



Your own HR consultancy

The perfect blend of  
independence and support

face2facettHR

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# Are you ready to start your own HR consultancy?



If you're an experienced HR professional looking to take more control over your career and build something of your own, this could be the next step.

Running your own HR consultancy offers independence, flexibility, and the opportunity to create a business that reflects your goals. But it also requires commitment, initiative, and a willingness to actively build and grow a client base

At face2faceHR, we provide a proven framework, practical support, and the tools to help you establish and develop your consultancy with confidence.

You won't be starting from scratch—but success comes from those who take action and make the most of the opportunity.

This prospectus outlines how the model works and the type of individuals it is best suited to, so you can decide whether it aligns with your ambitions.

If you're ready to build a business—not just step into a role—I look forward to speaking with you.

*Eleanor*

*Take control of your working life!*



*Jane built a business quickly by taking action and using the framework*

"Eleanor is a fantastic mentor and her advice and guidance is always practical and straightforward. The combination of support and a clear framework helped me win work quickly and get my business up and running faster than I expected.

I wouldn't hesitate to recommend face2faceHR to other HR professionals who may be ready to launch and build their own consultancy business."

*Jane Fryatt,  
face2faceHR Abingdon*

face2faceHR

# Why do small businesses need you?

Small businesses have all the same people challenges and legal obligations as larger employers but are often ill-equipped to deal with any HR issues that might arise.

The number of small employers in the UK continues to grow, and small business owners are more conscious than ever of the value good employment practices can add to their business.

face2faceHR offers tailored HR services for small and medium-sized employers without internal HR support.

This ranges from handling difficult employee relations issues to advising business owners on organisational design.

We help SMEs get the most out of their people, providing proactive, pragmatic and realistic advice which releases small business owners to focus on what they are really good at.

*Small businesses need practical, pragmatic HR advice, and the impact you'll make will be significant.*



## Key figures



SMEs (up to 249 staff) account for up to 60% of the employment and around half of turnover in the private sector.



Since 2000, the number of small employers (1-49 staff) in the UK has gone up by 27% and the number of medium employers (50-249) by 33%.

*Michael finds the structure and tools invaluable  
for focused business development*

“Speaking to Eleanor as the founder made a big difference. I thought it was a great personal touch.

Regular personal contact with Justin combined with the structured learning approach meant there was someone to help keep me on track.

The HR resources, admin systems, business tools and support from both the franchise team and the fellow franchisees is superb.”

*Michael Widera,  
face2faceHR  
Wakefield*

*face2faceHR*



# Why opt for a franchise instead of 'going it alone'?

Here are some of the advantages of joining an established franchise:

## Established brand

With a franchise someone else has already spent time and money developing a brand that works, including research, design costs, advice from experts and lessons learned from being 'in the field' with clients.

## Higher business success rates

The British Franchising Association and NatWest Bank regularly conduct a survey of franchisees from a wide range of sectors. Their research consistently shows over 90% of franchisees reporting profitability, and only 4% failing annually due to commercial reasons.

Depending on what statistics you read, the general failure rate for start-ups in the UK is between half and two thirds failing during the first five years.



## Faster return on investment

As a franchisee, you'll bypass months spent as an independent figuring out how to get clients; spending money on marketing initiatives which don't work; developing a brand; working out how to charge, and many other things. We've done all that already, saving you time and money so you'll be profitable sooner.

## Support

It can be a lonely business working on your own but as part of a franchise you will have access to support from the franchisor as well as peer support from other franchisees.



*An established brand gave Hannah confidence to build her business*

“Joining face2faceHR has genuinely been one of the best professional decisions I’ve made. The support, structure and encouragement have been outstanding.

The franchise model gives you the confidence of an established brand, proven systems and ongoing guidance, while still allowing you the freedom to build your own business in a way that suits you.

