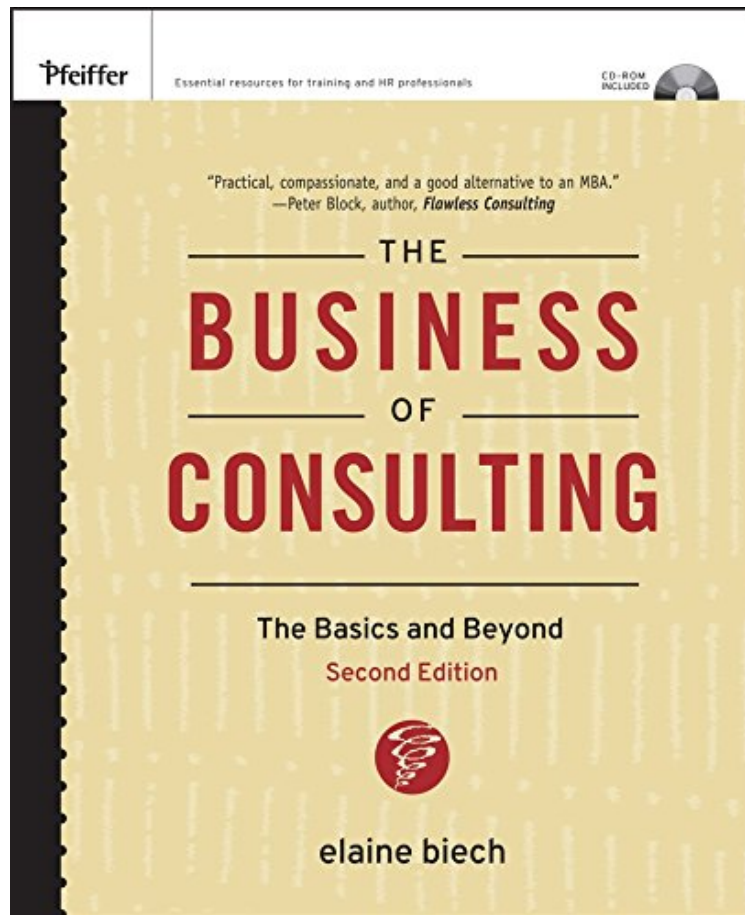


[Get free] The Business of Consulting: The Basics and Beyond

The Business of Consulting: The Basics and Beyond

Elaine Biech

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Elaine Biech : The Business of Consulting: The Basics and Beyond before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business of Consulting: The Basics and Beyond:

0 of 0 people found the following review helpful. Intro to ConsultingBy Brian ArktonIt's not going to make you a master consultant but it will definitely point you in the right direction. The CD is an added bonus for those starting out and in need of samples and templates to start from. It's definitely an intro to the consulting career rather than some kind of extensive guide but if you don't understand the job, are new to the job, or just looking for a refresher while in the job then this will certainly meet your needs.1 of 1 people found the following review helpful. Wonderful resource nonetheless thoughBy Fred KeetonVery comprehensive and valuable. Especially so for a 35 year senior executive with one Fortune 500 company who is now, at age 57, stepping out and starting a new consulting business.My only wish is that a new updated version be released with more recent support technology resources included. Technology info is as of 2007 and much has changed since then as relates social media, etc. Wonderful resource nonetheless though.1 of 1 people found the following review helpful. Great Followup BookBy Mitch PaioffThis is Elaine Biech's followup book to her 2001 "The Consultant's Quick Start Guide", which is an excellent book. In this new offering, Biech has

obviously done more research, and presents a more thorough picture of the consulting business as a whole. Included in this book are her trademark checklists, forms, and samples. But the added value comes from her insights on topics such as how to get started, building client relationships, and growing a consulting business. This is a well-written book with a lot of good advice for new consultants. It offers more tips than her "Quick Start Guide", and poses many thought-provoking questions. Would I buy both books? Yes, I would. Biech is a leader in her field and her books are well worth the money. Mitch Paioff, Author, Getting Started as an Independent Computer Consultant

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

"This book is filled with real-world, practical and proven tactics that, when used, do build successful consulting practices. It is a must-have resource for people who are thinking of becoming a consultant and for anyone who already is one!" —Dana Gaines Robinson, president, Partners in Change, and coauthor, *Performance Consulting and Strategic Business Partner*

"If I were just starting in the consulting field today, this is the one book I would choose to advise me, caution me, support me in my business, and 'professionalize' me! Complete and highly readable." —Marjorie Blanchard, cofounder, Blanchard International

"According to my calculations, I could have easily doubled my income if I had a copy of Elaine's book 30 years ago when I started my consulting business. But I am not depressed because I plan to continue in my consulting business for 30 more years and the book has many new pieces of practical advice that I can immediately use." —Sivasailam "Thiagi" Thiagarajan, The Thiagi Group

"Consulting is the art and science of creating solutions! Elaine Biech's *The Business of Consulting* is a valuable handbook to the field, the practice, and the logistics of the world of consulting. The second edition is even better!" —Elliott Masie, president and CEO, The MASIE Center and Learning CONSORTIUM

"The extraordinary quality of this book is that it is a primer for the person entering into the consulting world while at the same time it is replete with practical wisdom for the most seasoned professional. Consulting is an occupation with much mystery surrounding it. Biech eliminates that mystery by shining the light of her experience onto the practical activities that make consultants succeed. What a gift!" —Jack Zenger, CEO, Zenger-Folkman, and coauthor, *The Extraordinary Leader and Results-Based Leadership*

From the Inside Flap: *The Business of Consulting, Second Edition* When it was first published in 1998, *The Business of Consulting* became an instant classic among established and aspiring consultants alike. Like the first, this thoroughly revised and updated edition illuminates the day-to-day life of a consultant and shows how to make consulting a successful, fulfilling, and profitable career. 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

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No matter if you are a consultant with years of experience under your belt or you are just starting out in your career, *The Business of Consulting* is the reference you'll turn to again and again. The second edition offers new features, contains the most current information on the topic, and addresses dynamic growth areas and trends, such as coaching and new pricing models. Explains how to protect your business with trademarks, contracts, business licenses, and other legal concerns. Offers a wealth of new samples, including contracts, marketing plan templates, sample proposals, and more. Shows how to generate multiple income streams and passive income. Includes advice on balancing a professional consulting life with a personal life. Explores the challenges of conducting international business. The companion CD-ROM contains the worksheets and forms presented in *The Business of Consulting*. Personalize these tools as needed and print them out in order to project cash flow, track your time, tabulate your expenses, hire a subcontractor, plan your marketing campaigns, and much more! *The Business of Consulting* has all the information you need to run your consulting business with confidence.

"Have I got a book for you! Take a look at *The Business of Consulting* by Elaine Biech. The title notwithstanding, this is really a guide for anyone trying to start a one-person business on a limited budget." —Anne Fisher, *Fortune Magazine*

From the Back Cover: "Practical, compassionate, and a good alternative to an MBA." —Peter Block, author, *Flawless Consulting*

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