

Start Your Own Consulting Business 4th Edition

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about the book starting a consulting business is one of the best ways to leverage your expertise into a profitable career according to the bureau of labor statistics consulting is predicted to be the industry with the largest growth from 2008 to 2018 depending on your skills and experience starting a consulting business can be done quickly and affordably in his book getting started as a consultant alan weiss ph d defines consulting as the application of talents expertise experiences and other relevant attributes which results in an improvement in the clients condition p 1 in essence a consultant uses his knowledge to identify problems recommend solutions and assist in making change meet the author leslie truex is a freelance writer and author on the subjects of small business telecommuting and marketing her books include the work at home success bible adams media 2009 and jobs online how to find and get a work at home job she s the owner of the 14 year old workathomesuccess com which has been recognized by telework and small business associations as a quality resource for work at home information she has appeared on the daily buzz cnn com women s world magazine redbook and in a host of other media outlets excerpt from the book you have a business license a contract and an office but without clients you dont have a business once youve done the busy work to establish your business your most important task is marketing even when you have clients marketing is crucial to ensuring you always have enough work to stay in business the first rule of marketing is realize that its not about you that might sound like a contradiction since marketing is about enticing clients to hire you but clients dont buy you for how great you are or how many letters appear after your name they buy the results you can give them chapter outline start your own consulting business introduction to starting a consulting business how to get started business structure marketing and much more

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

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