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# Million Dollar Consulting: The Professional's Guide To Growing A Practice, Fifth Edition



## Synopsis

Build a thriving consultancy with the updated edition of this classic bestseller *Having inspired generations of consultants and entrepreneurs around the world, the "Rock Star of Consulting" Alan Weiss returns with a revised and completely updated edition of his authoritative guide to consulting success. Weiss provides his time-tested model on creating a flourishing consulting business, while incorporating and focusing on the many dynamic changes in solo and boutique consulting, coaching, and entrepreneurship. In addition to guidance on raising capital, attracting clients, and creating a marketing plan, he also gives brand new step-by-step advice on:*

- Harnessing today's global opportunities
- Developing brands across markets
- Creating and licensing intellectual property
- Avoiding the pitfalls of social media
- Landing unsolicited referrals through counterintuitive methods
- Managing and organizing your time wisely
- Succeeding in the face of continuing turbulence

Find out why this book has been the classic go-to for consultants for nearly twenty-five years, and learn how to grow your business into a \$1 million-per-year firm today!

## Book Information

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## Customer Reviews

In his text "Million Dollar Consulting: The Professional's Guide to Growing a Practice", Alan Weiss concentrates on providing advice to those individuals seeking to build a small, private consulting practice. Weiss repeats this refrain on several occasions throughout his discourse here, because as he indicates, a high number of individuals have asked him to expand his training materials over the years to address the growth of the individual practice. This focus contrasts with works written by David H. Maister, such as "Managing the Professional Service Firm" and "First Among Equals: How to Manage a Group of Professionals" (see my reviews), for example, and Weiss is very explicit as to the reasons behind this focus: "Unless you have a personal objective to build a large firm, surround yourself with the accoutrements of size and mass, and build the equity in the company to the point where you own a valuable business (or a share in one), there is no intrinsic personal financial benefit in linear growth." And "if your objectives are to earn a high income while helping clients to improve their condition - in other words, to support your family and your aspirations while engaging in constructive and valuable work - then your chances of fulfilling this goal are immeasurably greater if you are running your own small firm (small meaning just you or with a few others). You don't have to wait years for a portion of the ownership because you already have all of it. You are not reliant on colleagues' productivity or management's strategic decisions, and you absolutely control how much money you keep.

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