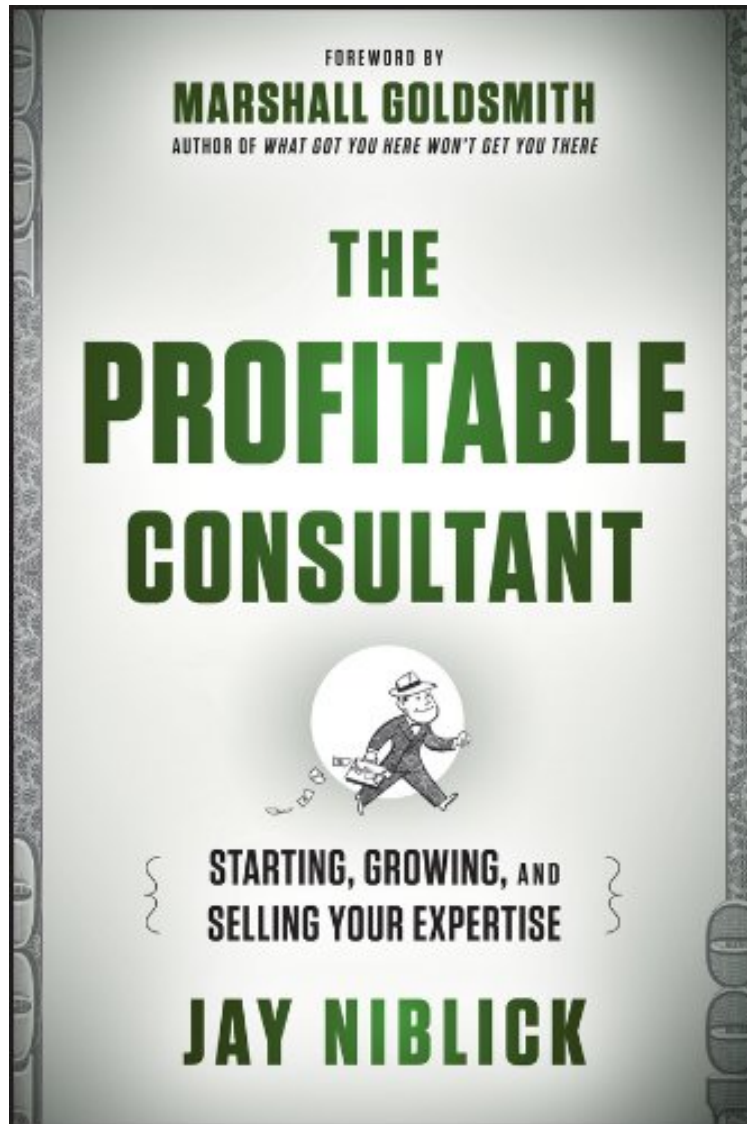


[Free pdf] The Profitable Consultant: Starting, Growing, and Selling Your Expertise

# The Profitable Consultant: Starting, Growing, and Selling Your Expertise

Jay Niblick

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and doable. I find myself referencing the book as I am just getting started. He is up to date and his suggestions are attainable and very useful. I appreciate this book a lot! Great stuff. 5 of 5 people found the following review helpful. This is a "must read" By Dr. R. G. Tate If you are a consultant or hoping to become one, this is the book for you. It is the most comprehensive treatment of issues and decisions facing a consulting business. Jay addresses those issues directly and offers practical solutions. I first bought the Kindle edition, but am now buying hard covers because this book will be a bedrock in my library. The Profitable Consultant: Starting, Growing, and Selling Your Expertise. This is a companion to Jay's other book [ASIN:0615283764 What's Your Genius] 1 of 1 people found the following review helpful. Never Stop!! By Deborah Frey If you are an entrepreneur, or dreaming of such an adventure, you simply MUST have this book in your pocket, on your Kindle, on the plane with you!! Pragmatic wisdom and real world guidance is just what every consultant needs and BOOM! here it is! Today's research indicates that the numbers are shrinking for people willing to enter the realm of independent consulting. Many of my clients are considering their moves, but ask ALL of the same questions that I had starting out. Jay's work has filled my "virtual briefcase" with a concise library of answers. His real talk, real guidance, and real strategic thinking guidelines are a fit for any business owner--solo or not. Like my copies of Tim Sanders, "Love is the Killer App" and Kouzes and Posner's "Leadership Challenge", I'm not "leaving home without it" to give to clients, and live in my Kindle everywhere I go!  
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Selling can be uncomfortable for professional business consultants and executive coaches. The two biggest problems are generating more qualified leads, and turning those leads into actual paying clients. Taking traditional beliefs about how best to "sell" and turning them completely upside down, author Jay Niblick rewrites the sales playbook for the consulting and coaching industry. His proven five-step sales process is specifically designed for independent business consultants and coaches, serving as a common set of rules to grow their practice, deliver more value and generate more revenue. The Profitable Consultant delivers a suite of ready-to-launch tools that will automate readers' marketing efforts, so they can focus more time delivering revenue-generating services -- to even more clients.

