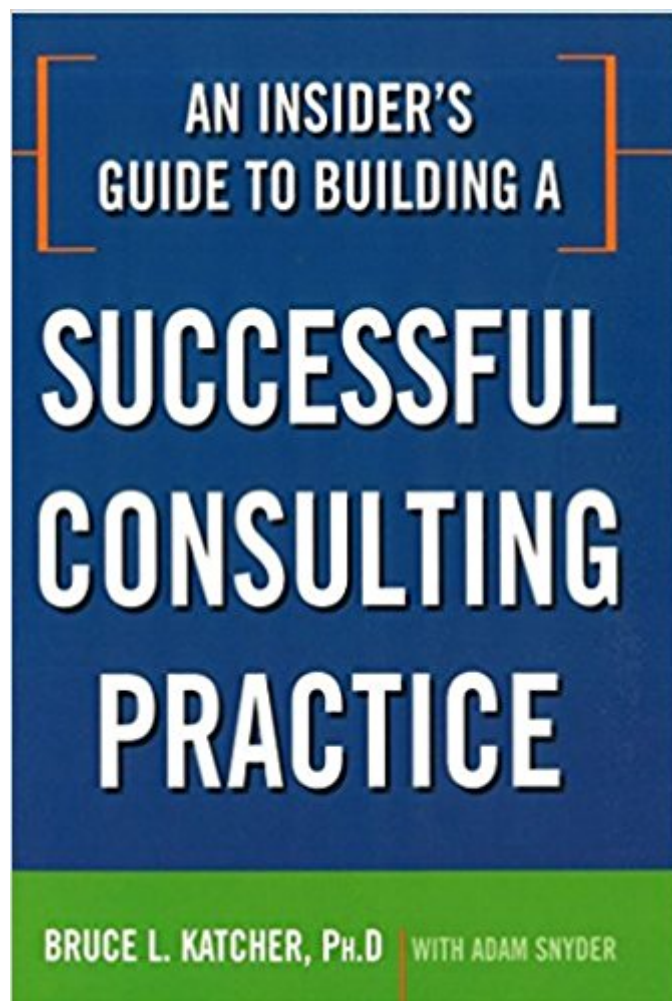


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# An Insider's Guide To Building A Successful Consulting Practice



## Synopsis

Whether you're a beginner just starting up a consulting practice, or a veteran looking for ways to invigorate your existing business, *An Insider's Guide to Building a Successful Consulting Practice* is an invaluable resource. Featuring real stories from consultants in diverse industries, the book offers simple yet powerful ways to:

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## Customer Reviews

"Katcher lays out a practical and comprehensive plan for going it alone....This book is a must for anyone who is looking to become their own boss." --Consulting Magazine "If, like many in the current economy, you've been considering striking out on your own as a consultant, *An Insider's Guide to Building a Successful Consulting Practice* should be a must-read" --Accounting Today

Whether you're a beginner just starting up a consulting practice, or a veteran looking for ways to invigorate your existing business, *An Insider's Guide to Building a Successful Consulting Practice* is an invaluable resource. Featuring real stories from consultants in diverse industries, the book offers simple yet powerful ways to:

- Identify a market and narrow your focus
- Make a smooth transition from employee to independent consultant
- Sell effectively even if you've never sold before
- Establish visibility through speaking, writing, and networking
- Build credibility by leveraging the credibility of others
- Set prices based on value
- Develop a marketing strategy and divide your time between marketing and delivering your services
- Keep plenty of work in your pipeline

Adapt and thrive in any market condition – And much more Complete with the results of an original survey of 200 successful independent consultants, this handy guide provides the kind of real-life advice you need to build a thriving business.

A must read for beginners and practitioners of consulting services. The book is packed with tonnes of useful advice on consulting at a practical level. I refer to it frequently and it is very helpful

Valuable, comprehensive, clear and it is really the right book for anyone want to start work in consulting. Organized and easy to read I think because of the coauthor who is an editor. The book supported by survey results, summarize ideas and contains real stories relevant to each chapter topic then challenges, solutions and conclusion. It is really an excellent reference for anyone interested in consulting business.

If you only bought this book to read the business model section it would be worth your money. Amazing. Simply amazing. Just read the book with your business in mind.

straight to the point. Practical

This is a great book on consulting services. It serves equally well aspiring consultants as well as experienced professionals in the consulting business. The book offers practical advice with plenty of great tips that I have not found so abundantly in other best-selling consulting books. I have read *Getting Started in Consulting* by Alan Weiss and *The Business of Consulting* by Elaine Biech, and although these are good books, I found *Successful Consulting Practice* to be extremely useful and pragmatic. The Kindle edition is fine despite poor readability of some charts. In general, this is a excellent purchase.

I enjoyed reading Bruce's book the first time and keep returning to it for inspiration and advice on how to handle specific business situations. In a few pages he offers a practical framework for how to discover your best niche and how to write proposals, develop authentic client relationships, and handle sales calls that result in a productive engagement for you as well as the client. This is a great resource!

For several years this book has been used as a text for RPCN's Boot Camp. The author also does a

presentation during the Boot Camp via Skype. Last year, he was a speaker at RPCN's conference. RPCN is the Rochester Professional Consultants' Network - see [...] for more information.

Dr. Katcher has written a great resource for new consultants and those that have been in the profession for a while. The practical advice and insights provided are priceless. As I read the book I felt like Bruce was by my side mentoring me. I would recommend this book to anyone considering starting a practice. The marketing advice that I received from the book has already given me an edge over other small firms in my area. Get this book, you won't be sorry.

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