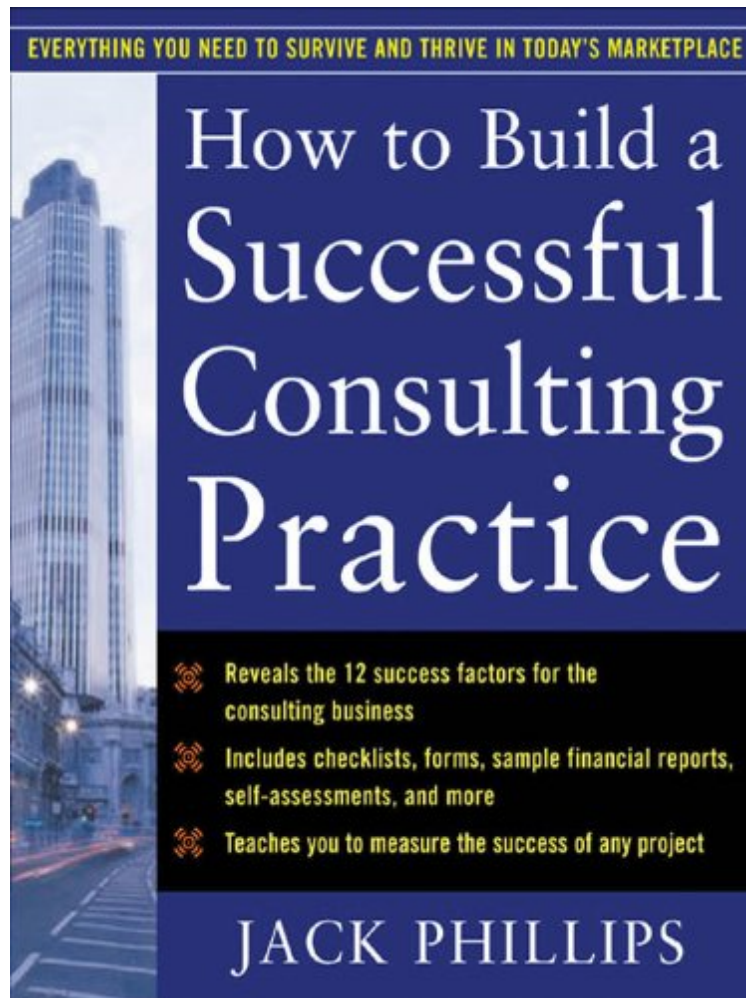


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How to Build a Successful Consulting Practice

Jack Phillips

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Jack Phillips : How to Build a Successful Consulting Practice before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Build a Successful Consulting Practice:

3 of 4 people found the following review helpful. Very Good Book for Consultants By Mitch Paioff Jack Phillips offers up a very thorough how-to guide for starting and promoting a consulting business. All of the basics are covered: 1) deciding if consulting is for you, 2) finding your niche, 3) financial considerations, 4) marketing, and 5) proposal preparation. I agree with Phillips' comments on page 90 about being "remarkable". You need to be different, or unique, in your field in order to stand out in the crowd. In my situation, I found that creating an informative website added to my credibility and gave me an edge over other consultants. I also agree with what he says on page 106 about writing books to enhance one's career. As the author of three books, I have found that there is a tremendous amount of prestige that goes along with being a published author. There are a lot of good books on consulting out there, and this is one of the best. If you are thinking about starting your own consulting business, then you should read this book. Mitch Paioff,

Author, Getting Started as an Independent Computer Consultant
Getting Started as an Independent Computer Consultant
11 of 11 people found the following review helpful. Good Overview of the Business of Consulting
By Anthony Noblett
The book provides a good collection of current consulting references and resources in one easy to navigate package. For the person new to consulting it is a great resource. For experienced consultants looking for new or innovative ideas for your practice this is not the best source.
3 of 3 people found the following review helpful. A nice book, worthwhile investing
By Koos Overbeeke
This book comprises lots of practical lists, forms and broad advice about starting and building an successful consulting practice. Therefore it's worthwhile reading and investing your time. There is a confinement. The book is at large a bit to subtle for an inexperienced reader. For instance: When elaborating the use of paid advertising for client development Jack uses extensive argument that it could be useful for branding etc. Instead for just saying blunt: for most small consultant business or solo practitioners it's a waste of money and it won't lead you to an assignment.
Reading this book in combination with Guy Kawasaki's book: "The art of a start" provide you with sufficient building bricks for laying a fundament under your business.

Make Consulting Your Dream Job-On Your Own Terms
When you start your own consulting business, you can be your own boss, set your own hours-and make big profits! But that only happens if you're truly prepared. Are you familiar with the biggest consulting myths? Do you know the 12 success factors for consultants? Have you ever owned your own business before? How to Build a Successful Consulting Practice has all these answers and more-distilled by consulting guru Jack Phillips from years spent researching and reviewing successful firms that are still in business today. This essential volume shows how to:
Develop a bulletproof business plan
Find and keep clients for life
Build your brand with magnetic marketing strategies
Write spot-on proposals
Use the Internet as a secret weapon
Become a charismatic public speaker
Avoid financial, legal, and ethical pitfalls
Adjust to a new work life