

# ROBIN CANGIE

## MARKETING EXPERT HELPING CONSULTANTS & FREELANCERS

Robin helps consultants and freelancers build six-figure consulting businesses and be an “obvious yes” to the clients they want. She earned her marketing stripes with 10 years in the tech industry, most recently as VP Marketing at Jhana, a leadership development start-up.

Robin joined Jhana as employee #8 and built the marketing team from the ground up. In 2017, after the company was acquired by industry heavyweight Franklin Covey, Robin decided it was time to strike out on her own. She spent the next three years building and growing a six-figure consulting business and now helps other freelancers, consultants and aspiring corporate escapees do the same.

A passionate world traveller, aspiring middle-grade author and unapologetic cat person, Robin lives in the Pacific Northwest with her partner and two magical orange cats.



A GREAT  
GUEST FOR  
YOUR NEXT  
PODCAST

### SUGGESTED TOPICS TO DISCUSS

- Personal branding for people who hate personal branding
- Building a six-figure consulting business without a huge marketing budget
- Dealing with Imposter Syndrome
- Positioning your products or services so their value is obvious to your ideal clients
- Marketing yourself in a totally authentic, non-sleazy way



### SUGGESTED QUESTIONS TO ASK

- What is your advice for people who know they need to market themselves but feel really uncomfortable with self-promotion?
- What is the biggest mistake that freelancers and consultants make when it comes to marketing themselves?
- You have some pretty contrarian views about marketing. What is something you believe that most people in your industry would disagree with?
- If listeners take away just one thing about marketing from our interview today, what would it be?
- So many talented people struggle with marketing themselves and their work. Why do you think that is?
- What has been the most surprising thing about building your own six-figure consulting business so far?