



HOW TO BECOME A

# SUSTAINABILITY CONSULTANT

AND GET OPPORTUNITIES IN A FAST-  
GROWING MARKET AROUND THE WORLD

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 UGREEN

Dear reader, congratulations on your decision.

If you've come this far, I believe you are at least curious to know how sustainability consulting works.

Or, in the best of expectations, you want to create a sustainability consulting company capable of **doing good for the world** while achieving increasing results every month.

In other words, we're talking about creating, managing, and scaling a business that generates consistent monthly profits and creates **a positive social impact**.

It is undoubtedly one of the last decade's major shifts in business mindsets. These are the companies that have the potential to create income and a positive social impact simultaneously, without weaknesses in any part of their management process.

And this is precisely where sustainability consultants **can help**.

Some important warnings:

Due to our broad audience in English and Portuguese for the civil construction market, maybe you are here because you are part of one of the **following scenarios**:

1. You are an architect, engineer, or designer who seeks to include sustainability consultancy as a differential of business.
2. You are an architect, engineer, or designer looking for alternatives outside a highly competitive market without many possibilities in your region.
3. You are not from any of these areas and want to find an opportunity to do good for the world and, at the same time, be paid very well for it.

For **any of these scenarios**, I bring good news: being a sustainability consultant is possible, and we have helped thousands of people to walk this path since 2016.

Therefore, I want to present **guidelines** on this niche's possibilities, advantages, and disadvantages.

This way, you can make the most assertive decision possible about being part of this movement for good.

Are we on the same page? Let's go!

# The Essential Role of a Sustainability Consultant In This Decade

As you may know, sustainability is a topic that has never been more on the agenda.

One of the reasons is that, for the first time since its emergence in 1713, sustainability has become a buzzword in the business world, driven mainly by the financial market.

In other words, the financial market has **understood** that investing in sustainability ensures more investors for your portfolio and longer-lasting investments in your business.

To exemplify this change in thinking in the financial market: **imagine you are an investor** who decides to put considerable capital into a company.

Of course, you hope that it does not have an environmental, corruption, or human rights scandal being reported while your money is allocated there. After all, **everyone wants to invest safely.**

The list of problems that can happen nowadays is quite extensive.

It is plausible to happen to companies that do not have sustainable practices inserted in an increasingly transparent

world and are aware of the environmental, social, and governance problems that need to be part of the past.

Therefore, investing in companies with sustainable practices guarantee **more resilient investments** over time. And it's one of the main reasons financial market money flows towards sustainability.

But the result of investments in sustainability is a much more remarkable transformation than many imagined. After all, if the financial market drives the world, all related companies want to be friendly to new investments.

This is generating a **snowball effect** that will surely reach all companies worldwide, impacting different scales.

Therefore, if the need for sustainable practices is emerging everywhere, the need for sustainability consultants will also increase.

Expectations are for **growth of 17% annually** until 2027 (Verdantix Research, ESG & Sustainability Consulting: Market Size & Forecast 2021-2027).

However, pay attention to this tiny **detail**.

There is a, but that will propel this equation even more drastically.

Notably, most companies do not know how to deal with sustainability. But, if you doubt it, just turn on a news channel for 15 minutes, and you'll find a company facing environmental, social, or governance issues somewhere in the world.

Of course, for changes to occur, companies need to understand sustainability holistically. Only then can we take the necessary measures in the field of action.

Committees meet every day in large companies to discuss ESG-related demands. However, **very little has yet been done.**

Therefore, the need for trained sustainability consultants who can untie this puzzle is even more essential.

We've always said since 2016 that we have big problems ahead. And as a result, great opportunities.

If sustainability were a theater and companies were orchestras, a sustainability consultant **would be the orchestra conductor**, helping everyone to play a role in the world of sustainability with excellence.

I want to discuss the advantages and drawbacks of working as a consultant.

This is crucial to getting you on the right foot, so read carefully.

## **The "New" Opportunity: Being a Sustainability Consultant**

Being a sustainability consultant has advantages and disadvantages. I want to guide you in anticipating the next steps you may want to take in this field.

**Among the advantages of working as a sustainability consultant are:**

**It is a recent job with little competition:**

Therefore, it is easier to establish and manage a consulting business, unlike other fields already consolidated to market exhaustion.

**Geographical freedom:**

Consultants have the facility to work in different regions remotely. So it's easier to act if your area is not so favorable for you.

### **Focus more on the mind and less on the arm:**

While architects, engineers, and designers spend a lot of time on design, sustainability consultants spend more time collecting, analyzing, and presenting results from their power to synthesize different situations.

