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# File Type PDF The Irresistible Consultants Guide To Winning Clients 6 Steps To Unlimited Clients Financial Freedom

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## **KEY=CLIENTS - BARTLETT JOHNSON**

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**The Irresistible Consultant's Guide to Winning Clients 6 Steps to Unlimited Clients & Financial Freedom** Morgan James Publishing This deeply insightful guide to understanding what clients really want is "an indispensable resource for consultants" (Keith Ferrazzi, #1 New York Times bestselling author of *Never Eat Alone*). Independent consulting is a potentially lucrative enterprise—but the reality 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 profitable, 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*, 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, named one of *Advertising Age* magazine's "Marketing Top 100," delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed. "If I could have just one book on client strategy, this book would be it." —Marshall Goldsmith, #1 New York Times bestselling author of *Triggers* **The Irresistible Consultant's**

## **Guide to Winning Clients 6 Steps to Unlimited Clients & Financial Freedom**

Learn the fundamentals of attracting clients, and catapult your business to new levels! **The Executive's Guide to Consultants: How to Find, Hire and Get Great Results from Outside Experts** McGraw Hill Professional **Maximize Your Return on Expertise** Research shows a high proportion of consultants fail to deliver results on time, on budget, and on target. Rare is the project that exceeds your expectations. But help is here. The Executive's Guide to Consultants explains how to ensure that every project delivers measurable benefits every time. This book will help you find experts, invest wisely, accelerate change, and achieve your most important goals by tapping into the genius of others. The Executive's Guide to Consultants contains breakthrough ideas covered by no other book, including: Sophisticated new contract structures that maximize your ROI Essential methods for reducing project risk Cutting-edge techniques for making change stick after the consultant leaves You will also learn to: Spot "chameleons" and other low-quality consultants who peddle tired ideas and deliver disappointing outcomes Get better results faster, while lowering fees Find the ideal consultant, coach, agency, or advisor for your precise situation Enforce accountability with outside experts and your own internal team Imagine if you could collect the wisdom of dozens of the country's top CEOs, combine it with the experience of a hall-of-fame consultant, and add a bucketful of unconventional thinking. You'd have **The Executive's Guide to Consultants**. Easy to read and packed with examples, checklists, templates, and guidelines, this book is the ultimate toolkit for maximizing your ROI from outside experts. Get extraordinary results from every consultant you hire "An extraordinary book. Clear, comprehensive, and eminently readable, it is THE book on how you can extract true business value from outside experts." -- Scott Cotherman, Chairman, TBWA\WorldHealth, subsidiary of Omnicom Group, Inc. "This is the Master Class for those who are smart, innovative, ahead of the pack, and who intend to stay that way. If you're not yet in that league, you should read this book twice." -- Alan Weiss, author, Million Dollar Consulting and The Consulting Bible "A terrific guidebook, with much of the advice equally applicable in managing your organization's internal talent. It's an easy, engaging read with a wealth of insights and detailed action steps--I highly recommend it." -- Brian Walker, President and CEO, Herman Miller, Inc. "A powerful antidote to the strained relationship between consultants and clients." -- Garry Ridge, CEO, WD-40 Company "This book shows you how to make your consultants' work stick. No more major investments in experts or programs that evaporate after only a few months or years." -- De Lyle Bloomquist, President, Tata Global Chemicals "Fields's messages are delivered in the way that all executives would like our outside resources to do it: capably, with straight talk and incredible insight." -- Ralph Scozzafava, Chairman and CEO, Furniture Brands

**An Insider's Guide to Building a Successful Consulting Practice** AMACOM Div American Mgmt Assn 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. **How Clients Buy A Practical Guide to Business Development for Consulting and Professional Services** John Wiley & Sons 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. **Consulting Success The Proven Guide to Start, Run and Grow a Successful Consulting Business** Consulting Success 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 **The Elite Consulting Mind 16 Proven Mindsets to Attract More Clients, Increase Your Income, and Achieve Meaningful Success** Whether you're just getting into consulting or you're a seasoned consulting veteran but aren't experiencing the level of success and results you truly desire, this