If you’re considering joining, I would wholeheartedly recommend it. It’s a fantastic opportunity to grow a rewarding HR consultancy with the backing of a supportive and forward-thinking franchise.”

*Hannah Alexander  
face2faceHR Woking*



## Who are we looking for?



*If you're determined, ambitious and love the sense of fulfilling your potential then you could be the right fit for us.*

Our partners represent the face of face2faceHR, so we look for individuals who combine strong HR expertise with the mindset to build a successful consultancy.

### Experience

You should have several years' generalist HR experience, advising at a senior level, ideally with exposure to private sector organisations. You'll be confident working independently, applying practical HR solutions, and translating your expertise into real business value for clients.

### Personal qualities

We're looking for individuals who are:

- Down-to-earth, approachable and credible
- Commercially minded in their approach to HR
- Proactive, self-motivated and comfortable taking initiative
- Interested in building and growing a client base, not just delivering HR support

### Commitment

Running your own consultancy requires time, consistency and focus particularly in the early stages. You should expect to dedicate a significant portion of your working week to client delivery and business development, actively engage in marketing and relationship-building activities, and take responsibility for generating and developing your own opportunities.

*Support and structure helped Vanessa move quickly from starting out to delivering with confidence*

“Eleanor and her talented team at face2faceHR work hard to support you and remove the fears you naturally have when starting up your own business.

They provide oodles of resources, materials and constant support to carry you forward to be the best HR Consultant you can be for your small business clients.

Not only that, they are damn nice people to be around too!”

*Vanessa Frampton,  
face2faceHR Horsham*



## What will you offer clients?

As a partner with face2faceHR, your professional expertise will be invaluable in providing tailored HR advice and support with the personal touch. You'll cater to a wide range of small to medium-sized businesses, each with unique requirements.

You'll offer the following range of services, all designed to ease the pressure on business owners and management:

### FACEit HR support service

This is our comprehensive support service. It is designed to provide your clients with peace of mind and unlimited access to expert advice and support.

The service includes keeping policies up to date, telephone and email support, quarterly review meetings, letters drafted and on-site time.

### Ad hoc advice

You will give general HR advice on a wide range of issues such as employment law, recruitment, rewarding and motivating staff, absence management, discipline & grievance and dismissal.

### Projects

Our consultants also regularly undertake project work which might include restructuring, redundancy, TUPE, organisation design or developing reward systems.



### Breathe HR system

We partner with Breathe to offer a user-friendly HR system designed with SME clients in mind. This gets great feedback, and as well as being an excellent tool to offer your clients, also provides additional income for you.

*As well as our core offering, consultants can also choose to offer training, management coaching, psychometric testing and other complementary services.*

## *Lisa's move from first conversation to taking action*

"When I was considering HR consultancy I was introduced to Eleanor and from that first conversation I had a really good feeling about face2faceHR.

I very much identified with the brand, and loved Eleanor's genuine desire to support HR professionals set up their own consultancy - I knew I just needed to take the leap!

It's great being part of the face2faceHR team, I'd highly recommend speaking to Eleanor if you are thinking of making the move to HR consultancy."

*Lisa Macdonald,  
face2faceHR Basingstoke*

*face2faceHR*



# What do you get?

As a partner with face2faceHR, you'll have the independence to run your own consultancy, supported by a proven framework designed to help you build and grow your business.

## Structure, tools & support

We provide proven sales and marketing strategies, marketing materials and brand assets, pricing guidance, templates, documents and operational guidelines, as well as ongoing support and guidance from our team

These resources are designed to help you get started quickly and operate with confidence.

## Brand & credibility

From day one, you'll operate under the face2faceHR brand, giving you immediate credibility in the marketplace and a platform to start building your reputation.

## The PlayBook

At the heart of our support system is the PlayBook- a structured guide that outlines how to build and develop your consultancy. It provides clear direction across key areas of the business, including marketing and business development , service delivery, pricing and positioning.



