

The Business Of Consulting Elaine Biech

occurring in the workforce are leading to more and more people entering the world of contract freelance and contingency work rapid changes in demographics and advances in technology have led companies and talent to engage in profoundly new ways and consulting is one of the keys to success the new business of consulting is authentic and practical and shares the knowledge and skills required to start and grow a successful consulting business from how to make a smooth career transition to how to determine a consulting fee to how consultants inadvertently create a bad reputation it covers everything you need to know to thrive and flourish in this competitive field covers contemporary topics such as how to achieve success in the gig economy discloses a reliable technique to land the clients you want presents options to help you balance your life and your business prepares you for naming your business managing critical financial issues and building a client relationship shows you how to take your income and impact beyond working as a solopreneur the crucial start up days of a consulting business may be frenetic and fraught with questions this new edition provides sanity and answers all the questions it includes practical tools templates and checklists that you can download and implement immediately

to keep your competitive edge in the marketplace you must find practical and inexpensive ways to retain the clients you have develop new clients and increase your bottom line marketing your consulting services is a complete how to guide that will help you develop and implement a dynamic marketing plan that will make your consulting business more visible to clients and more competitive in the marketplace written by elaine biech one of the foremost experts in the field of consulting this practical and easy to use resource includes useful guidance practical ideas special consulting considerations and creative tips marketing your consulting services is filled with the information you need to help you develop a successful marketing plan understand the marketing ins and outs of a small consulting firm find new clients get your clients to refer you to other clients implement inexpensive and effective marketing tools develop creative marketing ideas retain the clients you have today biech urges you to develop a market all the time attitude and to help you get started she recommends hundreds of ideas that can be easily implemented in addition the book s fast fourteen to do today are suggestions you can put immediately into practice to help jump start your business written to be a hands on resource marketing your consulting services also includes quick tips

throughout each chapter for easy reference marketing your consulting services offers you the practical tools and helpful suggestions necessary to market and sell your consulting services it includes everything a consultant needs to know about marketing to be and stay successful

designed as the go to reference for managing a consulting business the business of consulting is candid practical and eminently useful fine tuned to address the changes in today s business environment this vital resource outlines the basics for managing a consulting practice and shows how to develop a business plan market your business charge for your services build a client relationship grow the business ensure your continued professional growth make money in the profession

an action plan for working as a consultant management consulting is a 250 billion industry and growing at a rate of over four percent annually many predict that more than 40 percent of the u s workforce will soon be contingent freelance or consulting members of the workforce making this book more relevant than ever individuals become independent consultants out of necessity or preference necessity because they lost their job or the company offered an attractive exit package preference because they want a career change more control over their time or an enriched varied work situation consulting also appeals to the millennial workforce who are searching for careers that offer a good salary as well as meaningful work the new consultant s quick start guide serves as a companion to the new business of consulting provides you with a place to plan your transition into consulting helps you identify your niche develop a business plan charge what you re worth and create a marketing strategy to ensure a steady stream of clients prepares you for changes you will encounter beyond your professional life including social family and financial aspects the new consultant s quick start guide helps you work through the challenges of consulting such as working alone deciding on necessary insurance coverage finding your first clients struggling with cash flow and understanding market trends

the consultant s quick start guide offers a practical approach to setting up a consulting business throughout the guide elaine biech author of the best selling the business of consulting shares both her own secrets as well as those of numerous other

successful consultants with a focus on the business side of consulting biech takes you through a painless fill in the blanks step by step process for setting up your consulting firm new sections include why a consulting career five reasons why you may be a good investment how much will clients pay your first to do list what to call your business creating and writing business plans office location options setting up your office including furnishing your office and planning your technical needs electronic records including monthly expense records revenue projections and invoicing staying organized including a session planner determining your market niche creating your marketing plan developing your website reviewing your first year with your family electronic resource list available online skills and knowledge required of consultants

turn to the definitive guide for all your consulting questions atd s handbook for consultants unpacks what it takes to run a successful consulting practice that delivers world class solutions for clients all with the benefits of a self directed work life as companies and organizations become increasingly strategic with how they use employee resources more are engaging external consultants as highly skilled temporary labor when they lack the specialized expertise to handle their growing needs without the staffing flexibility to complete special projects that require more employee hours and specialized skills companies recognize the benefits of fresh perspectives new ideas outside opinions and the speed and efficiency of an expert consultant who in many cases has already tackled similar challenges with other companies consulting is at the top of the list of career moves for talent development professionals and others who have unique skill sets and expertise whether you re considering branching out on your own you ve just launched and are struggling to keep yourself afloat or you re looking to take your business to the next level this book will help you clarify your why and make your transition a soft landing learn to set a business strategy write winning business proposals and market your products and services gain perspectives on multiple consulting career paths from forming an independent consultancy to joining a boutique consulting practice to consulting with a large company edited by consulting powerhouse elaine biech this book is broken into five parts exploring consulting so you want to be a consultant getting started plan your consulting future delivering results the work of a consultant developing business find and keep clients focusing on your future define success your way tap into the sage wisdom actionable takeaways

and practical tools in this book and set yourself apart from the competition on your journey to becoming a successful consultant

the consultant's quick start guide offers a practical approach to setting up a consulting business throughout the guide elaine biech author of the best selling the business of consulting shares both her own secrets as well as those of numerous other successful consultants with a focus on the business side of consulting biech takes you through a painless fill in the blanks step by step process for setting up your consulting firm new sections include why a consulting career five reasons why you may be a good investment how much will clients pay your first to do list what to call your business creating and writing business plans office location options setting up your office including furnishing your office and planning your technical needs electronic records including monthly expense records revenue projections and invoicing staying organized including a session planner determining your market niche creating your marketing plan developing your website reviewing your first year with your family electronic resource list available online skills and knowledge required of consultants

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the 2004 pfeiffer annual consulting is a ready made toolkit of ideas methods techniques and models that assist and support your work as an organizational consultant the materials provide a highly accessible means of interacting with a variety of systems and processes as diverse as collaborative work systems and executive coaching to strategic planning and organization development the book is divided into four sections experiential learning activities elas editor's choice inventories questionnaires and surveys and articles and discussion resources elas are the mainstay of the annual and cover a broad range of consulting topics the activities are presented as complete and ready to use designs for working with groups facilitator instructions and all necessary handouts and participants materials are included editor's choice pieces are material that doesn't

fit the other categories and take advantage of hot topics

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