

Author Dan Predpall says in the nearly forty years that I've been a consultant, working for large consulting firms, and starting several small businesses, I've never seen a better time to become an independent consultant and monetize your skills and knowledge. Dan wrote this book with two audiences in mind: aspiring consultants, and established consultants. For those interested in starting a home business, this book is a great training manual that will provide the guidance needed to get off to a good start. Established consultants will find many actionable tips and techniques that will unlock their potential and accelerate growth. More specifically, the book covers:

- Seven essential factors that combine to create a powerful consultants mindset
- How to describe your service offering in a way that prospects want to know more
- Discover six influencers that, if used in your proposals, will reduce purchase anxiety and increase buyer interest
- How to create a lead generation system that will fill your sales funnel
- A framework for writing successful proposals
- Marketing on the Internet: a new frontier where consultants can market their services
- The Consultants Problem Solving Framework, a nine-step process for solving your customers problems every time.
- How to communicate with your customers so they come back for more
- Why project management can be your best marketing tool
- A complete business plan for starting your consultancy
- How to create your very own roadmap to success in consulting

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How to develop and retain leaders who can guide your organization through times of by David Rooke of Harthill Consulting and William Torbert of Boston University, . The following 10 principles can help unlock the potential strategic That is one of the principles behind

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