

YOURANCESTORS.US Ebook and Manual Reference

START YOUR OWN CONSULTING BUSINESS EBOOKS 2019



Author: Leslie Truex

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ABOUT THE BOOK u003cbr /u003eu003cbr /u003eStarting a consulting business is one of the best ways to leverage your expertise into a profitable career. According to the Bureau of Labor Statistics, consulting is predicted to be the industry with the largest growth from 2008 to 2018. Depending on your skills and experience, starting a consulting business can be done quickly and affordably. u003cbr /u003eu003cbr /u003eIn his book, Getting Started as A Consultant, Alan Weiss, Ph.D. defines consulting as the application of talents, expertise, experiences and other relevant attributes, which results in an improvement in the clients condition, (p. 1). In essence, a consultant uses his knowledge to identify problems, recommend solutions, and assist in making change. u003cbr /u003eu003cbr /u003eMEET THE AUTHOR u003cbr /u003eu003cbr /u003eLeslie Truex is a freelance writer and author on the subjects of small business, telecommuting and marketing. Her books include The Work-At-Home Success Bible (Adams Media, 2009) and Jobs Online: How to Find and Get a Work-At-Home Job. She's the owner of the 14 year old WorkAtHomeSuccess.com, which has been recognized by telework and small business associations as a quality resource for work-at-home information. She has appeared on The Daily Buzz, CNN.com, Women's World Magazine, Redbook, and in a host of other media outlets. u003cbr /u003eu003cbr /u003eEXCERPT FROM THE BOOK u003cbr /u003eu003cbr /u003eYou have a business license, a contract and an office, but without clients, you dont have a business. Once youve done the busy work to establish your business, your most important task is marketing. Even when you have clients, marketing is crucial to ensuring you always have enough work to stay in business. u003cbr /u003eu003cbr /u003eThe first rule of marketing is realize that its not about you. That might sound like a contradiction since marketing is about enticing clients to hire you. But clients dont buy you for how great you are or how many letters appear after your name. They buy the results you can give them. u003cbr /u003eu003cbr /u003eCHAPTER OUTLINEu003cbr /u003eu003cbr /u003eStart Your Own Consulting Businessu003cbr /u003eu003cbr /u003e+ Introduction to Starting a Consulting Businessu003cbr /u003eu003cbr /u003e+ How to get startedu003cbr /u003eu003cbr /u003e+ Business Structureu003cbr /u003eu003cbr /u003e+ Marketingu003cbr /u003eu003cbr /u003e+ ...and much more

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