



Starting & Running a Successful Consultancy: How to Build and Market Your Own Consulting Business

Susan Nash

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Consulting has become an increasingly viable and growing working option for many individuals. This book is designed to help those new to consulting to carve out a successful career, and to aid those already in the arena to grow their business. Laid out in a workbook format, this books contains a wide variety of exercises, ultimately geared towards making consultancy an increasingly profitable enterprise. Reading this book will help you to: gain a clear understanding of the consulting process and its requirements; define and establish a clear strategic direction for your business; understand how to raise finances and maintain financial control; create and implement an effective marketing strategy; and, balance ongoing business with attracting new clients.

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