

13 Traits That Elevate Your Practise

The Strategic Communications Consultant Checklist

By Sola Abulu



*The difference isn't talent alone
It's how you're perceived, positioned, and proven*

Own One Thing

The fastest way to become forgettable is trying to be known for everything.

Highly effective communications consultants have **one** area of unmistakable expertise.

People should instantly know what problem you solve.

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Know Exactly Who You Serve

Not every client is your client

The best consultants know:

- Their ideal audience
- Their industry
- Their decision makers
- Their biggest pain points

Specificity beats popularity.

Give Clients a Reason to Choose You

- ✓ Why you're different?
- ✓ Why you're credible?
- ✓ Why you're worth paying more for?

**If you can't articulate your value,
clients won't either.**

Build Visibility That Creates Trust

Opportunities rarely find invisible experts

Become recognised by:

- Sharing valuable insights
- Speaking publicly
- Publishing consistently
- Being visible where your audience already is

**Visibility creates familiarity.
Familiarity builds trust.**

Results Must Be Tangible & Visible

Trust is earned through evidence

Build credibility with:

- ✓ Client testimonials
- ✓ Case studies
- ✓ Results
- ✓ Recommendations & Referrals
- ✓ Awards or recognition (credible, unsolicited, independent and merit-based)

People believe what others say about you more than what you say about yourself.

Carry Presence Before You Speak

Clients buy confidence as much as competence.

Develop:

- ✓ Executive presence
- ✓ Professional gravitas
- ✓ Calm authority
- ✓ Strong communication

How you show up often shapes how you're valued.

→ **ASK YOURSELF:**

Does my presence command authority?

Be Known for Excellence

Reputation is built project by project.

Outstanding consultants:

- ✓ Sweat the details
- ✓ Deliver consistently
- ✓ Exceed expectations
- ✓ Never stop learning

Excellence compounds over time.

→ ASK YOURSELF:

“How do I model excellence in all I say and do?”

Make Your Expertise Visible

*People should be able to see your competence
before they ever meet you.*

Create content that demonstrates:



Your thinking



Your frameworks



Your experience



Your problem-solving ability

Show. Don't just tell.



ASK YOURSELF:

How visible is my value?

Build Reputation That Outlasts Marketing

Your greatest marketing asset is your track record

Deliver so consistently that clients become repeat clients and referrals become your strongest growth engine.

Reputation travels further than advertising

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Stay Curious

- The communications landscape is constantly evolving
 - Great consultants remain students.
 - Keep at pace with business, society, culture, current affairs and tech developments
 - Read widely.
 - Ask better questions.
 - Study people.
 - Understand industries.
 - Challenge assumptions.
 - Curiosity keeps expertise relevant
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The Best Communications Consultants...

- ✓ Have a clear specialty
 - ✓ Know exactly who they serve
 - ✓ Stand out from competitors
 - ✓ Build visible credibility
 - ✓ Deliver measurable results
 - ✓ Earn lasting trust
 - ✓ Never stop learning
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How many of these can you confidently tick today?

→ **Save this checklist and revisit it every quarter.**