book offers you the advantage you need. Michael Zipursky, CEO of ConsultingSuccess.com and coach to elite consultants, has coached and trained more than 6000 consultants from around the world. In this book, Michael identifies the most significant factor in your success: your mindset. He shares with you the principles used by elite consultants that will help you overcome challenges, remove obstacles, and grow your business significantly, including: - How to build confidence by confronting the four major questions of self-doubt. - 3 specific steps you can take to attract ideal clients consistently. - Simple shifts you can make to increase your fees by 300% or more. - The best business model for consultants to achieve meaningful success. - Practical ways to turn failure into a growth opportunity and use worry to your advantage. - And so much more. By applying these proven mindset shifts and the principles that Michael shares with you in *The Elite Consulting Mind*, you can achieve meaningful, even limitless, success in your consulting business.

**Niche Marketing for Coaches** Thorogood Publishing *Niche Marketing for Coaches* is the essential handbook for building a life coaching, executive coaching or business coaching practice. Based on years of first-hand, practical experience this book shows you how to transform yourself from being just another coach into someone who stands out to your clients as the natural and only choice.

**Guerrilla Marketing for Consultants Breakthrough Tactics for Winning Profitable Clients** John Wiley & Sons 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.

**It Starts With Clients Your 100-Day Plan to Build Lifelong Relationships and Revenue** John Wiley & Sons World-renowned client relationship authority shows you how to dramatically grow your business by mastering fourteen critical client development challenges Andrew Sobel, author of the international bestsellers *Clients for Life* and *Power Questions*, offers a proven, 100-day plan for conquering 14 tough client development challenges and growing your client base in any market conditions. He's encapsulated 25 years of unique research, including personal interviews with over 8000 top executives and successful rainmakers, into a practical roadmap for winning more new clients and growing your existing relationships. You'll learn specific strategies to move confidently and predictably from a first meeting to a signed contract, and discover the agenda-setting techniques that create a steady stream of sole-source business. You'll master the art of reframing client requests, leading to broader, higher-impact engagements. You'll dramatically sharpen your ability to ask the powerful questions that can transform your client relationships. And, you'll learn to develop advisory relationships with

influential C-suite executives. Andrew illustrates each weekly challenge with real-life examples drawn from thousands of executive meetings. He shares success strategies from having grown and led three highly successful professional service businesses. Andrew has taught these strategies to over 50,000 professionals around the world, and they're now available to you in this highly readable, portable masterclass. Whether you are early in your career and need a comprehensive guide to grow your client base from the ground up or are a seasoned practitioner who wants to accelerate your business growth, *It Starts With Clients* will take you to the next level. **Generating Business Referrals Without Asking A Simple 5 Step Plan to a Referral Explosion** Morgan James Publishing Every business needs referrals from satisfied clients. A good referral can lead to a closed sale faster and easier than any other lead. But let's face it. Asking for referrals can be awkward. And asking is often ineffective. That's why Stacey Brown Randall developed a method of getting referrals - without asking. In her book *Generating Business Referrals Without Asking*, she shares her system for revolutionizing any business. Her structured approach reduces the hustle and increases productivity and profit. With Randall's system, you can stop wasting time and money marketing to cold leads and stalking would-be clients on social media. And you can start doing what you love most - providing the excellent service that made you go into business in the first place. In *Generating Business Referrals Without Asking*, you'll get Randall's five steps to steady business growth, case studies from business professionals, and a step-by-step roadmap that even the busiest business owner can implement. **The Fast Track The Insider's Guide to Winning Jobs in Management Consulting, Investment Banking, and Securities Trading** Currency Offers job-finding advice, including interviews with recruiters and profiles of the top forty firms **The Art of the Start 2.0 The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything** Penguin Fully revised and expanded for the first time in a decade, this is Guy Kawasaki's classic, bestselling guide to launching and making your new product, service, or idea a success. Whether you're an aspiring entrepreneur, small-business owner, intrapreneur, or not-for-profit leader, there's no shortage of advice on topics such as innovating, recruiting, fund raising, and branding. In fact, there are so many books, articles, websites, blogs, webinars, and conferences that many startups get paralyzed, or they focus on the wrong priorities and go broke before they succeed. *The Art of the Start 2.0* solves that problem by distilling Guy Kawasaki's decades of experience as one of the most hardworking and irreverent strategists in the business world. Guy has totally overhauled this iconic, essential guide for anyone starting anything. It's 64 percent longer than version 1.0 and features his latest insights and practical advice about social media, crowdfunding, cloud computing, and many other topics. Guy understands the seismic changes in business over the last decade: Once-invulnerable market leaders are struggling. Many of the basics of getting established have become easier, cheaper, and more democratic. Business plans are no longer necessary. Social media has replaced PR and advertising as the key method of promotion. Crowdfunding is now a viable alternative to investors. The cloud makes basic infrastructure affordable for almost any new venture. *The Art of the Start 2.0* will show you how to effectively deploy all these new tools. And it will help you master the fundamental challenges that have not changed: building a strong team,

