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Disciplina	001
Soggetti	Consulting firms - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	So you want to be a consultant -- What is consulting? -- Ways to get started -- Why consulting now? -- Myths about consulting -- Realities and rewards of consulting -- Just what are you getting yourself into? -- For the consummate consultant -- Talents and tolerance -- Your skills for success -- Personal characteristics of successful consultants -- Roles you may play -- Signs of a mediocre consultant -- Your personal situation -- Caution : business owner ahead -- Entrepreneurial characteristics -- For the consummate consultant -- Dollars and sense -- How much money do you require? -- How much should you charge? -- Selecting a pricing structure -- Other pricing decisions -- Other charges -- Fee increases -- Ethics of pricing -- Money discussions -- Value of a guarantee -- For the consummate consultant -- Starting -- Why some startups succeed and so many fail -- What's in a name? -- Selecting an accountant -- Selecting a legal entity -- A business plan to guide you -- Plan to use your business plan -- Start-up costs -- Finding your niche -- Your image is everything -- Experiencing the experience maze -- For the consummate consultant -- . . . and staying in business -- Marketing from day one -- Creating your marketing plan -- Using the internet -- Surprising but practical thoughts on marketing -- Tactics for low-budget marketing -- Contacting potential clients -- Proposals lead to contracts -- Why would you refuse an assignment? -- For the consummate consultant -- The cost of doing business --

Keeping records for your consulting business -- Watch your cash flow -- Track your expenses -- Set aside petty cash -- Charge your client -- Project revenues -- Deal with bad debts -- Keep an eye on your numbers -- For the consummate consultant -- Building a client relationship -- Relationships : it's why you're in business -- The first meeting -- Phases of building a client-consultant partnership -- Adding more value -- How many clients do you need? -- How to improve the relationship continuously -- It's the people -- Maintain the relationship after the project -- Ensure success -- More value for the client -- For the consummate consultant -- Growing pains -- Adding people -- Growing without increasing people -- Expand your geographical market -- Doing everything you can to grow your current business -- For the consummate consultant -- The ethics of the business -- Consultant to client -- Consultant to consultant -- Client to consultant -- Parting ethics shots -- For the consummate consultant -- Exude professionalism -- Competencies to boost your consulting success -- Continuing to learn -- Balancing your life and your business -- Managing your time -- Giving back -- For the consummate consultant -- Do you still want to be a consultant? -- A week in a consultant's life -- Visualizing success -- Taking action -- Get ready, get set -- For the consummate consultant.

Sommario/riassunto

Everything you ever wanted to know about consulting—a practical roadmap for aspiring entrepreneurs Seismic changes occurring in the workforce are leading to more and more people entering the world of contract, freelance, and contingency work. Rapid changes in demographics and advances in technology have led companies and talent to engage in profoundly new ways and consulting is one of the keys to success. The New Business of Consulting is authentic and practical, and shares the knowledge and skills required to start and grow a successful consulting business. From how to make a smooth career transition, to how to determine a consulting fee, to how consultants inadvertently create a bad reputation, it covers everything you need to know to thrive and flourish in this competitive field. Covers contemporary topics, such as how to achieve success in the gig economy Discloses a reliable technique to land the clients you want Presents options to help you balance your life and your business Prepares you for naming your business, managing critical financial issues, and building a client relationship Shows you how to take your income and impact beyond working as a solopreneur The crucial start-up days of a consulting business may be frenetic and fraught with questions. This new edition provides sanity and answers all the questions. It includes practical tools, templates, and checklists that you can download and implement immediately.
