

Million Dollar Consulting The Professional S Guid

Alan Weiss used to give speeches for free. Now his income from professional speaking and its spinoffs totals more than \$1,000,000. In Money Talks, he shows you how to follow him up the steps to the very best - and best - paid-platforms! It's simpler than you think. Through stories, anecdotes, and pointers from his own experience, internationally-known speaker Alan Weiss shows you how you can succeed in today's booming market for public speakers. You'll learn how to choose a topic that people will pay to hear; find audiences that will pay you to speak; deal with a crowd that knows more than you do; turn your expertise as a trainer, workshop leader, or consultant into a professional speaking career (and why you don't necessarily need any special credentials); craft a winning speech; multiply your earnings through passive sales; keep your costs at rock bottom; overcome your natural fear of public speaking (or: Why dying is only the second greatest fear); develop and enjoy star status as a speaker! Packed with boxed tips, checklists, lists of resources, and plenty of helpful examples, this book is your entree into the lucrative world of professional speaking.

What does it take to become a well-known expert in your field - someone other practitioners and the media seek out for leadership and insight? We call these stars Visible Experts . And becoming one is easier than it looks. In this research-based book, you will learn how you or your colleagues can become Visible Experts and leverage this status to drive significant new growth and profits for your firm. You will discover which tools and techniques you need to build your reputation and ascend to prominence. And you will hear from real experts from across the professional services who have climbed from obscurity to the peak of their profession. The Visible Expert is the essential manual for any individual or firm that is ready to take their expertise to the highest level. Based on interviews with over 1,000 experts and buyers of their services, this book will take you higher, faster."

The definitive guide to getting out of the office and getting into consulting Getting Started in Consulting, Fourth Edition is the acclaimed real-world blueprint to professional and financial freedom. For nearly two decades, this invaluable resource has helped thousands of people quit the daily grind and become their own boss. This practical and motivational guide provides the tools and knowledge to control your future and secure your fortune. From establishing goals and sorting out the legal and financial paperwork to advanced marketing strategies and relationship building techniques, this indispensable book offers step-

by-step instructions for you to establish and grow your own consultancy business. This extensively revised and updated fourth edition includes new and expanded coverage on topics including utilizing informal media, changes in legal and financial guidelines, key distinctions of wholesale and retail businesses, and much more. Author Alan Weiss delivers expert advice on how to combine minimal overhead with optimal organization to produce maximum income. Every step in the process is clearly explained, including financing, marketing, bookkeeping, establishing your fees, and more. This guide is a comprehensive, one-stop source for everything you need to prosper in the rapidly expanding world of private consultancy. Adopt a pragmatic and profitable strategy to achieve incredible results from your consultancy business Learn to identify and address the most common issues facing your prospects and clients Leverage technology to reduce labor, maximize profitability, and increase discretionary time Access sample budgets, case studies, references and appendices, downloadable tools and forms, and online resources The modern business landscape presents unique opportunities for those willing to take the leap from corporate offices to home offices. Getting Started in Consulting, Fourth Edition is the must-have guide for anyone seeking to cut their own path to their own consulting business.

From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work

experience.”—Library Journal (starred review) “I am a huge fan of Alison Green’s Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* “Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

Step-by-Step Guidance, Checklists, Templates, and Samples from The Million Dollar Consultant

Organizational Consulting

Million Dollar Consulting 5E

Million Dollar Consulting

The Millionaire Real Estate Agent

6 Steps to Unlimited Clients & Financial Freedom

The Professional's Guide to Growing a Practice

The new edition of bestselling real-world guide to consultancy success, from the “Rock Star of Consulting” Alan Weiss The second edition of The Consulting Bible: Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice remains the most comprehensive and practical guide to the consulting profession, from launch to high growth, from marketing to implementation. Legendary consultant, speaker, and bestselling author Alan Weiss shows you how to create an independent or boutique consulting practice and take it to seven-figure success. Step-by-step, this invaluable resource guides you through attracting clients, maximizing your value, and achieving your career goals. In the decade since the first publication of The Consulting Bible, an array of significant developments has dramatically impacted the consulting profession: shifts in social consciousness, the Covid-19 pandemic, tele-consulting and virtual meetings, the globalization of the economy, the growth of social media, and many more. This exhaustively revised new edition provides specific approaches and techniques for mastering the new consulting environment and turning volatility and disruption into unlimited opportunities. Designed to help you become the authority and expert that organizations turn to again and again, this book is your one-stop resource for: Building a strong global brand that draws people to you Marketing remotely to reduce costs and allow for higher fees Mastering the latest implementation techniques Forging strong relationships with the buyers of a new generation Selecting the consulting methodology that best fits your requirements Writing proposals and creating testimonials and references Using advanced technology to sell and deliver your services Written for newcomers and veterans alike, The Consulting Bible: Everything You Need to Know to Create and Expand a

Seven-Figure Consulting Practice, Second Edition, is essential reading for every solo consultant, entrepreneur, and principal of a small consulting firm.

