



HOW TO SET UP AN APPLIED SOCIOLOGY CONSULTANCY

1. PLAN YOUR BUSINESS

- > Consider a short business course
- > Develop a clear business plan
- > Register your business
- > Build your online presence
- > Raise revenue and start off light



2. DECIDE ON YOUR SUITE OF SERVICES

Craft a menu of services. Consider your qualifications and specialty areas, and map out how you will market this expertise

- > List your expert skills
- > Illustrate project experience
- > Use testimonials
- > Show outcomes of your work
- > Explain how sociology is unique
- > Demonstrate value



3. Be clear about your client base



Government



Community groups



Corporate



Individual clients

4. Do your homework

Take a look at other consultancies and identify how your business is distinct



5. Set your rates

Be realistic & break down all costs of your labour, travel and other costs



6. Apply for grants

Search ads for 'grants and tenders' plus relevant professional networks



7. Grow your networks

Attend conferences within the sector you're interested in. Write blog posts & use social media



8. Invest in professional marketing

- > Get professionally-designed logos and marketing as much as possible
- > Learn to professionally manage ads on social media and Google Ads
- > Test targeted campaigns with different wording and images