### **It can be more pleasant than architecture:**

If you want to do good in the world and feel these impacts more directly, being a consultant can be a path for you.

### **The gain can be greater than the architecture:**

Due to the scalability of a consulting business, with models ready to go, the profits can be greater due to the scalability of deliveries.

In addition, due to geographic freedom, there are fewer regional restrictions, which also increases scalability.

## **Disadvantages of Consulting Services**

**Suppose you are an architect or designer and love to design. In that case, you will create less:**

Consulting work involves much more analysis, tables, and writing than creativity. Therefore, you will have less time to develop these projects.

The alternative for this case is to work with consultancies in parallel with their architectural projects—some good examples of large offices worldwide developing projects in this way.

### **Some areas need more education to proceed with consulting services:**

The newer the type of service, more you need to give explanations.

It happens due to the general ignorance about the benefits a consultant can provide. Therefore, knowing how to educate is crucial for you to gain more penetration in the market.

### **What are the possible areas of acting as a consultant?**

Due to our prominent public being from the construction industry, we will focus mainly on this sector.

However, there are **dozens of possible niches** for sustainability consultants to act.

Many people underestimate the possibilities of working as a green consultant, and we understand it perfectly. After all, sustainability knowledge depends on many social and economic variables.

I don't know at which step you are in this field, so I wanted to give you some ideas about these possibilities.

Maybe it could be a possibility for your practice? Come on!

### **Sustainability consulting for certifications:**

We can include green building certifications like LEED, WELL, BREEAM, etc. Thus, consultants here help construction companies obtain these certifications.

Like many of our students, you may work in a consulting firm or as an individual entrepreneur.

### **Consultancy on your projects:**

People can simultaneously work here as a designer and consultants. They are developing the projects and delivering sustainability consultancy as an additional service, increasing their profit per project.

It's a fantastic way to increase margins, improve delivery quality, differentiate your practice, and increase customer recommendation rates.

### **Consulting for Third-Party Projects:**

Here, sustainability consultants help other companies achieve sustainable goals in their projects.

So they can help them achieve better energy efficiency, lower their carbon footprint, develop sustainable material specifications, and much more.

It's typically an excellent way to start a consulting business. We work most at UGREEN.

### **Consultancy for other industries:**

There are also many possibilities in the fashion, food, and cosmetics industry, which we know can produce a lot of waste depending on the country.

Opportunities are similar to third-party projects depending on the company's circumstances.

Great, isn't it? But this is just the beginning of the many possibilities you can develop as a sustainability consultant.

And there are ways to analyze the best opportunity for you, as we will see below.

## **The Plan to Become a Sustainability Consultant from Scratch**

It's a question many people ask us. Of course, I want to do good for the world, but how to start?

Some **critical warnings** about the possibility of you becoming a sustainability consultant.

As we said, opportunities abound. However, **its success in this area** is directly related to the strategic part of the business.

Its consolidation, social impact, and earnings predictability.

And of course, I also want to focus on the **relevance** of the company that succeeds in this area.

Because for a company to achieve great results with sustainability consultancies, it needs to occupy a **space of authority and importance** within this niche.

So I'm going to give you some guidance in this area that I've never seen anyone give away for free. Following this plan will

bring much more resilience to your sustainability consulting business.

You need to do four main steps, and I will present them precisely in this order. Thus, you will avoid rework and start your sustainable consulting business in a more stable and scalable way.

We call this **the UGREEN Culture Methodology**, the process we create and apply daily in our business. In it, you find your ideal customer and create an educational strategy to get new customers, saving energy and dramatically expanding the possibilities of success.

I will describe each of these steps for you. **Read carefully** and write down if possible:

## **1. Discover the best consulting opportunities**

This is the main thing that separates people who will **stick** to this field and those who will give up quickly.

Why? Simply because many people try to develop consultancies in an area that will not bring a **good return on their investment of time**. Or maybe it's something people are looking for in your area. Or it has no scalability.

Or even if you don't have a natural talent for a specific type of consulting.

Yes, it can happen.

I love to say that a good sustainability consultancy should be **a relationship between the inside and the outside**: if something is not in your heart, it won't work. Likewise, if it's something that's not feasible, it won't work either.

## **2. Develop ways to find customers:**

You have the biggest heart for what you do, but you can't make things happen and grow **if you can't find customers**.

Getting clients for some people can be good luck, but in my opinion, you can overcome bad luck with good processes. Here's our procedure:

- **Activate the awareness of the ideal customer.** You need to have a routine for creating new audiences. Make people aware of your business. It can be done online and offline through social networks and merging with critical moments of contact with potential customers.

