



FORMER SENIOR EXECUTIVE, CONSTRUCTION

Straight from a senior corporate role to six clients, and home every night

Ashley Chivers was a senior executive in construction. He went straight from a full-time corporate role into his own advisory practice, with no side project first. He now advises owners in construction and the trades.

6 clients

and £12,500 invoiced in a month

30 hours

a week, down from 50 to 60

Home

every night, instead of away three a week

IF YOU'RE ASKING

*“Can you guarantee it'll work?
What will my partner say?”*

This is Ashley's answer.

01

Before

Fifty to sixty hour weeks, and away three nights a week. "I'd be at home, but I wouldn't be involved. Present but not engaged." With his children going through their GCSE years, that had to change.

He's straight about the start: "The reality is it just takes a little bit longer," and the corporate package was a good one. "It's been an emotional rollercoaster, but perseverance is working."

**“Now I work around 30 hours, earn similar
amounts, and I'm home every night.”**

ASHLEY CHIVERS

02

The build

The turning point was the LinkedIn structure. One post, written to the guidelines, brought a call the same afternoon, and he was working with that client the following week.

Since then it has always been several touch points, never one magic post. A multi-site roofing merchant came from his January newsletter and booked two two-day training programmes for £6,600 on the spot.

Now

Six clients, £12,500 invoiced in a month, around 30 hours a week, and earnings similar to his corporate role. He's home every night. Some clients see him on site for a morning; others meet him online.

At least three of his clients have doubled their profit within twelve months, including a plumbing and heating engineering business.

IN THEIR OWN WORDS

As it happened



Ashley Chivers

6 days ago · 🏆 Wins

6 clients, £12,500 invoiced in June, half the hours

Secured 2 new clients this week, bringing me to 6 in total. In June, I will invoice £12,500 and just need £2,500 more to hit my £15,000 monthly target.

In my old corporate job, I worked 50-60 hours a week and was away 3 nights a week. Now I work around 30 hours, earn similar amounts, and am home every night.

It has been an emotional rollercoaster, but perseverance is working.

👍 Like 25

💬 10 comments



Ashley Chivers

4 days ago · 🏆 Wins

£8,100 invoiced after signing 4th client

Secured a new multi-site Roofing Merchant client from my January newsletter. Booked 2 x 2-day training days for £6,600.

Used the COACH method to understand their needs, and the MD agreed to the investment on the spot and discussed adding more.

Now at 4 clients and invoicing £8,100 in March. The £12k/month target is getting closer.

👍 Like 34

💬 15 comments

WHAT ASHLEY WOULD TELL YOU

“Don't regret not taking this opportunity. I'd banked enough experience that if it didn't work, I'd get another senior job. No one can take that experience away from you.”

ASHLEY CHIVERS

See if it's a fit

A 15-minute call with Pam, our co-founder.

businesscoachacademy.com/bookacall

Read it online, with the videos

Ashley Chivers's full story.

businesscoachacademy.com/case-studies/ashley-chivers

Results vary with experience, market and effort. Figures are in the member's own words.