creating an awesome product or service, and facing down your competition. As Guy likes to say, “Entrepreneur is a state of mind, not a job title.” His book will help you make your crazy ideas stick, through an adventure that's more art than science - the art of the start. **Sales Engagement How The World's Fastest Growing Companies are Modernizing Sales Through Humanization at Scale** John Wiley & Sons Engage in sales—the modern way Sales Engagement is how you engage and interact with your potential buyer to create connection, grab attention, and generate enough interest to create a buying opportunity. Sales Engagement details the modern way to build the top of the funnel and generate qualified leads for B2B companies. This book explores why a Sales Engagement strategy is so important, and walks you through the modern sales process to ensure you’re effectively connecting with customers every step of the way. • Find common factors holding your sales back—and reverse them through channel optimization • Humanize sales with personas and relevant information at every turn • Understand why A/B testing is so incredibly critical to success, and how to do it right • Take your sales process to the next level with a rock solid, modern Sales Engagement strategy This book is essential reading for anyone interested in up-leveling their game and doing more than they ever thought possible. **Radical Relevance: Sharpen Your Marketing Message - Cut Through the Noise - Win More Ideal Clients** Sharpen Your Marketing Message - Cut Through the Noise - Win More Ideal Clients Radical Relevance will help you cut through the daily barrage of message overload your prospects experience, to reach the right people at the right time with the right message. You will learn principles, strategies, and tangible tactics to help you: - Craft an irresistible marketing message that attracts the attention of your ideal clients. - Create a Unique Selling Proposition that makes you look different and separates you from your competition. - Brand your business through the problems you solve and the opportunities you create. - Create and deliver an Elevator Pitch that is authentic and compelling. - Reach more high-level prospects who need your value. - Persuade and move prospects to action so they follow your recommendations. - Build a more profitable, fulfilling, and enjoyable business. RADICAL RELEVANCE is filled with value proposition examples and unique branding case studies. RADICAL RELEVANCE is your road map to growing your business in a crowded and noisy marketplace. RADICAL RELEVANCE is about finding the bullseye for your business. You start with a relentless passion for truly knowing your clients - for identifying and solving their critical challenges and maximizing their opportunities. You narrow your focus to define a clear and profitable target market. Then, you zero-in to identify your Right-Fit Clients(TM). Continually tightening up your focus allows you to sharpen your marketing message - to cut through all the noise in the marketplace and resonate with your prospects - to capture their attention and compel them to take action. RADICAL RELEVANCE is about solving the right problems, with the right product or service, for the right people, with the right message, through the right medium, at just the right time. RADICAL RELEVANCE is not a theory. It's your path to exponential growth. Your radically relevant message will be irresistible to just the right prospects, compelling them to follow your recommendations, while simultaneously repelling those prospects who aren't a perfect fit for your business. BILL CATES, CSP, CPAE is an internationally recognized client-acquisition expert and highly sought-after