*While the PlayBook gives you a clear framework, success comes from how consistently you apply it, and take action to grow your client base. "*

*Support gave Kathryn the confidence to achieve measurable outcomes straight out of the blocks*



"Eleanor's common sense, practical approach to HR and business is a breath of fresh air, and knowing that I have someone to talk to who's been there and done it is hugely reassuring."

"I wouldn't hesitate to recommend it for any HR professionals wanting to make the move into consultancy"

*Kathryn Rodgers,  
face2faceHR  
Newcastle-Upon-Tyne*

*face2faceHR*

## What else is included?



*You also get regular events, training and get togethers with other partners.*

### Your face2faceHR package also includes:

- Access to our CRM system to help you track your leads, maximise sales and manage your contacts.
- Subscription access to Lex HR AI, a secure tool that gives you accurate, personalised HR and employment law guidance.
- Terms of business, engagement letters, invoices and proposals.
- Access to our proven 6-point marketing model.
- A brand that we know works, with clear brand guidelines.
- A professionally hosted website with your own page fully optimised for SEO.
- Post-coded territory with supporting information.
- Monthly online employment law/discussion drop-ins.
- A suite of products that have been developed, researched and tested, and a proven flexible pricing strategy.
- Monthly email newsletters designed and written for you, case studies and other regular mailshots.
- A constant stream of articles, tweets, infographics, downloads and resources which you can use for marketing.
- Business cards, an exhibition banner and access to brochures and other marketing materials.
- Access to discounted membership of HR Inner Circle - an HR membership community offering expert guidance, practical resources and legal support.

A portrait of Vivian Adeyemi, a Black woman with her hair styled in braids, smiling warmly. She is wearing a black top with white polka dots and a necklace with a blue stone pendant. The background is a soft, out-of-focus grey.

*Vivian's coaching helped her find the  
mindset for business growth*

“I found the whole experience of joining face2faceHR very smooth. When I first made an enquiry, the chat with Eleanor was very helpful and there was no pressure.

My onboarding was also smooth and I was able to work with a business coach to ensure I had the right mindset as a business owner.”

*Vivian Adeyemi,  
face2faceHR  
Bury St Edmunds*

*face2faceHR*



## What early support is available?

We have two carefully-structured programmes, designed to get you off to a flying start and reduce stress levels in that crucial early stage.

### Our Fledgling Programme

Our pre-launch programme is designed to guide you through the process from start to finish, making sure that everything is logistically ready for your launch date, and, more importantly, you feel ready.

The programme is designed with training and other activities each week, covering everything you need to know about marketing, business management, clients and services. It's combined with dedicated support from us, and takes you through everything in a logical way.

### Our Flying Start Programme

We make the most of that first 12-week period, with additional training, activities and coaching while you're getting up to speed and starting to get client work coming in.

It covers more in-depth work on marketing strategies, business growth and mindset to make you feel more at ease with owning your own consultancy and planning your business development.

The programme also covers in-depth practical training on employment law; and guidance on key moments like your first proposal and first client meeting.

*That initial period just before launch and during the first three months is critical to making your business successful quickly.*

*Your package is designed to get you started straightaway.*



*Caroline got off to a flying start to build her client base*

“My experience joining face2face HR has been incredibly positive. The onboarding process was slick and well organised, with fantastic information and training from the outset. What really stood out was the warm, supportive feel of the business.

I felt genuinely supported every step of the way and couldn't have asked for a better start.”

*Caroline Rigby,  
face2faceHR Burton-on-Trent*



*face2faceHR*

## *Will I get ongoing support?*

As well as our initial launch programmes and training, when you become a face2faceHR franchisee you will benefit from:



*We continually review, research and develop all areas of our package.*

*Training and support both in the early stages and on an ongoing basis are key.*

-  Coaching and mentoring with our founder, Eleanor Deem.
-  Support and assistance from the Franchise Manager and other team members.
-  Twice-yearly, two-day conferences bringing together consultants to connect, learn, share experiences, socialise and grow both personally and professionally.
-  A WhatsApp message group with other consultants giving support, ideas and encouragement.
-  Holiday cover when you need it from colleagues who work the same way you do, which is very reassuring to clients.
-  Invaluable sector and subject specialist knowledge from consultants with a huge range of experience.
-  Internal referrals for work, when colleagues are busy, or it's not something they want to take on.