The real-world guide to selling your services and bringing in business How Clients Buy is the much-needed guide to selling your services. If you're one of the millions of people whose skills are the 'product,' you know that you cannot be successful unless you bring in clients. The problem is, you're trained to do your job—not sell it. No matter how great you may be at your actual role, you likely feel a bit lost, hesitant, or 'behind' when it comes to courting clients, an unfamiliar territory where you're never quite sure of the line between under- and over-selling. This book comes to the rescue with real, practical advice for selling what you do. You'll have to unlearn everything you know about sales, but then you'll learn new skills that will help you make connections, develop rapport, create interest, earn trust, and turn prospects into clients. Business development is critical to your personal success, and your skills in this area will dictate the course of your career. This invaluable guide gives you a set of real-world best practices that can help you become the rainmaker you want to be. Get the word out and make productive connections Drop the fear of self-promotion and advertise your accomplishments Earn potential clients' trust to build a lasting relationship Scrap the sales pitch in favor of honesty, positivity, and value Working in the consulting and professional services fields comes with difficulties not encountered by those who sell tangible products. Services are often under-valued, and become among the first things to go when budgets get tight. It is now harder than ever to sell professional services, so your game must be on-point if you hope to out-compete the field. How Clients Buy shows you how to level up and start winning the client list of your dreams.

How you give matters. Discover philanthropic strategies for creating transformational change. Whether you regularly donate to charity, run a small family foundation, or are responsible for millions of dollars in grants, you are a philanthropist. Delusional Altruism: Why Philanthropists Fail To Achieve Change and What They Can Do To Transform Giving looks at how you can create transformational change. It reminds us that how we give is as important as the amount we give. The author describes common practices that hinder transformational change and explains how to avoid them, ensuring that your gifts help create the impact you seek. Delusional Altruism—a set of all-too-common errors in philanthropic strategy—can derail a program of giving and result in a loss of efficiency and effectiveness. This book asks philanthropists and charitable organizations to consider whether they have fallen under the spell of Delusional Altruism. Are you cutting out impactful giving in order to save money or avoid uncertainty? Is your philanthropic approach unnecessarily restricted by traditional thinking? This book will help you answer these questions and determine how you can achieve better outcomes through the process of Transformational Giving. Ask questions that spur learning and fuel innovation Believe that investment in yourself and your operation is important Increase the speed of your actions to increase the impact of your giving Give in ways that create lasting, sustainable change Follow strategies to make your philanthropy unstoppable Although enhanced opportunities for philanthropic giving

are on the horizon, changes to philanthropic practice are needed to prevent this philanthropy boom from becoming under-leveraged. Implementing updated approaches now can lead to positive change for the future. Read Delusional Altruism to learn how you can transform reality with strategic giving.

Make your move into, or improve your position in, the powerful world of professional speaking If you think you have what it takes to speak professionally, or you've already been doing so with insufficient reward, now is the time to make your move. Bestselling business author and Professional Speaking Hall of Fame member Alan Weiss offers the inside advice you need to turn your talent into a high-paying career—from honing your delivery skills to building a business. In Million Dollar Speaking, you'll learn the critical skills of Dealing with difficult crowds Creating powerful speeches Targeting high-potential markets Creating a "star" reputation Setting fees that reflect your outstanding value Perfecting platform skills—making them the best in the business Expanding your business through diversification Weiss has packed the guide with tips, resources, helpful examples, and checklists that make it easy for you to keep a record of your progress. Whether you're a trainer, workshop leader, or consultant, Million Dollar Speaking has what you need to get on the paid public-speaking circuit in no time.

Money Talks

The Irresistible Consultant's Guide to Winning Clients

The Million-Dollar, One-Person Business, Revised

Fearless Leadership

Make Great Money. Work the Way You Like. Have the Life You Want

The Trusted Advisor

Million Dollar Consulting by Alan Weiss (Summary)

ills needed to market and grow a successful practice. Weiss breaks down each aspect--from setting fees and acquiring personnel to identifying new clients and obtaining capital--into easily understood segments with specific examples. Illustrations.

Take your real estate career to the highest level! "Whether you are just getting started or a veteran in the business, The Millionaire Real Estate Agent is the step-by-step handbook for seeking excellence in your profession and in your life." --Mark Victor Hansen, cocreator, #1 New York Times bestselling series Chicken Soup for the Soul "This book presents a new paradigm for real estate and should be required reading for real estate professionals everywhere." --Robert T. Kiyosaki, New York Times bestselling author of Rich Dad, Poor Dad The Millionaire Real Estate Agent explains: Three concepts that drive production Economic, organizational, and lead generation models that are the foundations of any high-achiever's business How to "Earn a Million," "Net a Million," and "Receive a Million" in annual income By harnessing new, easy-to-use technologies that help them find customers around the world, everyday people are starting meaningful businesses that offer a high-paying alternative to a corporate career. In this updated edition, will learn tactics from real people who are earning \$1 million a year on their own terms.

Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. Top tips from the world's definitive business coach. Wouldn't it be great to have an expert business

coach in your pocket? Somebody whose advice is so great, people will pay millions of dollars to receive it? Well, thanks to the updated fourth edition of 1992 guidebook Million Dollar Consulting, that advice is now yours! Updated to reflect the business concerns of the modern world, Million Dollar Coaching is your guide to success. Packed with actionable top tips for attracting clients and cultivating best practices, Weiss' consulting guide will show you how to become a million-dollar consultant yourself.

The Power of Small Changes on Performance, Productivity, and Peace

Million Dollar Consulting: The Professional's Guide to Growing a Practice, Fifth Edition

The Practice of Professional Consulting

How to Write a Proposal That's Accepted Every Time

Applying the Assets of Maturity, Wisdom, and Experience for Personal and Professional Success

5 Principles to Free Yourself from the Cult of Overwork

Ask a Manager

For over 30 years Alan Weiss has consulted, coached, and advised everyone from Fortune 500 executives, state governors, non-profit directors, and entrepreneurs to athletes, entertainers, and beauty pageant contestants. That 's quite an assortment of people, and they run into the thousands. Most of them have had what we euphemistically call "means," and some of them have had a lot more than that. Others have been aspiring and with more ends in sight than means on hand. Alan Weiss states: I 've dealt with esteem (low), narcissism (high), family problems, leadership dysfunctions, insecurities, addictions, and ethical quandaries. And I 've talked with them through the coronavirus crisis. But don 't get the wrong idea. About 95% of these people have been well-meaning, honest (to the best of their knowledge), and interested in becoming a better person and better professional. Otherwise, they wouldn 't be talking to me. I found the equivalent of the "runner 's wall" in their journeys, where they must break through the pain and the obstacles and then can keep going with renewed energy and spirit. But runners know how far they must go after the breakthrough, be it another half lap or another five miles. There is a finish line. I 've found that people in all positions, even after the "breakthrough," don 't know where they are in the race, let alone where the finish line is. They do not know what meaning is for them. They may have money in the bank, good relationships, the admiration of others, and the love of their dogs. But they have no metrics for "What now?" They believe that at the end of life there is a tallying, some metaphysical accountant who totals up their contributions, deducts their bad acts, and creates the (hopefully positive) difference. That difference, they believe, is their "legacy." But the thought that legacy arrives at the end of life is as ridiculous as someone who decides to sell a business and tries to increase its valuation the day prior. Legacy is now. Legacy is daily. Every day we create the next page in our lives, but the question becomes who is writing it and what 's being written. Is someone else creating our legacy? Or are we, ourselves, simply writing the same page repeatedly? Or do we leave it blank? Our organic, living legacy is marred and squeezed by huge normative pressures. There is a "threshold" point, at which one 's beliefs and values are overridden by immense peer pressure. Our metrics are forced to change. In an age of social media, biased press, and bullying, we 've come to a point where our legacy, ironically, is almost out of our hands. Yet our "meaning" – our creation of meaning and not a search for some illusive alchemy – creates

worth and impact for us and all those with whom we interact.

Hidden among the chaos and hype, there are secrets to success on the web. Globally renowned internet expert Chad Barr and business strategist and bestselling author Alan Weiss, reveal them - and show you how to use them to amplify your web presence and profits. Using the unmatched reach of the web, entrepreneurs are empowered to take a more tactical, brand-driven approach to attracting new clients and reinforcing the relationships with their current clientele—quickly raising the bar to produce better results for their brand and their business. Starting with their website, Weiss and Barr reveal five critical areas that can be immediately enhanced to emphasize credibility and instantly build trust among visitors. Entrepreneurs also discover how to outfit their site with new tools, products and offerings that pull visitors in, keep them captivated, and compel them to keep coming back. Weiss and Barr then coach thought leaders in capitalizing on today's social web, delivering a strategic plan to uncovering opportunity in online communities, social networks, and other popular platforms—allowing them to showcase their greatest business draw: their expertise. Entrepreneurs also learn which components are critical to their success as a thought leader, gaining valuable insight into trending technologies like mobile devices to help them in determining which avenues are of the greatest gain. Offering support such as assessments, real-life examples, screen shots, and access to free downloads, tutorials, and more, Weiss and Barr deliver a comprehensive plan to help entrepreneurs enhance their online efforts and strategically elevate their brand, and ultimately, their business.