speaker. Elected by his peers into the Professional Speakers Hall of Fame, Bill has delivered his impactful, high-energy message on six continents to more than half a million professionals, executives, and business owners. Bill is the author of three Best Sellers: *Get More Referrals Now*, *Don't Keep Me a Secret*, and *Beyond Referrals*. Through his presentations, consulting, coaching, and video-based training programs, Bill shows businesses of all sizes how to increase revenue without increasing their marketing budgets. A successful entrepreneur, Bill built and sold two successful companies before turning his attention to businesses and professionals create irresistible value propositions. When Bill isn't working, he's planning his next adventure. Bill has trekked through the Himalayas of Nepal and the Andes of Peru, camped in the Arctic Circle, lived on a houseboat in Kashmir, and toured the country as a drummer in a rock and roll band. It's time to take a stand with your value It's time to get Radically Relevant **BE RELEVANT OR BE IGNORED BE COMPELLING OR BE FORGOTTEN** **The Brain Audit Why Customers Buy (and Why They Don't)** How the Brain Goes Through Decision-Making: Do you often wonder what your customer is thinking? Don't leave the thought process to chance and let that customer walk away. Your customers don't want to walk away. They want to buy from you. So how does the brain make decisions? And what causes it to get confused? The Brain Audit shows you how the customer takes decisions. And what you need to put in place, so that the customer feels happy to buy products or services from you. The Brain Audit isn't about persuasion or any mind tricks. Instead it shows you the information that your customers need in order to make a decision. It shows you how to present that information, and thereby enable the customer to intelligently go through a purchase sequence. The Brain Audit is designed to do the following: **brain\_audit\_benefits** 1) Enable you to spot every one of the 'seven bags' that are required to make a decision 2) Present those bags to the customer in the right sequence. 3) Enable you to get the customer to buy without needing to use pressure tactics. **Getting Everything You Can Out of All You've Got 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition** Macmillan A consultant to some of America's leading corporations shares key insights and ideas on how to supercharge one's business and career, explaining how to create and develop new opportunities for wealth in any business, enterprise, or venture. Reprint. 50,000 first printing. **Rain Making Attract New Clients No Matter What Your Field** Adams Media **Sell and Market Like a Pro!** In this new edition of his classic book, *Rain Making*, Ford Harding reveals step by step how--even if you've never sold a product in your life--you can become a top performer in your organization. Filled with easy-to-use strategies, checklists, tables, and guides, this book shows you how to: Write articles for professional publications Make cold calls like a sales pro Network to build a lasting customer base Develop a winning sales strategy With this book at your fingertips, you'll get the marketing and sales skills you need to survive--and flourish--one sale at a time! **The Consulting Bible Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice** John Wiley & Sons 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. **\$250k Consulting Double Or Triple Your Income - Start a Consulting Company! How to Ramp Up Fast, Survive the First Year, Pull in Paying Clients, Gain Trust, and Avoid Breaking the Unwritten Rules** Createspace Independent Publishing Platform Want to double or triple your income? Is your company or boss holding you back? Are you looking for independence, flexible hours, and more choice in how you make a living? Ever wondered if you could make it on your own? IT management consultant and business author William Yarberry, CPA, teaches you how to: Start your independent business. Acquire clients. Survive the critical first year. Build trust and client loyalty. Ramp up your productivity. Avoid breaking the unwritten rules. Imagine growing your earnings over the next five years by 100% or even 200%. Imagine working on your own terms where you can ... Choose where and when you work. Grow in the business/technical skills that best match your natural talents. Make sure no career crushing, negative people limit your growth and income. Take time off on your schedule. Start today: Make more money, take control of the course and direction of your life, and get more satisfaction from your work. Click the Buy Now button and get your copy of \$250K Consulting. **The Consulting Bible How to Launch and Grow a Seven-Figure Consulting Business** John Wiley & Sons 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. **Find Your Red Thread Make Your Big Ideas Irresistible** Page Two Books You have a terrific idea. You know it is so powerful that it could change a life, a market, or even the world. There's just one problem: others can't, or don't, see it... yet. **Book Yourself Solid The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling** Wiley Book Yourself Solid-now in paperback-is a complete instructional guide for starting and growing a successful service business. It gives you simple, yet effective techniques for creating relentless demand and endless leads. It includes more than 200 proven marketing strategies for attracting new clients, earning more referrals, and building profitable, long-lasting professional relationships. If you want to take your service business to the next level, start here and Book Yourself Solid. **Selling to Serve The Breakthrough Sales System for Cloud Accountants** Createspace Independent Publishing Platform Accountants have it tough..... and it's getting tougher. They fulfill THE most important function of any business, which is to manage their finances. They have to ensure that they are compliant and help their clients to make better decisions about the future based on what has happened in the past. So you'd think that their clients would be singing their praises, throwing money at them for the great job that they do and bending over backwards to meet their demands. But is that the reality? Not even close. The reality is that accountants are seen as a necessity and their services aren't valued to the extent that they should be. How do I know? Because I've been doing it with brave firms of forward thinking accountants who have been bold enough to acknowledge that the world of accounting has changed; accountants who joined the profession, through wanting to provide value and who are sick of it being reduced to a necessity; accountants who are sick of putting up with crap from clients, and not getting paid enough for a service that's so challenging to deliver. So if you're ready to discover how to solve this problem... let's go. **May I Have Your Attention, Please? Your Guide to Business Writing That Charms, Captivates and Converts** Let's not mince words here: most business writing is tedious, pompous and bereft of the tiniest sliver of personality. It's near impossible for customers to cut through the "innovative solutions" and "passion for customer service," and find out who can actually give them what they need. For the business owner who's willing to do something different, though, it represents a major - and inexpensive - competitive advantage. *May I Have Your Attention, Please?* lays out 12 simple principles that allow business owners - even those with no writing experience - to attract and enchant their dream customers. With clear and concise explanations of what works and why, and examples of the best and worst text out there, you'll have all the tools you need to turn readers into buyers into raving fans. Give your writing skills an instant upgrade