*Following the PlayBook helped Sue focus on getting clients straightaway*

"Having the brand, strategy, marketing and pricing at your finger tips means that you can concentrate on getting your clients from day one.

Many HR consultants I've spoken to are very envious of how much we receive and the brilliant support available to us.

I'd highly recommend having a chat with Eleanor if you are thinking of taking the plunge to go it alone... you won't regret it."

*Sue Pardy,  
face2faceHR Milton Keynes*

*face2faceHR*

# One-to-one coaching programme with MindAbility Consulting Ltd

With this one-to-one coaching programme, you'll develop the knowledge, tools and techniques to build a successful, profitable business.

We've partnered with Sam Eaton, founder of MindAbility Consulting, to provide a bespoke coaching programme designed exclusively for our franchisees. With over 25 years of experience as a global business coach for HR professionals, Sam brings expert guidance to help you develop essential business skills while running your franchise in a way that works for you.

This six-month programme offers fortnightly one-to-one video sessions with Sam, plus ongoing access for advice and idea-sharing between sessions.



Unlike passive online courses, this is a hands-on, action-oriented programme focuses on practical skills like sales mindset, attracting clients, mastering sales conversations, handling objections, and building a long-term business pipeline - all tailored to your unique goals and approach.

With Sam and the HQ team behind you, you'll have expert guidance to build strong foundations and grow your business with confidence.

To check out more, visit: [www.mindabilitybusinesscoaching.com](http://www.mindabilitybusinesscoaching.com)



*Lynne is building her future with our expertise and support*

“Running my own consultancy through face2faceHR has given me the freedom I wanted, alongside the support and shared expertise that genuinely matter.

I’m part of a franchise that values good, ethical HR and makes it easier to build a sustainable business I’m proud of.

If you’re considering starting your own HR consultancy, face2faceHR is a decision I’d make again without hesitation.”

*Lynne Moody, face2faceHR  
Fareham*

face2faceHR



# What could you earn and what will it cost?



Starting your own business is a significant decision, and earnings will depend on how you build and develop your consultancy over time. The face2faceHR model provides the structure, tools and support to help you establish your business, but the results you achieve will reflect the time, effort and focus you put into growing your client base.

Based on the performance of existing consultants, in Year One, turnover of up to £85,000 is achievable for those actively building their business.

As your client base develops, many see significant growth in Year Two and beyond. Established consultants commonly achieve six-figure turnover, with some exceeding £350,000.

These figures are based on consistently engaging in business development and applying systems provided.

While we provide the framework and support, building a sustainable and growing consultancy requires ongoing effort to generate opportunities and convert them into clients.

To become a partner, the investment includes:

- Initial franchise fee: £16,250 + VAT
- Monthly management fee: £650 + VAT

There are no royalty fees or percentage-based payments.

*Initial 3-month management fee holiday whilst you kick-off your business development journey saving you £1,950 +vat!*

## Next steps...

If you're an experienced HR professional with the drive to build and grow your own consultancy, and you're ready to take a proactive approach to developing a client base, we'd be happy to hear from you.

The next step is an initial conversation with our founder, Eleanor Deem, where you'll discuss your background, your goals, and whether this opportunity is the right fit on both sides.

You can reach out to arrange a conversation by emailing: [eleanor.deem@face2faceHR.com](mailto:eleanor.deem@face2faceHR.com)  
Alternatively, visit [face2faceHR.com](https://face2faceHR.com) to make an enquiry.

