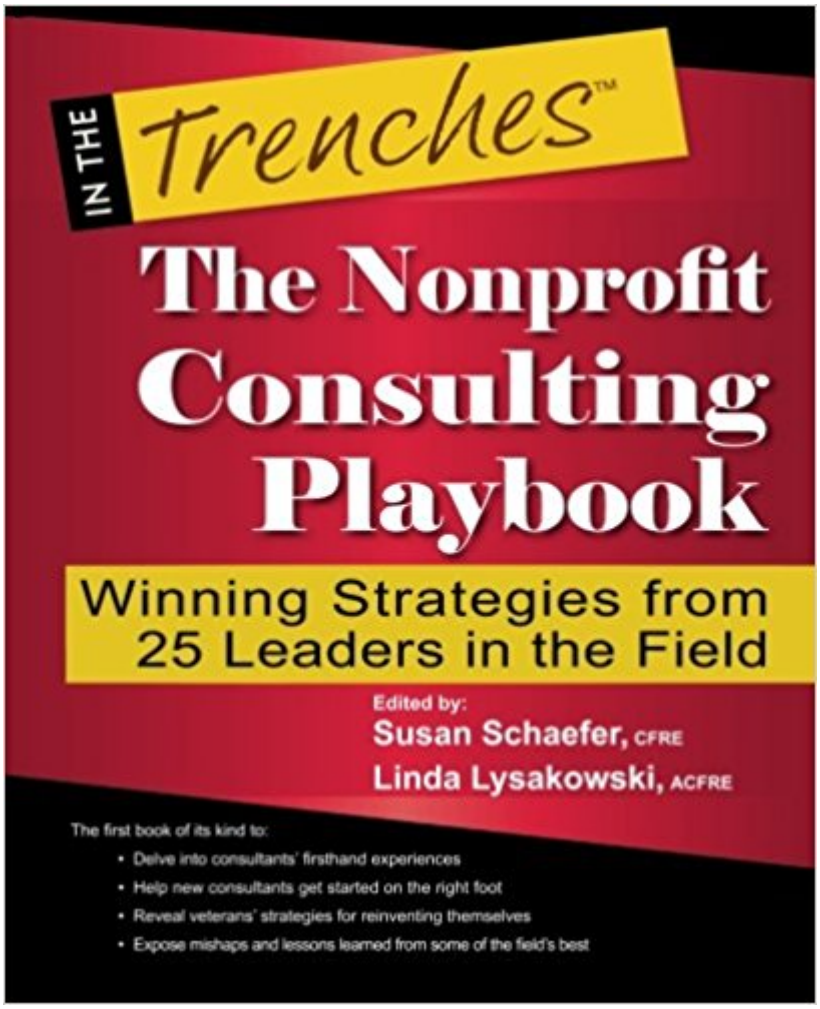
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The Nonprofit Consulting Playbook: Winning Strategies From 25 Leaders In The Field (In The Trenches)



