

# **JECP CONSULTING PLAYBOOK**

How we create personal brand growth & content marketing clarity

## Do you need a Clarity Catalyst?

*Choosing the right consultant is a big decision. You need someone who not only understands your goals but also helps you find clarity and create lasting impact. That's why we encourage you to reflect on your needs and ask the right questions to ensure this partnership is right for you.*

*Consulting is not just about solving immediate problems—it's about building a long-term framework that aligns your personal brand, business goals, and strategy for sustainable growth.*

*This playbook will help you decide if we're the right fit. Whether it's with us or another consultant, the goal is to find the right person who will truly support your growth.*

***"Josh's coaching was a game-changer for me. His approach helped me align my business with my brand's voice, pushing me to see opportunities I hadn't considered before."***

**— Vince Lundi, Midwest Motion**

# 01 / Who We Are

JECP stands for **Josh Emerick Consulting & Productions**. While we're known for our video work, our consulting services have been a key part of what we do, guiding small businesses, creative entrepreneurs, and thought leaders toward personal and brand clarity.

We help you connect the dots between your vision, your business, and the systems that support your growth. With over 18 years of experience, our approach combines deep listening, critical thinking, and a focus on real transformation.

# 02 / Our Approach to Consulting

We're not your typical business consultants. We don't just prescribe cookie-cutter solutions—we take the time to understand the heart of your business and guide you toward decisions that feel right.

If you're looking for a quick fix, we might not be the best fit. But if you're serious about long-term growth and clarity, this is the space for you.

## Deep Listening

We ask the questions you may not have considered and uncover the deeper reasons behind your challenges.

## Clarity Building

We focus on aligning your personal brand with your business, so your actions reflect your true vision.

## Systems Thinking

We help you develop systems that save time and create sustainable growth, so you can focus on what really matters.

# 03 / Values That Guide Our Work

Our work is rooted in three core values:

**Curiosity:** *We ask the hard questions that reveal what's truly holding you back.*

**Honesty:** *We believe in clear, open communication—no sugar-coating, just real conversations.*

**Support:** *We're here to guide, but also to empower you to take ownership of your journey.*

***"Josh helped me think like a business owner, giving me confidence in my value and transforming the way I approach clients and growth."***

**— Nick Lampers, Commercial  
Photographer**

# 04 / Mindset for Consulting Success

Success doesn't come overnight—it's the result of ongoing growth, reflection, and action. Our consulting focuses on setting a foundation that empowers you to take consistent action and grow with intention.

## 3 Key Areas of Growth

- I. **Clarity:** Developing a crystal-clear vision of your brand and goals.
- II. **Confidence:** Gaining the self-assurance to make bold decisions.
- III. **Consistency:** Building habits and systems that keep you moving forward, even when things get tough.



# 05 / Addressing Your Concerns

It's normal to have questions and hesitations before diving into consulting. Below are some of the top concerns my clients have had—and how we address them.

**Q: How do I know if consulting is right for me?**

**A:** Consulting is a great fit if you're already asking questions about your business and feel stuck but are willing to dig deeper. I'm looking for clients who are serious about growth and willing to do the work. If you have a habit of learning—whether that's reading, listening to podcasts, or working on self-improvement—you're likely primed to make the most of this process.

**Q: What if I don't know exactly what I need?**

**A:** That's completely okay. A big part of what we'll do together is uncover what's beneath the surface—what you might not even realize is the real issue. You don't need to come with a clear plan—that's what we'll build together. All you need is the willingness to show up and be open to exploring your business and brand more deeply.

**Q: I'm nervous about the investment—what if I don't see immediate results?**

**A:** Growth takes time. If you're looking for overnight success, this may not be the right fit. However, if you're focused on long-term transformation, you'll start seeing shifts—whether in clarity, decision-making, or business processes—that set the stage for bigger wins. We'll measure progress by both tangible results and the invisible growth you'll start to feel in your confidence and brand direction.

**Q: What if I've never worked with a consultant before?**

**A:** Many of my clients have never worked with a consultant or coach before, and that's okay! We'll take it one step at a time, making sure that everything we do feels right for you. My goal is to help you feel supported, not overwhelmed, so we'll adjust the pace based on your comfort and needs.

**Q: How long does it take to see real change?**

**A:** It depends on how quickly you're willing to take action. Some clients start seeing mindset shifts and process improvements within the first few months, while others find their stride later in the process. I'll be here to guide you along the way, but the real results come when you commit to making consistent progress.

**Q: What do you expect from me during this process?**

**A:** I expect openness, honesty, and a commitment to growth. Consulting isn't about me giving you all the answers—it's about us working together to find the ones that feel right for you. Be ready to engage, take action, and follow through on the steps we create.

## 06 / Are You Ready?

I don't work with just anyone. My consulting practice is rooted in deep, meaningful relationships, and I only take on 8 clients at a time. Most of my clients stay with me for 6-12 months, and some even longer. This process is about mutual fit—finding the right people who are ready to invest in themselves and take their business to the next level.

If you're serious about gaining clarity, taking action, and transforming your business, I invite you to join the waitlist or complete the **Consulting Alignment Questionnaire** if you haven't already.

I look forward to learning more about your story and seeing where we can take things.

## **Thank You for Considering JECP Consulting**

*We're excited to explore how we can help you gain clarity, grow with intention, and build something truly meaningful.*