Build a million-dollar business in one of today's hottest professions! Bestselling business author Alan Weiss provides the inside advice you need to build or expand your coaching business--from developing a common language and shared protocol to providing effective and supportive feedback at every level. Million Dollar Coaching is packed with tips, checklists, resources, and scores of helpful examples, making this the most valuable one-stop tool available for entering the world of professional coaching. Million Dollar Coaching helps you: Develop trust and assess performance and progress Provide useful, candid feedback Use the media to raise your profile Build long-term client relationships Create value-based and retainer fees Develop and promote a strong record of success Replete with all the information and advice you need, Million Dollar Coaching is the first step to making a million in the competitive field of coaching.

The practical toolbox for readers of Million Dollar Consulting This useful guide provides specific checklists, guidelines, templates, and actual examples for every step of the consulting process. It covers marketing, sales, meetings, implementation, follow-up, invoicing, practice management, insurance, equipment, subcontracting, and scores of other elements. Thousands of people have bought Weiss's Million Dollar Consulting and started their own consultancy. Now, this handy resource goes hand-in-hand to provide all the tools new consultants need to enact all the recommendations and ideas in Million Dollar Consulting. Alan Weiss, PhD (East Greenwich, RI), has consulted for hundreds of organizations around the world, including Mercedes-Benz, Hewlett-Packard, Merck, Chase, American Press Institute, and the Times-Mirror Group. He is the author of 12 books, including Getting Started in Consulting (0-471-47969-1) and Organizational Consulting (0-471-26378-8).

Life Balance

How Clients Buy

Million Dollar Consulting Proposals

Million Dollar Consulting Toolkit

Million Dollar Consulting, Sixth Edition: The Professional's Guide to Growing a Practice

Life is Not a Search for Meaning from Others -- It's the Creation of Meaning for Yourself

Guerrilla Marketing for Consultants

Though it's a potentially lucrative enterprise, the reality of independent consulting seldom matches the dream. Most solo consultants and boutique consulting firms are perpetually within six months of bankruptcy due to the sputtering unreliability of their new business engines. The problem, according to international consulting expert David A. Fields, is twofold: 1) lack of a consistent, proven plan, and 2) fundamental misunderstanding about what clients want in a consultant. Fields, who has helped hundreds of consultants and boutique firms worldwide build lucrative, sustainable practices, replaces the typical consultant's mindset of emphasizing expertise and differentiated processes with a focus on building relationships, engendering trust, and solving clients' existing problems. In *The Irresistible Consultant's Guide to Winning Clients: Six Steps to Unlimited Clients and Financial Freedom*, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human profession, Fields delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed.

Build a brand that customers love with a proven strategy from one of today's top advertising executives Your brand can no longer succeed through targeted adverting and clever messaging. You need to see customers as people rather than just sources of income. This begins with you not only understanding their needs but also sympathizing with their values—and actually doing something about it. In this eye-opening guide, leading advertising executive and industry disruptor Jeff Rosenblum draws on his 25+ years of experience to deliver a plan for building a breakthrough brand by empowering instead of interrupting. *Exponential reveals: The neuroscience and behavioral psychology behind building brands through emotional and functional storytelling Hands-on tactics that can strengthen your brand through empathy and empowerment How to use culture and collaboration to understand your customer base and how to reach out to it Filled with data-driven stories of brands that got it right—and those that didn't—Exponential looks beyond targeted advertising and clever messaging with a powerful prescriptive for turning your prospects into customers and your customers into evangelists.*

When it comes to how to succeed as an entrepreneur, we are besotted with advice. According to bestselling author Alan Weiss, success is a combination of opportunism, very disciplined work, luck, timing, and ignoring most advice. In other words, it means striking out on your own, original path to success. In Million Dollar Maverick, he explains that entrepreneurs don't take advice, they create value and then monetize it. They do what they love and are great at and find a way to sell it to people. They do not--contrary to "conventional wisdom"--chase money. They attract money. And most of all they think differently, act decisively--and, if talent and timing are with them, succeed quickly. Drawing on over thirty years of experience as a consultant, speaker, and global expert, Weiss shares his story and "Million Dollar Tips," not found in any of his other books, to help entrepreneurs gain influence, build confidence, and develop the critical thinking skills they need to discover the inside track to rapid success

Trusted advice on successful consulting from the authors of the bestselling Guerrilla Marketing series Consulting is entering the era of the guerrilla client-buyers with a glut of information at their fingertips and doubts about the value consultants add. Guerrilla Marketing for Consultants is the first book to reveal how guerrilla marketing can transform today's challenges into golden opportunities for winning profitable work from the new breed of consulting clients. Packed with information, this step-by-step guide details the 12 marketing secrets every consultant should know, the anatomy of a marketing plan, Web sites, sources of free publicity, direct-mail marketing, winning proposals, and more. Jay Conrad Levinson (San Rafael, CA) is the Chairman of the Board of Guerrilla Marketing International and the author or coauthor of more than 30 books, including the bestselling Guerrilla Marketing series. Michael W. McLaughlin (Mill Valley, CA) has been a partner with Deloitte Consulting since 1994.

