



CHEATSHEET

Consulting Questions

1. If you could accomplish only one thing by the end of this meeting, what would that be?
2. That's pretty broad. Which part would you like to focus on? Okay, and which part of that?
3. So if we were to get you some clarity around that, then you'd walk away feeling good about our time together today?
4. Can you help me see how that connects to the outcome you're after?
5. Let me put you on pause for a second. I heard you say you wanted to talk about original subject. This seems to be a new direction. Do you want to go this new direction or stick to original subject?
6. What is the project?
7. By when are you looking to have it finished?
8. Tell me how you came up with the project. What changed or what happened that made you realize, "I need to do X"?
9. Can you tell me more about the "something" that this project will solve? What itch will the project scratch?
10. What's your biggest challenge with your business?
11. What would you like to see happen? What does a home run look like in this situation?
12. If you were to achieve that, what would that mean for your business?
13. What happened that made you think, "I need to do something about X"?
14. Have you worked with someone like me—in my case, a marketing consultant—before?
15. How did that go?
16. Is there anything that could keep this project from being successful? Are there any risks and/or opportunity costs if you were to do nothing?

BONUS ROUND

17. What are you working on? What are you trying to achieve?
18. Or what is your goal? Is there a race we are running? Map it out for me.
19. How will you know you have achieved it? What results will you see? What feedback will you hear?
20. What does the finish line look like? What feelings will you have?
21. Would you like help with that? I can see several paths forward based on the specific challenges you face.
22. Would you like the person who helps to be me? I'll just come right out and say it: You are my ideal client. Because you are... (Here is where you list the qualities that make him who he is and allow you to do your best work.) So I would like to look at our calendars and plan a time to get started? How does that sound? When would you like to get started?"