In this short book, you'll learn: Simple techniques to turn your dull-as-dishwater business marketing into "can't resist" copy - even if you don't think of yourself as a "good writer." How to make price irrelevant and be the only choice for your ideal customer - by changing nothing except your copywriting. The business writing "rules" you should revel in breaking. Why copying your competitors is a dangerous waste of time... and what to do instead (without spending hours searching for ideas). The easily avoidable mistakes that are turning your customers off - even if they don't know it. A simple framework to help you blast through writer's block and know exactly what to say in any piece of writing. How to "read your customers' minds," and get them looking for reasons to buy from you. Who is this book for? Business owners looking to breathe more life into their website, content marketing or sales materials. Employees who want to gain a new skill and have more impact in their work. Anyone who has something great to offer - but is struggling to get the message across. **The Startup Owner's Manual The Step-By-Step Guide for Building a Great Company** John Wiley & Sons More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product. **Take Your Shot How to Grow Your Business, Attract More Clients, and Make More Money** TAKE YOUR SHOT is the story about Russ Hibbert. Russ is a hard worker, dedicated to his wife and children, and building a career as a golf professional. But one day he wakes up and realises his business is going nowhere. A chance meeting with a business coach, David, leads to a dramatic change and an opportunity, for Russ, to design the business that he always wanted, and start on his own entrepreneurial journey. This book is ultimately an answer to the question: "How can I make more money, attract more clients, and grow my business?" TAKE YOUR SHOT will teach you:

- To change your perceptions of your own business so that you get out of your own way
- To set a brave goal, develop a strong desire to overcome obstacles, and the activities required to achieve your goal
- How to build desirable products, price those products confidently and demonstrate value to prospects
- How to get the business and life you've always dreamed of, increased prosperity, and to have fun

Russ ends up entering the world of entrepreneurship all thanks to the clear and concise direction from his Business Coach, David. "Well... Robin has smashed it out the park (or off the green, if you prefer ) with his second book. It's a relatable story, which I'm sure will resonate with everyone. What I love is that Robin has picked out the key learnings about pricing and productisation, and weaved them into the story so that everyone can benefit. Fantastic." Carl Reader - Author of *The Startup Coach and Serial Entrepreneur*

**LinkedIn Riches How I Made \$135,000 in Just 90 Days Using LinkedIn!** CreateSpace

What if there was a lead generation strategy or platform available online where you could literally wake up each morning to an inbox overflowing with fresh, hot leads? What if around the clock you had a system that brought you qualified prospects looking to buy exactly the type of product or service you were offering? What if all of that happened without you having to leave your desk? What if this system, this new way of generating leads, freed you up to do the things you loved because it took less time, less expense and less effort than everything else you've ever tried? If you're interested in having that vision become a reality, then you need to read this book! Because I'm going to show you EXACTLY how I made more than \$135,000 in just 90 days using LinkedIn. I did it all by myself, and I did it all inside a tiny niche. This isn't some get-rich-quick scheme or "push a button and make money" type approach. Rather, it's about understanding how to enhance your personal brand, how to leverage LinkedIn's built-in advantages and how to apply the specific type of selling psychology that generates nonstop leads and customers when done correctly. The simple formula I'll teach you works in any niche, takes just a few minutes a day to apply and drives targeted, ready-to-buy prospects to your virtual front door. It doesn't matter what your experience level is when it comes to LinkedIn - literally anyone can do this! Find out RIGHT NOW just how easy it is!

