

Million Dollar Consulting

Alan Weiss



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The Long-Awaited Update for Building a Thriving Consultancy

Completely updated for today's busier-than-ever consultants, this classic guide covers the ins and outs for competing and winning in this ultracompetitive field. You'll find step-by-step advice on how to raise capital, attract clients, create a marketing plan, and grow your business into a \$1 million-per-year firm, plus brandnew material on:

- Blogging and social networking
- Global consulting
- Delegating labor
- Profiting in a troubled market
- Retainer business
- Internet marketing

Praise for the previous editions of Million Dollar Consulting:

"If you're interested in becoming a rich consultant, this book is a must read."

Robert F. Mager, founder and president, Mager Associates, and member of the Training & Development Hall of Fame

"Blast out of the per diem trap and into value billing."

Jim Kennedy, founder, publisher, and editor, Consultants News

"The advice on developing price structure alone is worth a hundred times the price of the book." William C. Byham, Ph.D., author of Zapp!

"Must reading for those who are beginning a practice or seeking to upgrade an existing practice."

Victor H. Vroom, John G. Searle Professor, School of Management, Yale University



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