



**gibson consulting**  
& solutions

# Service Guide



[www.kgibsonllc.com](http://www.kgibsonllc.com)

# WELCOME!



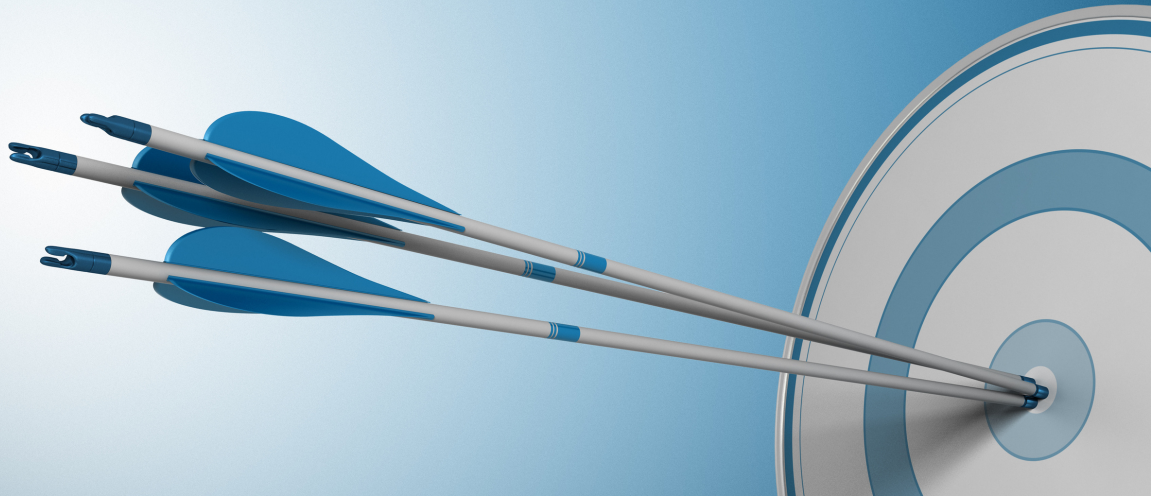
Thank you for contacting Gibson Consulting & Solutions LLC. We would like to learn more about your business and help you find ways to start and grow your business

To start, we ask that you review our service guide and offerings. If you are still interested, let's chat. You can book a 30-minute exploratory call with us.

[BOOK A CALL](#)

If you have any questions or concerns regarding our call, please contact our Administrative Specialist, Jackie Massheimer at [jackiem@kgibsonllc.com](mailto:jackiem@kgibsonllc.com) or call 347-709-9297

We look forward to talking to you.



# **WE'RE TRANSPARENT; WE'RE CONSISTENT; WE'RE COLLABORATIVE; WE'RE CREATIVE**

## **We're Transparent**

We view transparency as a tool to help others build trust. We share our REAL resources and our network to avoid assumptions.

## **We Collaborate**

We celebrate collaboration by working together.

## **We're Consistent**

We desire to be better tomorrow than today, knowing that success can be found in small changes.

## **We're Creative**

We desire to cultivate an atmosphere that fosters innovation and supports creativity by thinking outside the box.



# COMMUNICATION POLICY



## **Normal Operation Hours**

Monday-Friday  
10:00 to 5:30PM

Closed on weekends and holidays.

## **Turnaround Time**

Within 24hours of your inquiry

## **One to One Consulting Sessions**

Scheduled for up to 1 hour and can be scheduled in advance up to 7:00PM

## **Communicate**

Via the client portal (email and meet using Zoom or Google Meet.

Texting is allowed at the discretion of the individual consultant.

## **What to Expect from Us**

We prioritized the safety of our clients, and in these uncertain times, this is no different. That's why we are practicing and enforcing best practices for social distancing and self-isolation in the midst of the pandemic.

Unfortunately, there is no telling when things will be "back to normal" in any sense. Rest assured that we're doing our best to keep you informed and taking every precaution to help flatten the curve. This means in-person meetings and support will be limited during this time.

We ask that ALL clients be considerate and respectful of our consultants' scheduling and time during holidays, evenings, and weekends and time for personal care and wellness.

Thank you!





# SIGNATURE SERVICE

Gibson Consulting offers Business Development consulting services and products to entrepreneurs and organizations at various developmental stages. We work with established companies that have at least 5 years of operation under their belts, mid-way enterprises that are several years into their trajectory, and startups at the beginning of the journey. It doesn't matter if your organization has a business plan in place or not.

## **Business Development Services**

With our professionals, new business owners can map out their success strategy with us to help them determine their goals and how to accomplish them. For companies that have been in operation for at least 2 years, business planning is a perfect place to begin. Business plans can be created for different goals, such as gaining investment funding, preparing for loans or to expand into a new market or specialty.

## **Business Funding Solutions**

Gibson Consulting has partnered with like-minded business solution companies that have developed strong relationships with alternative lenders and investors. These solutions allow them to support innovative projects and create opportunities for small and mid-sized companies that need investment.

# PAYMENT POLICY



## Onboarding Fee

An onboarding fee of \$299 is required of all clients. This fee is paid upon completion and submission of the New Client Onboarding Assessment Survey



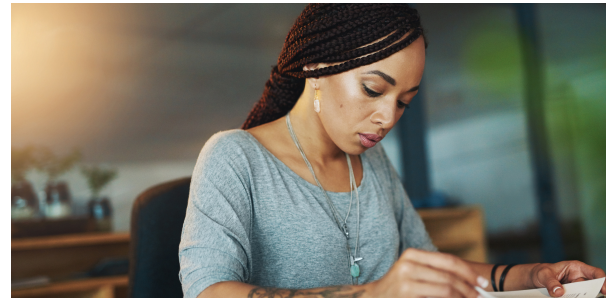
## A-la-carte/Hourly Fees

A-la-carte/hourly fees are to be paid when consulting hours are booked. There are no refunds – however, clients can reschedule a session if notified 24 hrs in advance. Rescheduled sessions must take place within the month originally scheduled.