How to Navigate Clueless Colleagues, Lunch-Stealing Bosses, and the Rest of Your Life at Work

Your Legacy is Now

Forge Your Own Path to Think Differently, Act Decisively, and Succeed Quickly

Lifestorming

Build a World-Class Practice by Helping Others Succeed

Professional Services Marketing

Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice

Beside talent and a sterling portfolio, what can world-class consultants like Deloitte & Touche, Societe General and Towers Perrin boast has helped them achieve success in our entrepreneurial economy? They all have the inside track on the indispensable "Trusted Advisor" model for client relationships, created by renowned experts Charles Green and

Robert Galford. Now Green and Galford have teamed up with the acclaimed David Maister in order to help their latest high-profile, fast-forward client: you. In this straightforward guide, Maister, Green and Galford show readers that the key to professional success goes well beyond technical mastery or expertise. Today, it's all about the vital ability to earn the client's trust and thereby win the ability to influence them. In these high risk times, trust is more valuable than gold. With this critical, highly detailed and accessible resource, readers will learn the five crucial steps for developing, managing and improving client confidence. For both emerging and established entrepreneurs and consultants, THE TRUSTED ADVISOR is the first truly indispensable business book of the decade.

The Unbeatable, Updated, Comprehensive Guidebook For First-Time Consultants Getting Started In Consulting More people than ever are making the jump from corporate offices to home offices, taking control of their futures, being their own bosses, and starting their own consultancies. Consulting is a bigger business than ever and growing every day. For almost a decade, Alan Weiss's Getting Started in Consulting has been an indispensable resource for anyone who wants to strike out on his own and start a new consulting business. It provides a rich source of expert advice and practical guidance, and it shows you how you can combine low overhead and a high degree of organization to add up to a six- or even seven-figure income. You'll learn everything you need to know about financing your business, marketing your services, writing winning proposals, meeting legal requirements, setting fees, keeping the books, and much more. This new Third Edition of Getting Started in Consulting is more comprehensive, up to date, and practical than ever. In addition to the nuts-and-bolts basics, you'll also get a wealth of new information and resources: How to leverage new technologies to lower your business costs and increase your profits A budget sampler that shows you how best to maximize an initial start-up investment of \$5,000, \$10,000, or \$20,000 Free downloadable tools and forms to help you design and start your business quickly and easily New interviews with consultants who achieved rapid success, including their personal stories and most effective techniques Brand-new references, examples, and appendices If your dream in life

is to get out of the office and out on your own, consulting is a great way to make it happen. Make sure you do it right—and do it profitably—with *Getting Started in Consulting, Third Edition*.

Based on years of research in professional baseball, this book shares the reason why the word “adjustment” is the key to success. Everyone has desires placed on their hearts. Whether it’s succeeding at work, losing weight, completing education, or improving key relationships, the list goes on and on. To fulfill these desires, we tend to employ familiar tools that have worked for us in the past. But then life throws us a curveball—a job loss, relationship troubles, or a global pandemic—and we get stuck. We have to search for new ways and new tools to adjust to these changes. Linda Wawrzyniak knows the enormous impact even the smallest adjustments can have on improving performance and increasing overall confidence and contentment. As a consultant and educator for Major League Baseball (MLB) teams, Linda began helping players navigate the challenges that come from acculturation and transition; at the same time, she also discovered the secret to improving their performance on the field. For the first time ever, she shares the secret of successful adjustments from within the closely guarded world of professional baseball. As a special bonus, the reader will have the opportunity to learn more about their own adjustment pattern tendencies through the Adjustment Awareness Audit, derived from the test used inside the MLB draft. Loaded with examples from Linda’s experiences as an MLB consultant and education coach, as well as her work in the corporate world and insight as a parent, *Million Dollar Adjustments* shows readers the difference between passive learning and active executing—allowing them to gain the confidence to make bolder steps in life and reach for their goals with greater awareness and new tools in hand. With insights from the results of testing and stories of how adjustments transform people, this is a unique and impactful read for today’s digital transformation age. A proven approach to revenue-generating marketing and client development *Professional Services Marketing* is a fully field-tested and research-based approach to marketing and client development for professional services firms. The book, now in its Second Edition, covers five key areas that are critical for firms that want to grow and become more

profitable: creating a marketing and growth strategy; establishing a brand and reputation; implementing a marketing communications program; executing lead generation strategies; and developing business by winning new clients. You will also read real-world case studies that illustrate major points, as well as quotes and stories from well-respected professionals in the industry. The Second Edition features new research and updates throughout, including new chapters on social media and online marketing, as well as new case studies and interviews. Authors Mike Schultz and John E. Doerr are the coauthors of the Wall Street Journal and Inc. Magazine bestseller *Rainmaking Conversations* and *Professional Services Marketing*; Lee W. Frederiksen is coauthor of *Online Marketing for Professional Services*. Will be widely promoted via multiple online routes and direct mail marketing. Firms of any size can use this proven approach to marketing and client development to attract new clients and grow their professional service businesses.

