



# CONSULTANT'S PROFESSIONAL PROFILE

**DO-IT-YOURSELF KIT**

**Showcase Your Highest  
Value to Your Ideal Clients**



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# Before You Create Your Professional Profile

01

## Get Your Media & Branding Sorted

This includes at least one headshot (preferably 2-3), your logo if you have one, your brand colors' hex numbers and the font types you use. If you have none of these things, now is a great time to get them or just use a template in a style you like.

02

## Determine Your Highest Value

Figure out what kind of projects provided the most value to previous clients, which projects and clients you most enjoy, and what problems your ideal clients are trying to solve that are in your wheelhouse. Use all of this to determine your messaging.

03

## Write a Brief 'About' Intro

This should be written in first person and reflect your personal style (formal/straightforward/calm/energetic, etc). This acts as a brief summary of your strengths, approach, and way that you help clients and is essentially your welcoming intro.

04

## Write About Problems You've Solved

Using the past successful projects you identified in 02 above, tease out the specific solution/action that resulted in success for your clients - conveyed in one line each - that's the challenge! Use wording that your ideal client recognizes and would use.

05

## List Your Subject Matter Expertise

These are specific items in your knowledge base, experience, and skillset as well as specific, common issues your clients face and/or are written about in mass or industry media pieces.



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# Design Apps to Create Your Professional Profile

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## Canva

A popular app with free and paid subscriptions, there's a template for every kind of design project you can imagine. The examples and templates included in this kit were created in Canva.

Pricing: Free - \$12.99 per month - \$119.99 per year

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## Adobe Express

A lightweight, user friendly version of Adobe Design that features loads of templates and design elements for you incorporate and use in a wide variety of design and marketing projects.

Pricing: Free - \$9.99 per month - \$99.99 per year

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## Visme

Another popular design program for non-professional graphic designers. You can most likely design your Professional Profile with the Free program but get the Pro plan if you need to do more.

Pricing: Free - \$29.00/\$59.00 per month, Starter/Pro

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## Microsoft Designer

A somewhat more limited design program than the others in this list, this app might appeal to you if you're a microsoft devotee and like a familiar user interface.

Pricing: Free - \$119.99 per year and up

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## Snappa

A more limited, but unique, set of templates and simple user interface, this one might be your pick if you're easily overwhelmed with design options and don't plan to create a diverse portfolio of marketing materials.

Pricing: Free - \$120.00 per year

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# Tips to Create a Stellar Professional Profile

## ➤ Brevity is key

This is you, distilled to your professional best. There's no room for fluff; this forces you make every word count and keep the interest of the reader

## ➤ Determining Your Highest Value

This is the ultimate solution, deliverable, achievement, or pain relief that is most urgent and valued by your ideal clients, conveyed clearly in the terms they use.

## ➤ Using Client Testimonials

Third party recommendations are the most impactful part of your Professional Profile. Use 2-3 and highlight them, either as quote blocks or text based images.

## ➤ Choose Branding Thoughtfully

Use colour psychology to evoke the feelings and perceptions you want to inspire when your ideal client views your profile. Clean and consistent is key.

## ➤ Color Within the Lines

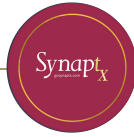
Regardless of the program you use to design your Profile, don't alter the template formatting. It's a slippery slope to a wonky mess and wasted time.

## ➤ Decide on Your Distribution Strategy

If you're positioning is elite and selective, then you may want to make it available upon request; if you're going for accessible and friendly, open access.

## ➤ Create a QR Code to Share It Easily

Love them or hate them, QR codes have great utility. Create one for your Profile and prospective clients can aim their camera phone at your website, LinkedIn profile, or back of your business card and instantly download your Profile.



# How & Where to Use Your Professional Profile



## Inquiries from Prospective Clients

When people inquire about your services, this is what they should get as it answers their initial questions and directs them, ideally, to your website or less ideally to your LinkedIn profile. Send as PDF or QR code.



## Accompaniment to Proposals

Attaching this to a proposal, especially if they have not previously received it is a great way to remind them of why you are the perfect consultant to help them achieve their desired objective.



## Conferences & Industry Events

Keep your Professional Profile saved on your phone as a PDF and airdrop it to their phone or let them snap the QR code from your phone and/or print it on the back of your business card for them to access later.



## Download on Your Website or LinkedIn Profile

If your strategy is to make your Professional Profile freely available, you can add the link to download it from your website or your LinkedIn profile. If you're gating access to it, make it available via contact form.



## Press or Podcast Interviews & Speaking Events

This can be used to promote yourself as a subject matter expert for interview and speaking opportunities and serves as a media kit since it contains a brief bio & contact info (they'll need high-res images though).



# NATALIE ROSS

Medical Device Commercialization Advisor



## ABOUT NATALIE

I am best known for designing commercialization strategies that excite investors, executing multi-million dollar device launches to new markets, and reinvigorating flagging device sales with innovative partnership and reimbursement models. Working across the continuum of the medtech development process, I welcome startups and SMEs, both private and public, to explore how we can work together.

**LinkedIn**

<https://www.linkedin.com/in/xxxxxxxxxxxxxxxxx/>

**Location** Menlo Park, California

**15**

YEAR CAREER

**12**

PRODUCT LAUNCHES

**\$50M+**

FIRST YEAR REV

## SOLUTIONS & SUCCESSES

- Market Opportunity Analysis
- Commercialization Strategy
- Reimbursement Code Strategy
- Device Launch Strategy & Execution
- Value Communication & Real World Data
- Payer Engagement
- Patient Access Programs
- 3x Patient Population/Indication Expansions
- 7 Concept to Market Launch Guidances
- 9 Approved Code Submissions, 3 New Codes
- Led CX30 launch to \$50M First Year Revenue
- EHR, Claims, & Digital Health Value Discovery
- Member of Payor Communication Taskforce
- Successful payor & compassionate use plans

## SUBJECT MATTER EXPERTISE

- Medical device market analysis for investors
- Medical affairs best practiccss for user adoption
- Proposals for new reimbursement codes
- Managing changing payor expectations

## CONTACT

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