnering with an HR software company is a great way to stay on top of all the change and provide your clients with focused, effective, and useful consultation. Being able to recommend software that will free your clients from the more repetitive and tedious HR tasks will separate your consulting firm from the pack.*

Dan Taylor - HR Tech Industry

Start Expanding Your Online Presence  
Now

# Start Expanding Your Online Presence

Should you wait until you're ready to actually start your business to launch an online presence?

We're reminded of an old proverb:

*"The best time to plant a tree was 20 years ago. The second best time is now."*

If we were starting over again, we wouldn't wait.

We would start developing our online presence as soon as we thought it was likely that our own HR business was in our future.

We would adjust our LinkedIn profile to reflect our area of expertise and would start sharing more profile-building content.

We would also start a website/blog and set up a newsletter email mailing list.

Starting an industry blog helps you build up contacts, develop future sales content, sell advertising space, or build up your mailing list for when you launch.

The Get More HR Clients [HR business marketing blog](#) runs on WordPress and we recommend you buy a website domain name and then host your website WordPress if you plan to run an HR business in the future.

Alternatively, you can make a new blog or website using Wix or some other similar web builder service.

You should also start a private mailing list or email newsletter to expand your network and get new clients.

We previously used Mailchimp but since its recent restructure, we switched to [Mailerlite](#) which has a very inexpensive plan and has a lot of powerful features which are worth the small investment. If you ever plan to start an HR business, you should start your mailing list right now. Seriously.

## **HR Consultant Career – A Viable Option?**

We are often asked if an HR consultant career is likely to be viable.

Of course, it's always a case of *caveat emptor* but if you follow the steps listed above and use the various resources provided to you on our website (including the case studies of HR consultant career examples) and take action, you'll give yourself a much better possible chance of success.

Client Case Study

How I Started *My* HR Consultancy

with Louise Bijesse of UpTalent Consulting

# Louise Bijesse of UpTalent Consulting

Louise is a client of the HR Business Accelerator, a program designed to help professionals in the HR sector to start and/or grow their HR-related businesses.

Louise shared her experiences of starting her HR consultancy, including the Why and the How of how she created a highly successful business that helps employers resolve their HR and talent challenges.

Louise Bijesse is the President of UpTalent Consulting and serves as its Principal Consultant. In her role, she is responsible for planning and implementing HR policies and procedures through her client partnerships with CEOs, Founders, and Presidents. Much focus is on corporate talent development and succession, recruiting, background checks, employee relations, benefits, and compensation. She currently works with start-up clients in the United States and Globally (currently UK and Nigeria).

## How Louise Bijesse started a successful HR consultancy

Before establishing UpTalent Consulting in 2022, Louise worked in the roles of Vice President of Talent Acquisition and Corporate Human Resources for BrightSpring Health Services. and PharMerica.

Starting her consulting business, UpTalent Consulting, Louise initially did not plan to focus on recruiting or hiring. However, her service offering naturally evolved over time, allowing her to offer comprehensive HR solutions in areas such as compensation and benefits, diversity, inclusion, and belonging.

*You need to make sure that you have revenue coming in. And it's a little different when you're running your own company and you're making those decisions on what you wanna do and what you don't wanna do. And then realizing that, hey, you know what? This isn't that bad. You know, it's different than working in corporate America. And it's also affording me the opportunity to increase my revenue that I will be surpassing what I made in corporate America. Well, I have been focused also in talent acquisition to celebrate my 1 year anniversary As I go into year 2, I am continuing with my HR services with my clients, but I'm also spending more into talent acquisition.*



After helping hundreds of HR-related businesses around the world to [start and/or grow through our HR Business Accelerator process](#), we've come to realize that most HR professionals want some or all of these things when they start an HR business:

- Work with great clients.
- Work on high-value projects.
- Enjoy Work-Life balance.
- Become a trusted member of the business community.
- Build a team.
- Work on cool HR projects.
- Make good money.
- Solve problems for employers.

Louise Bijesse has checked all of these boxes in a way that is congruent with her ambitions and values.

## Episode 205 A Better HR Business

### ‘How I Started My HR Consultancy’ – with Louise Bijesse of UpTalent Consulting

Louise Bijesse from UpTalent Consulting shares her journey and insights on starting an HR consultancy on the episode.

- Louise emphasizes the importance of adjusting service offerings based on strengths, goals, and financial needs.
- Various options for providing additional services, such as hiring or outsourcing, are highlighted.
- Consultants seek to work with great clients, engage in high-value projects, and solve problems for employers while maintaining work-life balance.
- Building a team and working on cool HR projects is crucial for success in the HR business.
- Louise exemplifies these desires through her consultancy, working with great clients, being a trusted member of the business community, and opening offices in different continents.
- Strategies for building relationships and networking, such as joining local Chamber of Commerce and business associations, are discussed.
- Louise's service offerings have evolved over time, focusing on areas like compensation and benefits, diversity, inclusion, and belonging.
- Challenges faced by HR consultants include acquiring clients, low-paying work, and feelings of loneliness or isolation while building their business.
- Louise highlights the importance of continuous improvement, action-taking, and following one's passion in the HR field.

Episode 205 - A Better HR Business - ‘How I Started My HR Consultancy’ – with Louise Bijesse of UpTalent Consulting

# Check out the HR Business Accelerator

[GetMoreHRClients.com/Start](http://GetMoreHRClients.com/Start)

The six tips in this ebook are designed help you and get you thinking if you're looking at leaving your job to start a new business as an independent Human Resources consultant.

Work your way through the steps and then take action.

1. Find Your 'Why' – Determine your preferred style of business.
2. Create a lean startup HR consultancy business plan.
3. Plan your cash flow (there will be an initial dip).
4. Start building a network now.
5. Develop a lean startup sales & marketing plan for your HR consulting business.
6. Start building your online presence now.

Good luck with your new venture!

Remember to check out the [HR Business Accelerator](http://www.GetMoreHRClients.com/Start) here:  
[www.GetMoreHRClients.com/Start](http://www.GetMoreHRClients.com/Start)

All the best,

**Ben Geoghegan**

**Founder - Get More HR Clients**

A handwritten signature in black ink that reads "Ben". The letters are fluid and cursive, with a large, sweeping 'B' and a trailing 'n'.