

# Your MRI Follow-Up Report



## Thank you for taking the Marketing Readiness Index (MRI) Quiz!

Your score gives you a clear snapshot of where you stand in your journey toward becoming a marketing consultant. Whether you're just starting to explore the idea or you're ready to make the leap, this report will help you focus on the right actions to build your consulting career with confidence.

Review your results below and take note of the recommended next steps. Some are short-term moves you can implement right away, while others will set you up for long-term success. No matter your score, this is your roadmap to progress.

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## 0-25: Don't Quit Your Day Job (Yet!)

You're just getting started, and that's okay! Right now, your best move is to focus on strengthening your skills, building credibility, and gaining hands-on experience before making the leap.

### Key Focus Areas:

- ✓ Build your portfolio by taking on small freelance projects or pro bono work.
- ✓ Strengthen your industry expertise through courses, certifications, and networking.
- ✓ Start creating and sharing content (LinkedIn posts, blogs, case studies) to build visibility.
- ✓ Develop a financial buffer—at least 3-6 months of living expenses if possible.

### Action Steps:

- Identify 2-3 skills you need to improve and commit to learning.
- Find a small project or side gig to gain experience and results. Document success!
- Set a goal to connect with an experienced consultant for advice.
- Write out what kind of service you want to provide and in what industry. Try to create an avatar of your ideal prospect.

**Tools & Documents:**

*Personal value prop:* Written messaging document clearly outlining your focus, what you provide that no one else can, and why you're a great match to XYZ type of client.

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## 25-50: You're on the Path, But Not Quite Ready

You've got a solid foundation, but there are still gaps that need to be addressed before you go solo. The key now is refining your offer, building confidence in self-promotion, and making sure you have a steady pipeline of leads.

**Key Focus Areas:**

- ✓ Get crystal clear on your niche and ideal clients.
- ✓ Grow your confidence in sales, marketing, and personal branding. Start getting out there.
- ✓ Start testing your pricing and offer with low-risk consulting work. Friends/family/pro bono.
- ✓ Strengthen financial and business fundamentals (contracts, invoicing, taxes).

**Action Steps:**

- Write down your ideal consulting niche and the problem you solve.
- Pitch and land at least 1-2 small paid consulting gigs, even if free or very discounted
- Start consistently posting thought leadership content on LinkedIn.
- Create a basic website or landing page to showcase your expertise.

**Tools & Documents:**

*Prospect tracker:* An organized way to list out potential clients and maintain a strong outreach tempo.

*Proposal templates:* It's time to draft up a contractual scope of work for what you're going to provide as your core offer.

*Content calendar:* You'll need this for clients but you also need it for you! Create content buckets and start creating/posting content that demonstrates your expertise.

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## 50-75: You're Close! Start Preparing for Your Launch

You're in a strong position to become a marketing consultant, but before making the leap, you'll want to fine-tune your strategy and minimize risk.

**Key Focus Areas:**

- ✓ Develop a transition plan with clear financial and client goals.
- ✓ Build a steady stream of inbound leads and warm up your network.
- ✓ Systemize your consulting business (proposals, contracts, workflow).
- ✓ Identify your key revenue goals and timeline for going full-time.

**Action Steps:**

- Set a "launch date" and create a roadmap with clear milestones.
- Start having conversations with potential clients—warm outreach is key!
- Refine your service offerings and test pricing with 2-3 new clients.
- Build an emergency fund with at least 6 months of expenses.
- Launch a side hustle if you're not already

**Tools & Documents:**

*Proposals, MSA, contracts:* Get all your business docs set and ready

*Audit template:* Audits are your way in for longer retainers. Get a great template prepared!

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## 75-100: You're Ready! Time to Make the Transition

You've done the work, and you have what it takes to build a thriving consulting business. Now, it's about execution, momentum, and scaling.

**Key Focus Areas:**

- ✓ Start transitioning from full-time employment to consulting.
- ✓ Expand your network and leverage referrals to secure consistent clients.
- ✓ Develop long-term revenue strategies (retainers, high-value services, speaking, etc.).
- ✓ Stay adaptable and build systems that let you grow without burning out.

**Action Steps:**

- Lock in your first 3-5 clients before leaving your job.
- Set up regular marketing actions (LinkedIn strategy, content creation, resource-sharing).
- Track your revenue, expenses, and client pipeline like a real business.
- Keep learning and iterating—your first year is about growth, not perfection.

## **Tools & Documents:**

*Project trackers:* You're about to be very busy! Make sure you have project and deliverable trackers set up for each engagement.

*Publishing calendar:* You should be thinking long term about clients now. Have a tool to map out their key actions over 12 months.

*Banking and business:* If you haven't already, now is the time to start separating your consulting finances from the rest of your life. LLC, bank accounts, payment infrastructure.

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*No matter where you landed, the most important step is to take action! Success as a consultant isn't about a perfect score—it's about learning, adapting, and consistently moving forward.*

*If you need help or would like to purchase all the Tools and Templates listed in this report, let's connect! 🚀*

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