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Synopsis

What if you could sit down with 25 successful consultants and ask them what makes their businesses tick? In The Nonprofit Consulting Playbook: Winning Strategies from 25 Leaders in the Field, Susan Schaefer and Linda Lysakowski have compiled a first-of-its-kind insight into the everyday lives of consultants to the nonprofit sector. This collection of firsthand articles takes the reader on a journey that spans a consultantÃ¢â ¬â„¢s professional lifeÃ¢â ¬â •from the decisions that formed the business to a detailed set of options for winding it down. The beauty of this book lies in the honesty of its 25 contributors. They write openly about the decisions that guided their business models, their early mistakes, and their lessons learned. Even those in this business for decades have commented that their copies of The Playbook are strewn with highlights and bookmarks. It's a fun, informative read that gets into the minds of people who have consulted for at least a decade. The PlaybookÃ¢â ¬â„¢s first-person storytelling has a style that will both inform and entertain. Most importantly, it has the power to transform your businessÃ¢â ¬â •or your future businessÃ¢â ¬â •in ways large and small. From insider retellings of client stories to state-by-state registration requirements, its contents will guide basic decisions for the life of your business. Readers will find answers to these questions and more: What can I do to prepare myself before I start consulting? How should I determine my scope of business? How should I set fees and get off to the right financial start? Which marketing strategies work best? How do I close a deal with potential clients? How do I deal with angry, slow-paying, or demanding clients? How can I grow or reinvent my business? How do I regroup when business is slow? What information should I include in contracts? What state regulations might apply to my business? The list goes on! The Playbook does not tell the reader what to do. Instead, itoffersindividual accounts that walk the reader through a businesspersonÃ¢â ¬â„¢s thought processes, actions, and reflections about a given subject. The main takeaway: there is no one path to success. While directed at those who serve the nonprofit sector, The Playbook offers valuable lessons for all consultants. Even those who serve the for-profit sector will benefit from articles about naming your business, marketing, and closing the deal with prospective clients. The Playbook is a must-have guide if you fall into any of these categories: A professional who is exploring a future career path in consulting. A staffer who is currently making the transition into full- or part-time consulting. A novice consultant who wants to get off on the right foot. A veteran consultant who wants to strengthen, reenergize, or reinvent your business. Written by these highly successful nonprofit-sector consultants: Helen B. Arnold Betsy Baker Jean Block Jan F. Brazzell Ellen Bristol Pamela A. Cook Michelle Cramer Bob Crandall Marti Fischer Gayle L. Gifford Mary Hiland Margaret M. Holman Simone P. Joyaux Linda Lysakowski Alexander

Ã¢â ¬Å“SandyÃ¢â ¬Â• Macnab Stephen C. Nill Meri K. Pohutsky Sandy Rees Eugene A. Scanlan Susan Schaefer Martha H. Schumacher M. Kent Stroman Justin Tolan Sandra Migani Wall Deborah Ward

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Customer Reviews

I just started reading this book and I've already established it's a must read for anybody considering becoming a nonprofit consultant or someone who has been in the business for a while. I wish I had this when I started 10 years ago but I've already learned new things and had confirmation of things I suspected.I love the fact that other consultants are sharing their experiences.I can highly recommend this book the Nonprofit Consulting Playbook. I can see myself picking this up for many years to come!

I've already read this wonderful book, cover to cover. It's like sitting down over coffee with 25 of the best consultants in the country. Points of view and experience differ among them, and there is much to learn. It's a breezy and important read for anyone starting out in consulting, and I'm sure that experienced consultants will appreciate the different perspectives they can learn from it as well. Thank you to Susan and Linda for writing the playbook and to all the consultants who participated by sharing their experiences. This is a book I will keep nearby.

This book is a highly personable read and chock-full of an amazing array of useful experiences for potential or existing consultants to draw upon. I really appreciated that the book presents a variety of different perspectives and opinions, from which one can pick and choose which are most relevant and responsive to one's own interests. Even though I've read several books on consulting or freelancing, this book introduced me to a few new perspectives that I hadn't considered before.

Finally someone did it. Or I should say two people did it! We have always needed this book but it just didn't exist. And now it's here.But even better... it's VERY well done. It's thorough and comprehensive without being boring.Kudos to the authors for helping folks like me and my friends with a book that was sorely needed in this field.Thank you!!Greg WarnerCEOMarketSmart (Founder of SmartGiftmaker Solutions)

For anyone new to the nonprofit consulting world, this is an excellent introduction and overview of the field. The chapters are short and easy to read. Having so many different contributors gives a variety of perspectives -- not all the authors agreed with each other, which was helpful for getting different opinions on certain topics. There was so much useful info, by the end of it, I was hoping for more!

This book was very helpful. The chapters were short but packed with great information. Reading it on my Kindle allowed me to bookmark certain pages. Buy the hard cover and get the ebook on your kindle.

"The Nonprofit Consulting Playbook" is an excellent resource for both professionals already at work in the field, and for newcomers. Well organized, thorough, expertly edited, and timely. It will dramatically help both the consultant and the nonprofits they serve. And as someone who was asked just last week for mentoring advice, it was an immense timesaver. My advice was simple: "READ THIS BOOK!"

As a development professional who consultants off and on, I found this playbook to be a very valuable resource in considering making the full plunge into whether to be a consultant. I like that there are many consultants with different experiences represented here. I would highly recommend this playbook to anyone considering making the plunge.

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