Inside This Book You'll Discover:

- How to ensure your LinkedIn profile ranks #1 in your niche or industry.
- How to instantly locate your ideal prospects on LinkedIn no matter what industry you're in.
- How to engage your ideal prospects on LinkedIn by creating instant likability and trust.
- How to create content on LinkedIn that establishes your credibility and attracts your ideal prospects
- How to turn LinkedIn Groups into your own personal ATM Machine.
- How to move new LinkedIn connections from prospects to paying customers as quickly as possible.

**Succeeding as a Management Consultant Learn the skills used by the leading management consulting firms, such as McKinsey, BCG, et al.** Firmsconsulting LLC

Written for business leaders and consultants who are trying to solve significant problems and create measurable value. Readers can view the templates used in consulting studies and how they are used. All the foundational strategy and business analyses tools are taught along with the soft skills and practical tools to solve any business problem. This is the only book of its kind walking the reader step-by-step through a complete consulting study. This book follows an engagement team as they assist a large company in diagnosing and fixing deep and persistent organizational issues over an 8-week assignment. Readers will learn how they successfully navigate a challenging client environment, frame the problem and limit the scope, develop hypotheses, build the analyses and provide the final recommendations. We have placed the explanation of management consulting techniques within a lively and engaging storyline, which allows the reader to truly understand the challenges faced

on consulting engagements, connect with the characters, and understand both how and why they debated elements of the study. It is written so that the reader may follow, understand, and replicate a strategic engagement using the same techniques used by the leading firms, such as McKinsey, Bain, and BCG. To make the story realistic and useful, we have worked with one client engagement throughout the book. Using different examples and different clients to explain concepts would have made it difficult for readers to see the data linkages and development of the final recommendations. The client and engagement are fictitious. The data presented are also fictitious, but they are based on actual consulting engagements and the experiences of the author and the contributing McKinsey, BCG, et. al. partners at FIRMSconsulting.com & StrategyTraining.com. RESERVE YOUR SPOT FOR FREE EPISODES FROM EX-MCK ET AL. PARTNERS AT FIRMSCONSULTING.COM/PROMO FREE EPISODE FROM THIS BOOKS COMPANION COURSE AT FIRMSCONSULTING.COM/SAAMC

**The Challenger Sale Taking Control of the Customer Conversation** Penguin What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, *The Challenger Sale* argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one-the Challenger- delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth. **Do It! Marketing 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition** AMACOM Discover the principles, practices, and insider secrets of paid professional speaking success in 77 instant-access "microchapters" that will help you market your smarts, monetize your message, and dramatically expand your reach and revenue. For thought-leading CEOs, executives, consultants, and entrepreneurs, the true test of your personal brand comes down to one simple

