



Naked consulting requires the provider to be vulnerable — to embrace uncommon levels of humility, selflessness, and transparency for the good of the client. Client loyalty and trust are achieved by overcoming the following three fears:

A FEAR OF LOSING THE BUSINESS drives a service provider to protect their client base, business opportunities, and revenue by censoring feedback and avoiding difficult issues.

To Overcome: *Give Away the Business, Consult Instead of Sell, Tell the Kind Truth, Enter the Danger*

A FEAR OF BEING EMBARRASSED impedes a service provider's ability to provide open, honest insights because they hold back their ideas, hide their mistakes, and edit themselves to save face.

To Overcome: *Ask Dumb Questions, Make Dumb Suggestions, Celebrate your Mistakes*

A FEAR OF FEELING INFERIOR challenges a service provider's assumption that they must preserve their social standing with the client at all costs.

To Overcome: *Honor the Client's Work, Make Everything about the Client, Do the Dirty Work, Take a Bullet*