

From a Podcast Guest Spot to a \$22K Engagement and \$100K+ Pipeline.

How Ed Krystosik, CAIO consultant and Audity co-founder, ran a diagnostic audit for a mid-size law firm and turned a single conversation into a six-figure client relationship.

<p>\$22K</p> <p>FIRST PAID ENGAGEMENT</p>	<p>\$100K+</p> <p>PIPELINE FROM ONE CLIENT</p>	<p>1</p> <p>DIAGNOSTIC AUDIT TO START IT ALL</p>	<p>Credit</p> <p>AUDIT FEE CREDITED TOWARD IMPLEMENTATION</p>
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01 The Setup

Ed was a guest on a podcast about AI in professional services. After the recording wrapped, the host, who ran a mid-size law firm, asked if Ed could come consult for them.

The firm had been hearing about AI for months without a clear starting point. They had tried a few tools, none had stuck, and the host wasn't sure if the problem was the tools or the approach.

02 The Challenge

The firm knew AI was relevant. They didn't know how to prioritize it. Every vendor they had talked to wanted to sell them a specific tool. Nobody had sat down and asked what they were actually trying to fix.

They had pain across document review, client intake, and internal knowledge management. Nobody had mapped those pain points to specific, measurable opportunities.

03 The Move

Ed's opening move: a diagnostic audit run on Audity, scoped as a low-friction entry point. Stakeholder interviews, process mapping, gap analysis, ROI projections per opportunity.

Audity carried the methodology. Ed focused on judgment: asking the right questions, reading the room, translating technical possibilities into business language the partners understood.

06 The Pattern: AITP Model in One Engagement

<p>Consultant brings</p> <p>The relationship, the strategic judgment, the room-reading. The pieces that require a human.</p>	<p>Audity provides</p> <p>The methodology, the assessment engine, the structured deliverable. The pieces that scale.</p>	<p>The diagnostic IS the pipeline</p> <p>Audit becomes wedge. Implementation becomes engagement. Relationship becomes recurring revenue.</p>
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The audit didn't have to convince them AI mattered. It had to show them exactly where and how.

ED KRYSOSIK, CAIO · ENGAGEMENT RECAP

04 The Outcome

At the end of the diagnostic, the firm got a report with specific recommendations, projected ROI for each one, and a clear implementation roadmap. Not a generic "you should use AI more" deck. A plan they could execute.

Within weeks, the firm signed a \$22K implementation project with Ed to execute the top-priority recommendations. That project opened the door to ongoing advisory work, and the total pipeline from that single relationship grew past \$100K.

The audit fee was credited toward the implementation project. That detail removed the last objection before they signed.

05 The Stakes

Senior partners at a law firm don't tolerate generic "AI can help" decks. The proof they needed was a recommendations report tied to ROI projections in language they could take to a partner meeting. That's what the audit produced. That's why they signed.

Want to run this play under your own brand?

Book a demo. We'll walk you through the methodology that turned a podcast appearance into a six-figure relationship.

auditynow.com/demo