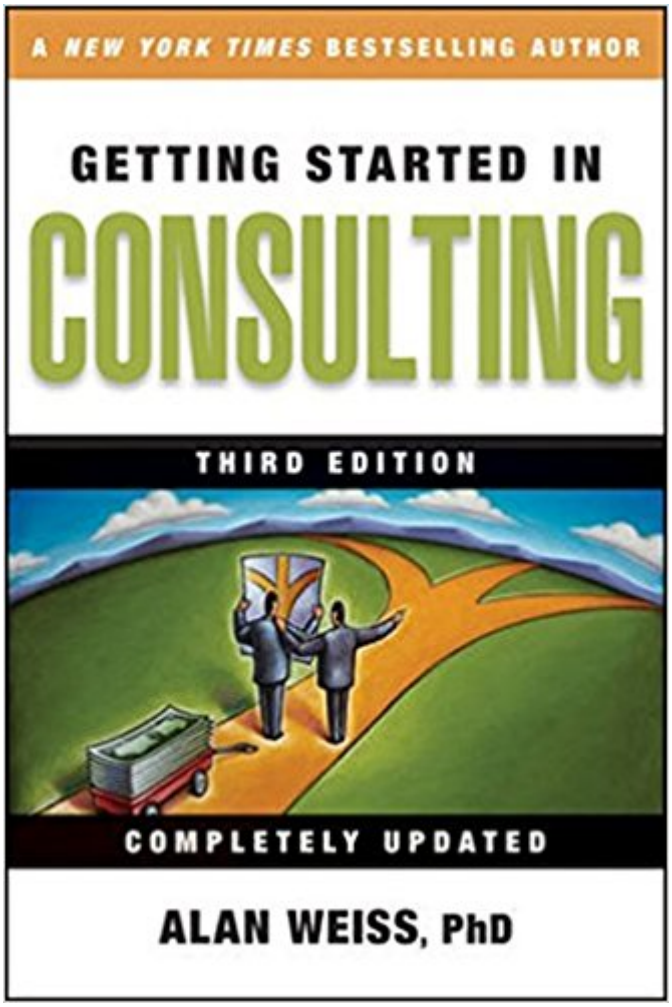
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Getting Started In Consulting



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Synopsis

The Unbeatable, Updated, Comprehensive Guidebook For First-Time Consultants Getting Started In Consulting More people than ever are making the jump from corporate offices to home offices, taking control of their futures, being their own bosses, and starting their own consultancies. Consulting is a bigger business than ever and growing every day. For almost a decade, Alan Weiss's Getting Started in Consulting has been an indispensable resource for anyone who wants to strike out on his own and start a new consulting business. It provides a rich source of expert advice and practical guidance, and it shows you how you can combine low overhead and a high degree of organization to add up to a six- or even seven-figure income. You'll learn everything you need to know about financing your business, marketing your services, writing winning proposals, meeting legal requirements, setting fees, keeping the books, and much more. This new Third Edition of Getting Started in Consulting is more comprehensive, up to date, and practical than ever. In addition to the nuts-and-bolts basics, you'll also get a wealth of new information and resources: How to leverage new technologies to lower your business costs and increase your profits A budget sampler that shows you how best to maximize an initial start-up investment of $5,000, $10,000, or $20,000 Free downloadable tools and forms to help you design and start your business quickly and easily New interviews with consultants who achieved rapid success, including their personal stories and most effective techniques Brand-new references, examples, and appendices If your dream in life is to get out of the office and out on your own, consulting is a great way to make it happen. Make sure you do it right—and do it profitably—with Getting Started in Consulting, Third Edition.

Book Information

Paperback: 320 pages

Publisher: Wiley; 3rd edition (March 23, 2009)

Language: English

ISBN-10: 0470419806

ISBN-13: 978-0470419809

Product Dimensions: 6 x 0.9 x 8.9 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 110 customer reviews

Best Sellers Rank: #77,984 in Books (See Top 100 in Books) #39 inÃ Â Books > Business & Money > Small Business & Entrepreneurship > Consulting

Customer Reviews

Alan weiss is a consultant, speaker, and bestselling author. His firm, Summit Consulting Group, Inc., has consulted with such clients as Merck, Hewlett-Packard, GE, and Mercedes-Benz, among many others. His thirty other books include the bestseller Million Dollar Consulting. For more information, contact him at his blog, www.contrarianconsulting.com, or Web site, www.summitconsulting.com.

I purchased this book in 2012, when I also joined the author’s online community. Over the years, I’ve been able to observe the results other consultants have had following the author’s advice. But I’ll limit my review to this book.1. The book is an easy read and gives you a solid overview of what it takes to start a basic consulting business. The keyword here is "start." It’ll show you how to turn on the ignition and get into Drive, but to go beyond that requires additional skills.2. This book is a lead generator for the author’s own business. He’s in the business of selling mentoring programs, products, and events to other consultants. He readily admits this and even cites it as evidence that his marketing advice works.3. This book is about marketing, not so much the act of consulting. If you’ve already got clients and just want to become a better consultant, this won’t be of much help.4. The marketing process laid out in this book is time-consuming and requires you to play the long game. It’s not for those looking to land some lucrative consulting gigs quickly, unless you’ve already got an established brand.5. The author absolutely expects you to strictly adhere to his 9-step proposal process, which requires developing trusting relationships with C-suite executives prior to even writing a consulting proposal.

"Getting Started in Consulting" is without question the best single-volume introduction to consulting currently available. Alan Weiss explains the steps necessary in establishing a successful consultancy from introspection (i.e. is this career right for me?) to execution. Between those two points he covers everything from sales and marketing, office equipment selection, market analysis, and perhaps most importantly, value based fees.While I have done some consulting part time in the aviation field over the years, I do not consider myself an experienced consultant. As I anticipate diversifying my consulting practice, I find that the tips and real-world advice in this book are unparalleled. I especially like the intermittent text inserts where Dr. Weiss tackles common problems and misconceptions with other consultants. My only minor critique of the book is that it is printed in green ink which I found hard to read in some lighting situations (I read most of the book on a plane at night).I highly recommend this book to anyone interested in consulting, and to experienced consultants as well. The level of logic and detail in this book makes it an enormous value. I will be

buying more books by Dr. Weiss, and think this belongs on the bookshelf of any professional consultant.

Consulting is one of my favorite parts of freelancing. And this is a great guide on getting started

Oh my! I received "Getting Started In Consulting" the week between Christmas & New Year & I devoured it in a few short days! It is packed with insights, tips, advise - just what I was looking for. I started my consulting biz about 6 months ago w/ client in hand. My New Year's resolution is to get my company organized & focussed - being deliberate in pursuing new business - and really doing this consulting gig "right." I found the perfect book! I couldn't put it down. A friend is considering starting her own consulting biz - I said she'll have to get her own copy because mine will be used as a reference for many months to come. It is well worth the small investment. There are few points that are not exactly rocket-science and the reality is, if the ENTIRE CONTENT of this book is new information for you - then you don't need to be in the consulting business in the first place. However, there is enough new material, enough good pointers and techniques that I say "don't throw out the baby with the bath-water." You will be doing yourself a favor by reading it all the way through and implementing some of the tactices he employs. Some of the ideas he mentioned are things I was already considering - but he gave validations to my ideas. This book will help with clarity on marketing, positioning, and growing your business. Of course, if you choose not to read it - that's fine too - more clients for me! Here's to a prosperous New Year!

Here's a book written not only by an experienced consultant but also by someone who loves the profession. I found the book extremely useful to enhance my practice and also kept me motivated. Having said this, the author is very clear on the fact that this line of business is not for everyone.

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