How to Launch and Grow a Seven-Figure Consulting Business

Leverage The Web to Build Your Brand and Transform Your Business

How to Charge - and Get - What You're Worth

Why Philanthropists Fail To Achieve Change and What They Can Do To Transform Giving

The Unofficial Guide to Power Managing

Million Dollar Adjustments

Million Dollar Web Presence

Great leaders are driven to win. Yet career wins can come at great cost to your health, relationships, and personal well-being. Why does it seem impossible to both win at work and succeed at life? Michael Hyatt and Megan Hyatt Miller know we can do better because he's seen it in his more than four decades as a successful executive and a loving and present husband and father. Today Michael and his daughter, Megan Hyatt Miller, coach leaders to live the double win. Backed by scholarly research from organizational science and psychology, and illustrated with eye-opening case studies from across the business spectrum and their own coaching clients. *Win at Work and Succeed at Life* is their manifesto on how you can achieve work-life balance and restore your sanity. With clarity, humor, and plenty of motivation, *Win at Work and Succeed at Life* gives you - an understanding of the historical and cultural

forces that have led to overworking - 5 principles to rethink work and productivity from the ground up - simple but proven practices that enable you to slow down and reclaim your life - and more Refuse the false choice of career versus family. You can achieve the double win in life.

“[Weiss is] one of the most highly respected independent consultants in the country.” —New York Post If you're an aspiring entrepreneur, you've come to the right place. In Million Dollar Launch, bestselling author and superstar consultant Alan Weiss shows you how to get your business up and running—fast! Step by step, Weiss reveals how to create a revenue-producing practice quickly and successfully—while funds last and while support systems remain passionate. This is an indispensable guide to those critical first 90 days. Alan Weiss is the bestselling author of Million Dollar Consulting. He belongs to the Professional Speaker Hall of Fame and is the recipient of the National Speakers Association Council of Peers Award for Excellence, representing the top 1 percent of professional speakers in the world. Revamp your life to grow, evolve, and become who you want to be Lifestorming is the indispensably practical handbook for becoming the person you want to be. Redesign your life, friends, behaviors, and beliefs to move closer to your goals every single day, guided by expert insight and deep introspection. Written by a veteran author team behind almost 100 books on human behavior, this guide helps you learn why you do things the way you do them, and how to do them better. The Lifestorming Test allows you to assess your current state in concrete terms, and assess your ability to change and adapt — from there, it's about identifying people, actions, habits, and beliefs that either support your personal and professional growth or hold you back. You'll learn the six building blocks of character, challenge your belief system, develop a leadership mindset, and overcome the fear and guilt of success. You'll map out an action plan, and learn how to continually move forward at work, at home, and in everyday life. We often don't realize how much of our natural default is established by others. Whose goals are you working toward? Are you measuring your progress with the correct yardstick? This book shows you how to take a step back and compare your life today with the future you want — and build a plan for changing track toward constant evolution and growth. Assess your current state and your capacity for change Develop the right goals and the right metrics to create the future you want Learn how character evolves, and why it's essential to growth Change your habits and behaviors to consistently grow and evolve We all carry around old baggage, obsolete "friendships", and counterproductive beliefs — and every day, they pull us a little further away from what we really want. Lifestorming is your real-world guide to shedding the

stagnation, and allowing yourself to grow into the person you want to become.

How can you take your skills and expertise and package and present it to become a successful consultant? There are proven time-tested principles, strategies, tactics and best-practices the most successful consultants use to start, run and grow their consulting business. Consulting Success teaches you what they are. In this book you'll learn: - How to position yourself as a leading expert and authority in your marketplace - Effective marketing and branding materials that get the attention of your ideal clients - Strategies to increase your fees and earn more with every project - The proposal template that has generated millions of dollars in consulting engagements - How to develop a pipeline of business and attract ideal clients - Productivity secrets for consultants including how to get more done in one week than most people do in a month - And much, much more