??a refreshing, effective and surprisingly simple alternative that just works! ? Anthony Robbins, entrepreneur, bestselling author and Peak Performance Strategist ? Jay rewrites the sales and marketing playbook for the consulting and coaching industry! ? Marshall Goldsmith, New York Times and million copy best-selling author of MOJO and What Got You Here Won't Get You There ? This is a new mindset, one which is totally compatible with my concept of becoming a profitable consultant. Get a copy of this book today. ? Jim Cathcart bestselling author and member of the NSA Speaker's Hall of Fame ? I wholeheartedly recommend this book to any professional consultant engaged in business development. In other words, all of us! ? Dr. Tony Alessandra, bestselling author of Collaborative Selling and The Platinum Rule for Sales Mastery ? About time someone stepped up and took on the conventional way consultants have been taught to grow and sell and turned that on its head." ? Philip McKernan, international bestselling author, speaker and President at Philip McKernan Inc. ? If you're looking for ways to grow your practice, stop searching ? this book is the answer! ? Greg Habstritt, Founder and President, SimpleWealth Inc. ? If you want more clients and more time to do what you love, study this book and put Jay's methods to use." ? Noah St. John, bestselling author of The Secret Code of Success "The Profitable Consultant provides a system, a methodology to get more business and faster ? if you are a consultant/coach. ? Mike Koenigs, Founder/CEO Traffic Geyser ? a refreshing, effective and surprisingly simple alternative that just works! ? Anthony Robbins, entrepreneur, bestselling author and Peak Performance Strategist ? Jay rewrites the sales and marketing playbook for the consulting and coaching industry! ? Marshall Goldsmith, New York Times and million copy best-selling author of MOJO and What Got You Here Won't Get You There ? This is a new mindset, one which is totally compatible with my concept of becoming a profitable consultant. Get a copy of this book today. ? Jim Cathcart bestselling author and member of the NSA Speaker's Hall of Fame ? I wholeheartedly recommend this book to any professional consultant engaged in business development. In other words, all of us! ? Dr. Tony Alessandra, bestselling author of Collaborative Selling and The Platinum Rule for Sales Mastery ? About time someone stepped up and took on the conventional way consultants have been taught to grow and sell and turned that on its head." ? Philip McKernan, international bestselling author, speaker and President at Philip McKernan Inc. ? If you're looking for ways to grow your practice, stop searching ? this book is the answer! ? Greg Habstritt, Founder and President, SimpleWealth Inc. ? If you want more clients and more time to do what you love, study this book and put Jay's methods to use." ? Noah St. John, bestselling author of The Secret Code of Success "The Profitable Consultant provides a system, a methodology to get more business and faster ? if you are a consultant/coach. ? Mike Koenigs, Founder/CEO Traffic Geyser From the Inside Flap If you're considering becoming a consultant, you've probably spent much of your life honing your business expertise. But no matter how experienced professional business consultants and executive coaches may be, many find selling extremely uncomfortable. The greatest struggles a consultant faces are generating more qualified leads and turning those leads into actual paying clients. Taking traditional beliefs about how best to

"sell" and turning them completely upside down, *The Profitable Consultant* rewrites the business development playbook for the consulting and coaching industry. Written for the independent business consultant looking to grow his or her practice, Jay Niblick teaches how to deliver more value and generate even more revenue. Distilling years of best practices from some of the most successful consultants in the world, this book delivers easy-to-apply advice that will help automate marketing efforts, increase profit margins, secure more business, and keep clients longer. This field-tested advice includes how to: Price your services to yield the greatest profits Determine whether you have what it takes to become a consultant Clarify your target market and build a Unique Value Proposition custom-fit for your audience Develop and deliver an education-based marketing strategy Write a killer press release that hooks a reporter to cover your story Focus on becoming the Business Diagnostician Customize your communication style to each individual client Muster the courage to change how you do business You can't just sit back and wait for business to come to you. You may be an expert in your field, but *The Profitable Consultant* will make you an expert in how to grow a lucrative and long-lasting consulting practice.