- **Make people interested in your work.** This part is the most enormous “pain” for consultants. They need to sell their services and generally hate this process, as they feel they are being uncompromising with potential clients (and often they are). Therefore, it is necessary to lighten the weight of this phase through education, activation, and qualification strategies for new customers.
- **Create follow-up processes.** Here is perhaps the point of most extraordinary forgetfulness by consultants. They wear out talking to new customers but forget to follow up with them. And when customers are ready to buy, they close deals with other consultants because they forgot about you. So having a tracking system is crucial, and the good news is that it can be done in an automated way for much of the process.
- **Increase the number of customer recommendations.** The most significant gold in customer acquisition isn't at the beginning. It's here. UGREEN has an audience of more than 600 thousand people considering social networks, emails, and Youtube channels. Even today, our projects appear 60% through indications. Therefore, knowing the critical moments of the activation of referrals is crucial.

In short, having a sustainability consultancy means having an ongoing educational strategy to make new clients aware of the benefits of sustainability.

After all, **everyone wants to be sustainable**, but that doesn't mean they **understand what it means**, let alone the profits they can get through your consulting.

And it is precisely here that 90% of consultants fail, which makes it impossible for them to grow. This is because they are not willing to develop this process. They want a big harvest without having done **a good planting**.

In my opinion, putting this method of capturing customers into practice can make all the difference to your business. Therefore, you should write this method down and consider how to make it possible for your practice.

### **3. Define your scope of work as a sustainability consultant**

Believe me: understanding what you will need to analyze and deliver directly impacts the **scalability and success** of a sustainability consulting business.

Developing pricing methods, correctly dividing delivery steps, and creating possibilities for agreements or success rates are crucial ways to increase the sustainability of your business.

So you also need to think about the work base:

**Who's going to talk to?** Is my pricing method compatible with the additional engagements and partnerships I need? Is this job in your country or abroad? How are taxes?

Things can be simpler or more complicated, depending on the equation.

## **4. Offer amazing consultancies that generate recommendations**

The consultancy field has unique possibilities for recurring work, much more than fields like architecture or interior design. But the **quality of delivery** directly impacts this possibility.

I'm not just talking about the quality of your reports. You also need to present this correctly so that customers can see the obstacles they are overcoming and the results they are achieving.

And I'm not going to extend here the **possibilities of recommendations**, which are very much in line with the delivery quality and the central moments when you can activate customer recommendations.

## **The Next Step to Becoming a Sustainability Consultant**

Whoever decided to read this material and **is on this page** is a dedicated, serious, and committed person. This is the audience we seek to attract. These are the people who will **change the world**.

Now, you need to set a plan.

After all, we can have the most knowledge and willpower. Still, suppose we don't know how to channel all this into strategies that generate benefits for your business.

In that case, you may encounter the same problems that **95% of consultants have** in this market.

And we say this from our own experience: we work with consulting and education in several countries worldwide.

We find most people full of desire to change the world but **tired and on the point of giving up** due to lack of customers.

What are you going to talk about? What will your promise be? How do you intend to attract the public's attention? What problem will you solve? What opportunity do you intend to present?

These are essential questions, something you should take **time** to find the best answers for.

This is the strategy I suggest, in order of implementation, to define a **lean and effective** for having successful sustainability consulting business:

1. Discover the best consulting opportunities
2. Develop ways to find clients
3. Define your scope of work
4. Offer exceptional consulting that generates recommendations.

Starting a sustainability consultancy ignoring step 1 can involve problems in your business. Everything needs to be implemented very carefully.

The second part involves your routine for steps 2, 3, and 4. **Create a pattern** that you can maintain to find clients, define

scopes of work that please your clients, and offer fantastic consultations that generate recommendations.

At UGREEN, we create routines that work and that **consistently**. For example, we created a scheduling system for new customers, and we eliminated all the people who could be a waste of time for our business.

This way, we can focus on outstanding deliveries and create a recommendation system for our business, which generates qualified customers monthly.

The problem is that many decide to start a consulting company without a defined process, with **outdated methods** that do not generate the best results.

I don't know how much you're making today. I also have no idea of your consolidated from the last few days.

But I can **guarantee you one thing**. A lot can change if you activate the UGREEN Culture Methodology in your routine.

You will have a trend of increasing monthly results that will make your consulting work possible and a business that **has relevance** and positively impacts the world every day.

To give you an idea, we have educational elements created in 2016 that **still** generate results. Customers are knocking on

the door in 2022 due to educational processes developed in the past.