Million Dollar Coaching

Getting Started in Consulting

The Consulting Bible

Threescore and More

Delusional Altruism

The Proven Guide to Start, Run and Grow a Successful Consulting Business

How to Be an Effective Internal Change Agent

The Long-Awaited Update for Building a Thriving Consultancy Completely updated for today's busier-than-ever consultants, this classic 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, develop a marketing plan, and grow your business into a \$1 million-per-year firm, plus brand-new 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 Training 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. Cragg, Ph.D., author of Zapp! "Must reading for those who are beginning a practice or seeking to upgrade an existing practice." Victor H. Vroom, Searle Professor, School of Management, Yale University

A popular aphorism suggests that in the end, no one ever regretted not spending more time in the office. Yet during our lives and careers we often find ourselves to confuse our priorities, shifting our focus so that we end up with clients whom we know extremely well and families who are de facto clients. In this book, widely renowned consultant Alan Weiss—cited as "a worldwide expert in executive education" in Success Magazine—tells how to balance work and relationships in a way that will help anyone to work smarter and live better. Weiss draws on scores of interviews and vignettes with successful consultants to offer nontheoretical, pragmatic advice on living a balanced life, including how to: Work smart and not hard Have time to

passions Build on success, not on correcting weakness Give yourself short- and long-term personal rewards Take risks and reinvent you again) Play to win— but ignore the score and reward the effort Influence others while surrendering the need to control Visualize the future The expert guide to effective internal consulting This book guides internal consultants through the steps necessary to bolster their creative relationships within the organization, develop internal marketing abilities, and apply proper methodologies to their work. Alan Weiss, an internal consultant, provides practical techniques the internal consultant, internal human resources practitioner, and any other internal change agent to excel at work, advance their careers, and become valued assets to their organizations. Some of the major subjects covered include setting a proper environment for success and establishing peer-level interactions. Alan Weiss, PhD (East Greenwich, CT), has consulted with hundreds of organizations around the world, including Mercedes-Benz, Hewlett-Packard, Merck, and Chase. He lectures widely and appears regularly on television to discuss productivity and performance. He is the author of twelve books, including Getting Started in Consulting (Wiley: 0-471-30000-0), The Ultimate Consultant (Jossey-Bass: 0-7879-5508-6), How to Acquire Clients (Jossey-Bass: 0-7879-5514-0), and Process Consulting (Jossey-Bass: 0-7879-5512-4).

In this thoroughly revised edition of his classic book, Alan Weiss shows how consulting fees are dependent on only two things: value perceived by the buyer and the intent of the buyer and the consultant to act ethically. Many consultants, however, fail to understand that value is the basis of the fee, or that they must translate the importance of their advice into long-term gains for the client in the client's own mind. Others fail to have the courage and the belief system that support the high value delivered to clients, thereby reducing fees to a level commensurate with the consultant's own low self-esteem. Ultimately, says Weiss, consultants, not clients, are the main cause of low consulting fees.

Win at Work and Succeed at Life

How the Best Firms Build Premier Brands, Thriving Lead Generation Engines, and Cultures of Business Development Success

A Practical Guide to Business Development for Consulting and Professional Services

Value-Based Fees

How to Convert Professional Success into Personal Happiness

Million Dollar Speaking: The Professional's Guide to Building Your Platform

The Visible Expert

Being a super-successful manager requires the finesse of a politician, the relationship skills of a psychologist, and the public speaking gifts of an actor, and all before lunch every working day. Managing people, like managing companies, means motivating, evaluating, communicating, resolving, presenting, and leading. The Unofficial Guide to Power Managing contains all the secrets and inside scoop that managers need to rev up their employees and their businesses. Here's where managers aiming for the top find no-nonsense tips on * Helping others to motivate themselves -- and what to do when empowerment fails * Why the best salesperson shouldn't be the sales manager * Negotiating successfully without resorting to weapons * Leadership style -- there's no perfect one, except for despots * Winning strategies -- and why most fail, even though the tactics succeed

The intent of this book -- the author's goal for you -- is to understand the baseless underpinnings of almost all our fears. You read that correctly -- almost all our fears -- and therefore to discard them. The author has expertly coached leaders and managers in the discovery of, examination of, elimination of, and sustained freedom from fears. We all know people who are charming and

articulate, but flounder on a stage addressing colleagues; musicians who master intricate scores but can't play the basics when asked to solo; athletes who "choke"; business people who are strong until it comes time to ask for the business; people who consistently feel like "imposters." We are far better at dealing with external, tangible fears than our own imagined ones. We purchase insurance, watch the safety demonstrations, know how to use the Heimlich Maneuver. But those are responses to rare and often never-occurring emergencies. Our mythical and monstrous fears are daily dark clouds, masking our talents no less than depression or guilt. It's time to realize there is no monster under the bed, never has been, and never will be without having to check nightly and without needing a weapon on the night table. Picture yourself freed of restraints that you could never properly articulate and were loath to discuss, but which you carried on your shoulders constantly, a dead weight, nonetheless. Essentially, this book is for entrepreneurs, business owners, and those who seek a better position for themselves and their talents, but who procrastinate, delay, and hang back. It's about isolating and overcoming the internal fears that we generate every day like a geyser, triggered by time, events, or shifts in the environment. We are our own worst enemies and we ignore the practical remedies to escape fear because we use our energies instead on blaming everyone else.