## Project-Based Services

If project-based (i.e business plan), 50% is required up front with balance paid upon completion. The final project/documents will not be released unless payment is received.



## Contracts Longer than 6 Months

For contracts longer than 6 months, a 1-month retainer is required in advance upon signing the contract. The client will be invoiced monthly starting the month prior with payment due upon receipt.



## BEFORE WE BEGIN

make sure you've had:

- ✓ A 3- min Exploratory Call
- ✓ Read our *Guide to Hiring a Consultant* (if you've never worked with a consultant before)
- ✓ Reviewed our service package
- ✓ Completed your onboarding survey and paid your onboarding fee

## WHERE DOES THE COST COME FROM

You may have Googled the average hourly cost of consulting and found that the cost ranges from \$45 to \$150 per hour. Keep in mind that our consultants are business owners themselves. We factor the time needed to guide our clients and our collective decades of industry experience. The power of the networks that we bring to our clients is invaluable.

Our starting average rate is \$200 per hour; however, these rates are reduced when we are retained for 6 months or longer. When we were young entrepreneurs, we learned that **to undercut our value just to beat the competition stifles business growth**. So our pricing is not based on the averages or the competition.



# ARE WE A GOOD FIT?



Are WE a good fit?

Many business owners have operated their companies for years without truly knowing who their ideal audience is, questioning why the sales process remains so hard and why it never seems to flow. It's not uncommon for us to hear from entrepreneurs who often say that their service or product is suitable for everybody. This is where so many business owners fall flat because they have such a generic or broad offer that it doesn't strongly capture the attention of "anyone".

Our services are not designed for every type of business or entrepreneur. We prefer to work with businesses that have been in operation (not established) for at least 2 years and have an annual turnover or sales of at least \$100K net a year. You must also have an open mind and be ready to work with a consultant or coach that will work with you to make out of the box strategic moves for the business. We are ready to work with leaders who want to work on their business, rather than in their business. We also look to work with clients who are ready to make the necessary investments and are committed and willing to make the growth and progress of their business a priority.

Many times, we'll see someone that we aren't best suited to help. If your goals, focus, level of experience and commitment mean we aren't the right choice to help you, we will let you know during our exploratory call. We always do our best to refer them to someone else or a resource that will better serve them.

We are intentional in who we accept as a client. This leads to a successful culture and practice where we are working with clients with whom we have a mutual love

# TESTIMONIALS

what our clients say about us



The one thing that remains constant is their never-ending love of entrepreneurs and building communities.

**Shakesha Williams**  
*CEO*  
*Harlem Fusion Studios*



This partnership is an important step for us because both companies are aiming to grow in the business development industry, providing the best services for our clients.

**Medina Sadiq**  
*Executive Director*  
*BedStuy Gateway Business Improvement District*



It's been my absolute privilege to work with a team as knowledgeable as Gibson Consulting. I consider my calls with them absolutely integral to the continued growth and success of my brand and passion project. I don't know where I'd be without them.

**Al'Sonye Skeete**  
*Owner*  
*Wild Ocher, LLC*



## FAQS

have any questions?

01

*Can you provide a Mentor?*

Consultants are experienced people who give technical and professional advice to clients based on their insights, knowledge, and experience. Coaching helps you find clarity and answers to help you understand how to move toward your goals and grow **personally**. If you are unsure about how to promote your career and are ready to learn from others, it is time to hire a mentor. Think of a Mentor as a role model. who is usually fulfilling a need within themselves and/or they are at a place in their life or career where this is a value for them so they usually mentor for free.

At Gibson Consulting we work to help you, or your team, get the result you are looking for by doing the work with you or for you to get the change and/or outcome you desire.



## 02 *I have never worked with a consultant before. I'm not sure where to begin. How do I figure out if I need one now or not?*

Finding an advisor to help your business grow is a large investment – we suggest doing your research to find one that is knowledgeable about the industry you are in. Even if a consultant or agency is very good, that does not automatically mean that they are right for you and your business. Check out this article to find

**10 Clear Signs You May Need To Hire A  
Consultant To Help Your Business**

*and download our guide "Why Hire a  
Consultant for your small Business"*  
**here**

## 03 *How much are your services?*

Our team of consultants are business owners themselves. Our pricing is not based on averages or our competition but depends on what you need (service) for your business and when you need it (time). Currently, our minimum hourly rate is \$200. However, our packages have add-ons and discounts attached when you work with us for longer than 3 months.



A portrait of Keesha Gibson, a Black woman with long, dark, curly hair, smiling. She is wearing a dark green, long-sleeved top and a silver watch on her left wrist. The background is a colorful, abstract painting.

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## THANK YOU!

Thank you for taking the time to review this service guide. If you have any questions, feel free to schedule a quick chat with us [here](#).

[BOOK A CALL](#)

**Keesha Gibson, Owner**

Gibson Consulting & Solutions,  
LLC 700 Lenox Avenue Suite 4A  
New York NY 10039  
[www.kgibsonllc.com](http://www.kgibsonllc.com)

[info@kgibsonllc.com](mailto:info@kgibsonllc.com)

347.709.9297