But for that to happen, everything needs to be created systematically so that results like this happen.

Therefore, a validated routine creates a more predictable scale of results. But it all comes back to the same central point:

How will you present your message? How will you attract the audience? What will you speak? What experiences will you create for your audience?

And most importantly, what **new sources of profit** will you create for your company?

That's why I like to share these pieces.

1. Discover the best consulting opportunities.
2. Develop ways to find customers.
3. Define your scope of work.
4. Offer amazing consultancies that generate recommendations.

This way, you can increasingly monetize while **impacting the world** every day.

Got the idea? Wonderful.

## I Understand The Plan. What To Do Now?

If you've made it this far, chances are you're seeing what business model you can follow from now on.

I needed to share all these behind the scenes first and only later make an **exclusive proposal**.

In addition, this offer here (a little hidden) is also a way to filter out those who always get in the way.

I have decided to release some new vacancies for our **Sustainable Consultant Mentorship**.

This is a **group mentoring**, with exclusive meetings on ZOOM.

The purpose of mentoring is to help you **build a plan** for you to create your Sustainability Consulting business.

But before that, validate a strategy. A complete analysis and action plan for your business.

I make this type of offer for **two reasons**.

**01 - Because it is something that we can generate quick results.**

After all, it is an analysis and conversation with a small group of people. Then, we can create custom plans.

## **02 - The public that invests in mentoring trusts our method and our ability to generate a positive social impact.**

Therefore, they are people who will not be arguing. They will execute. This audience **generates results** and advances to our more advanced groups.

I also see Sustainable Consultant Mentoring as a quick way to attract the best clients in your market.

### **Mentoring is divided into two phases.**

**The first phase** takes place with group meetings. They take place on four Fridays at 2:00 pm. The meetings will be approximately 4 hours long each.

Here we deliver each step of the process of our UGREEN Culture Methodology **in every detail.**

Soon after this delivery, the **orientation**. This is the time to clear up your doubts, define your plan, understand your moment, analyze your message, and put all the pieces together.

After these four weekly meetings, we have a **second phase** to follow your strategy implementation.

You will contact us directly within our Telegram channel for 30 days. So this is the time to follow its evolution.

Honestly, 30 days is enough to unlock or scale what you learned in mentoring. We leave this complementary period to make you safer. After all, doubts may arise, and obstacles may appear.

I've had good results with this customer profile that shares their background in a **closer and more detailed way**.

Adjustments are made, improvements are activated, and everything happens quickly.

The market is **advancing faster and faster towards sustainability**.

So we decided to create this different experience to generate a more substantial impact on the journey of those who seek to pursue the path of doing good for the world and earning well for it.

Something that you will have a lot of help with during this group moment involves the four steps:

1. Discover the best consulting opportunities.
2. Develop ways to find customers.
3. Define your scope of work.
4. Offer amazing consultancies that generate recommendations.

Most find it very difficult to **validate these steps**.

How should I position myself? Which audience do I need to focus on? How to improve my message? How can I make my clients more able to close with me? Which products should I focus on? What products should I focus on?

With group mentoring, **we will help you with these goals**.

And the value won't be any big obstacle either.

The investment is **US\$447** (single payment) or three installments of US\$160.

I know it seems a bit exaggerated what I'm going to say now. But it's 100% true.

The sustainability consulting market is still **far below its real potential**.

As I said before, the market is growing at 17% a year, and companies are just becoming aware of what they need to do within their business.

The concern only increases everywhere.

I want to say this: I've been part of this market since 2008. And I've never seen such immense **growth as last year**.

In other words, the time to grow is **now**. Seize opportunities, seize market gaps, and scale.

Most are still stuck in outdated methods.

You can take the **lead in your region** and create an efficient and viable sales plan for your company to grow and positively impact the world.

If you want to **secure one of** the mentorship vacancies, you can [talk to my team by clicking here.](#)

If you liked what you read, you want to implement all this routine in your company during the next few months. We will help you with this implementation.

**In short:** 30 days with a group mentorship and 30 more days of direct follow-up to help you in all the pillars of your sustainable consulting business.

5. **Discover the best consulting opportunities**
6. **Develop ways to find clients**
7. **Define your scope of work**
8. **Offer amazing consultancies that generate recommendations.**

If you want to live this experience of premium mentoring, this is your chance.

[Click here to get access to the Sustainable Consultant Mentorship.](#)

[Click here to get access to the Sustainable Consultant Mentorship \(3 Installments payment plan\)](#)

[Click here to chat with the team.](#)

Greenhero rise!

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Questions? Send an email to our customer success channel:  
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