Everything you need to know about building a successful, world-class consulting practice Whether you are a veteran consultant or new to the industry, an entrepreneur or the principal of a small firm, The Consulting Bible tells you absolutely everything you need to know to create and expand a seven-figure independent or boutique consulting practice. Expert author Alan Weiss, who coaches consultants globally and has written more books on solo consulting than anyone in history, shares his expertise comprehensively. Learn and appreciate the origins and evolution of the consulting profession Launch your practice or firm and propel it to top performance Implement your consulting strategies in public and private organizations, large or small, global or domestic Select from the widest variety of consulting methodologies Achieve lasting success in your professional career and personal goals The author is recognized as "one of the most highly regarded independent consultants in America" by the New York Post and "a worldwide expert in executive education" by Success Magazine Whether you're just starting out or looking for the latest trends in modern practice, The Consulting Bible gives you an unparalleled toolset to build a thriving consultancy.

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!

Million Dollar Launch: How to Kick-start a Successful Consulting Practice in 90 Days

Breakthrough Tactics for Winning Profitable Clients

Million Dollar Maverick

Consulting Success

Overcoming Reticence, Procrastination, and the Voices of Doubt Inside Your Head

Creating Meaning and Achievement in Your Career and Life

Bestselling author of Million Dollar Consulting sharesthe secrets of writing winning proposals Intended for consultants, speakers, and other professional services providers, Million Dollar Consulting@Proposals ends forever the time-consuming and often frustrating process of writing a consulting proposal. It begins with the basics—defining these proposals and why they are necessary—and coaches you through the entire proposal process. In this book, you'll learn how to establish outcome-based business objectives and maximize your success and commensurate fees. From bestselling author Alan Weiss, Million Dollar Consulting Proposals delivers step-by-step guidance on the essential element in creating a million dollar consultancy. Outlines the nine key components to a Million Dollar Consulting proposal structure Presents a dozen Golden Rules for presenting proposals Offers online samples, forms, and templates to maximize the effectiveness of these tools The New York Post calls bestselling author Alan Weiss "one of the most highly regarded independent consultants in America." Alan Weiss's expert guidance can lead your consulting business to unprecedented success, and it all starts with a million dollar proposal.

The Practice of Professional Coaching Change is the life-blood of consulting just as organizations endure only through successful change. The reality of this mutual need lies at the heart of what consulting is all about. Consultants solve problems created by the powerful forces of change in an organization's environment and in so doing, create change themselves. The Practice of Professional Consulting is a comprehensive examination of what has been called "the world's newest profession." In this practical resource Edward Verlander offers an overview of the industry and includes the most useful processes, tools, and skills used by successful consultants to produce solutions for their clients. The book also reveals why consulting is a growing and attractive career option. The best practices used by leading consulting firms are included in the book as well as the capabilities skillful consultant use in each stage of engagement. Verlander also recommends ways to ensure a consultant can solve a client's problems in a systematic, professional way. At the very heart of the book is the emphasis he puts on what is needed to become a truly trusted consultant. Filled with a wealth of must-have information from a wide range of consulting professionals, the book includes: a model of the consulting cycle; a diagnostic instrument for assessing consulting roles; ideas of how to develop political intelligence to navigate client organizations; tools for managing consulting meetings, risk assessment, and skills transfer; techniques in communications, emotional intelligence, presentations, and listening; and much more. Written for anyone wishing to start a consulting business, new employees at established consulting firms, facilitators of consulting training programs, and faculty at business schools, this important resource provides an easy way to understand the stages, roles, and tasks of consulting found

in any type of consulting and it provides simple and easy-to-use techniques and templates for implementation.

Ageism is too often an accepted form of bias, even though the facts support the value of aging. Airline pilots forced to retire at the arbitrary age of 65 are usually at the top of their game. Forced retirement in most organizations remove highly skilled performers as well as role models and trainers for newer generations. Instead of revelling in who we are, we begin to try to look younger as soon as possible, with 16-year-old women receiving nose and breast surgery as birthday presents. People have become inured to "losing" abilities as they age instead of appreciating new abilities that only age can bestow. Everyone extols the need for gender equality, lest we lose the talents of half of our population. Yet, people over 65 are currently 15 percent of the US population (46.2 million) and is projected to rise to 34 percent. Due to the IRA legislation of the Reagan era — and the lack of need to purchase homes, college educations, cars, or health care—the discretionary assets are also substantial. It's time these people took control of their lives and influence on everything from business to politics.