

Campaign Experts Answer: Starting a Career in Political Campaigns

<https://www.youtube.com/watch?v=CkdxZawgKS8>

Initial Questions

- what is a campaign?
- what does a campaign expert do?
- what is the business of politics?
- what are three main methods to achieving success in politics?

Notes

1st person:

- No license or degree
- literally show up and volunteer
- outwork, do long hours
- great meritocracies
- win or lose, day to day--not concerned with market share

2nd person:

- pick a discipline
- burn you up like a human microwave
- you won't be here forever

3rd person:

most important thing is to make progress, not staying there
bob kennedy-- most ruthless political practitioners of all time
those who win set the agenda-- flows from an election

4th person:

- stick with it
- work on changing the direction of the country

How to Start A Consulting Business

<https://www.youtube.com/watch?v=Yyi7v56SUoQ>

Really good stuff

Initial Questions

- What is a consulting business?
- What do you do in consulting?
- What are some common pitfalls you can encounter?
- What is important to a start up in consulting?

Notes

- Coveted versus Conventional wisdom
- You may be some form of expert
- This is the baseline
- You don't need to focus on flacid apperences--
 - websites
 - business cards
 - logos
 - taglines
 - office space
 - clothes
 - all of these are non-critical, and often are money sinks
- how much to give away
 - think about the amount of value you give at step 1
 - get them unstuck
 - if they come back, hook them
- transformational productized service
 - tps
 - systemized--productized
- how do I get clients?
 - initial reactions
 - cold selling
 - hitting the pavement
 - advertisement
 - application
 - software
 - benefit
 - benefit
 - benefit
 - don't waste their time or yours
 - You must have an external input--where you can review relevant applications, then once you have an itemized desire-object system you can impliment benefits as you see fit.

Political Consultancy, Samagra

<https://www.youtube.com/watch?v=m4Bcn7NMLTU>

Another absolute banger

Initial Questions

-How does she define political consultancy?

- why is it important?
- How do you achieve it?
- Is there relevant history involved?
- What skills might you require/

Notes

-at the end of the assembly line something complete comes out

- every part of the line adds something
- What is the assembly line for a human being?
- not exciting to be a bottle of coke?
 - so he started samgara
- need to have faith in the process
- everything needs to build, acquire experience
- skill pipeline
 - hard working competitive
 - confidence and quick learner
 - leadership and team skills
 - diverse exposure/ core profession skill-set
- all of which leads to development entrepreneur
- "impact at scale"
- what does he do?
 - what did business consulting do

- What did political consulting did
 - newly emerged--meant to support political candidates
 - process of diagnosis the issues and problems of a political entity
 - needs holistic development
- one axis-types of services
- the other axis-types of clients
- Why is political consulting something to achieve/
 - business leader-- products are good, development is good
 - professional support team
 - office
 - minimalistic office
 - no professional support team, just party workers
 - no provision to leverage external expertise
- how does he achieve this?
 - business entrepreneur
 - land
 - labor
 - capital
 - all risk/reward
 - political entrepreneur
 - developmental entrepreneur
 - no definition
 - had to create a new definition for this animal
 - innovative solutions and implementing agencies
 - government scheme or private support
 - administrative support
 - political mobilization
 - developmental entrepreneur
 - in order to receive the desired impact
 - increase in entities will emerge for each cell of the landscape
 - consolidation and working together
 - leveraging cliental experience into business consulting

HOW I STARTED MY CONSULTING BUSINESS 2020

<https://www.youtube.com/watch?v=LDaeD2BtBUl>

Initial Questions

- what is a consultancy for her?
- how does she define marketing?

Notes

- Think of things you already are good at
- what do people come to you for
- scout the landscape
- do your research for a potential audience
- scope other people in your industry
- don't be a coke bottle
- built a website
- case studies/portfolio
- everything you needed to do by launch, put it on the calendar
- make sure everything you needed to be done
- how to promote services
 - some do courses and bootcamps
 - market as a one time fix
 - coworking space, wrote on a networking board
 - went on podcasting
 - hosted a skill class
 - put yourself out there
 - set up a contract--terms and conditions

5 Basic Steps for Starting a Profitable Consulting Business

<https://www.youtube.com/watch?v=QjzPf68lpBw>

Initial questions

how does he believe you should start consulting?

Notes

-Vertical segmentation

- demographic

- psychographic
- expensive versions of the problem
- - get an audience, comb and graph
- ask things related to the problem, work backwards and integrate yourself as a part of the process
- track
- the solution your thinking of is probably wrong
- ask about the problem
- what is the problem or thing they aspire to
- get specific
- is there a solution you can offer that is credible enough that people will pay you for
- capture the emotions from the person you are interviewing
- non threatening interview with this person
- optimize for conversations
- part of the beast
- empathize
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