

Start Your Own Consulting Business 4th Edition

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this book contains everything one needs to know to set themselves up as a home based consultant create a demand for their services and make money bert holtje an author and a longtime publishing industry consultant shows how to develop a marketable idea operate a home based office draft winning proposals sell services get referrals set fees manage

finances and time and conduct internet marketing define your specialty build a client base make yourself indispensable create a fee structure find trusted subcontractors and specialists become a sought after expert

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consultants work in all fields they operate from offices and from home work for investment firms and as personal trainers or have expertise as accountants and wedding planners the independence flexibility and potential income it brings make for an exciting and satisfying

career and it's an increasingly popular one for highly skilled motivated professionals who've been laid off in this unstable economy this guide features tips and tricks to help beat the competition including how to set and keep personal and financial goals organize important paperwork price and market specific services create advertising and publicity plans grow a business from finding a partner to managing employees minimize and eliminate business risks consultants are paid well for their advice if they know how to operate a successful business with advice from experts in a variety of areas this valuable guide helps you create the business of your dreams

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