question: When you speak, do people listen? In Do It! Speaking, nationally-acclaimed marketing expert and host of the The Speaking Show Podcast David Newman teaches you how to build a thriving speaking career. Regardless of the speaking venue: in-person events, virtual appearances, conference stages, and any other place where you are being paid to share your expertise with an audience, the powerful articulation of your value, relevance, and impact is what makes experts stand out. But where do you start when you're trying to build your speaking platform? This book is the definitive guide on how to: Develop your speaking-driven revenue streams. Quickly commercialize your knowledge in today's economy. Bolster your visibility, credibility, and bank account. Become a better messenger of your company's message and dominate your marketplace. Do It! Speaking shows you the inside track on marketing, positioning, packaging, prospecting, outreach, sales, and how to get more and better speaking gigs on behalf of your company, your brand, and yourself. **Million Dollar Consulting** McGraw Hill Professional The Long-Awaited Update for Building a Thriving Consultancy Completely updated for today's busier-than-ever consultants, this classic guide 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, create 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 Associates, 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. Byham, Ph.D., author of Zapp! "Must reading for those who are beginning a practice or seeking to upgrade an existing practice." Victor H. Vroom, John G. Searle Professor, School of Management, Yale University **The Modern Seller Sell More and Increase Your Impact in the New Sales Economy** Welcome to the new sales economy: the ever-changing intersection of business trends, technology, and cultural dynamics. It's disruptive. It's transformational. It's also full of opportunity. Left-field competition. Commoditization. App-like mindsets. Less loyalty. More decision makers. Faster ROI expectations. All of this has shifted what our prospects and clients need to succeed, and how they want to interact with and buy from us. This evolution in professional selling challenges everything for sales leaders and sales professionals-how to win new clients, grow existing business, and deliver sales results. In The Modern Seller, Amy Franko explains the factors behind this challenging new sales economy and its impact on customers, sellers, and leaders. She explains why it demands a modern seller: one who is a recognized differentiator, extends the value of his or her company's offerings, and is viewed by his or her clients as the competitive advantage in their success. Franko explains the Five Dimensions of the Modern Seller, which will become your blueprint for success in modern selling. These Five Dimensions-agile, entrepreneurial, holistic, social, and ambassador-will 10X the effectiveness of your sales activities and results. Through research, stories of her own personal journey, as well as anecdotes of other modern

sellers, Frank offers specific and actionable strategies for sales professionals and leaders. You'll deliver top results and impact. **Do It! Speaking 77 Instant-Action Ideas to Market, Monetize, and Maximize Your Expertise** HarperCollins Leadership Discover the principles, practices, and insider secrets of paid professional speaking success in 77 instant-access "microchapters" that will help you market your smarts, monetize your message, and dramatically expand your reach and revenue. For thought-leading CEOs, executives, consultants, and entrepreneurs, the true test of your personal brand comes down to one simple question: When you speak, do people listen? Nationally-acclaimed marketing expert and host of The Speaking Show Podcast David Newman teaches you how to build a thriving speaking career. Regardless of the speaking venue: in-person events, virtual appearances, conference stages, and any other place where you are being paid to share your expertise with an audience, the powerful articulation of your value, relevance, and impact is what makes experts stand out. But where do you start when you're trying to build your speaking platform? In *Do It! Speaking*, Newman shares advice that helps you: Develop your speaking-driven revenue streams. Quickly commercialize your knowledge in today's economy. Bolster your visibility, credibility, and bank account. Become a better messenger of your company's message and dominate your marketplace. *Do It! Speaking* shows you the inside track on marketing, positioning, packaging, prospecting, outreach, sales, and how to get more and better speaking gigs on behalf of your company, your brand, and yourself. **Who Says Elephants Can't Dance? Leading a Great Enterprise through Dramatic Change** Harper Collins *Who Says Elephants Can't Dance?* sums up Lou Gerstner's historic business achievement, bringing IBM back from the brink of insolvency to lead the computer business once again. Offering a unique case study drawn from decades of experience at some of America's top companies -- McKinsey, American Express, RJR Nabisco -- Gerstner's insights into management and leadership are applicable to any business, at any level. Ranging from strategy to public relations, from finance to organization, Gerstner reveals the lessons of a lifetime running highly successful companies. **Clients for Life How Great Professionals Develop Breakthrough Relationships** Simon and Schuster Finally, the book that all professionals frustrated with fleeting client loyalty and relentless price pressure have waited for -- the first in-depth, client-tested guide to developing lasting business relationships. What separates extraordinary professionals from ordinary ones? Why are some professionals always drawn into their clients' inner circle of advisers, while others are employed on a one-shot basis and treated like vendors? Based on groundbreaking research, *Clients for Life* sets forth a comprehensive framework for how professionals in all fields can develop breakthrough relationships with their clients and enjoy enduring client loyalty. Drawing on insights from extensive interviews with both leading CEOs and today's most prominent client advisers, Jagdish Sheth and Andrew Sobel debunk the conventional wisdom about professional success -- "find a specialty, do good work" -- as hopelessly inadequate in a world where clients have unlimited access to information and expertise. The authors replace these tired conventions with an innovative blueprint, supported by over one hundred case studies and examples drawn from consulting, financial services, law, technology, and other fields, for how you can evolve from an expert for hire -- a

commodity -- to an extraordinary adviser. Riveting portraits of both exceptional contemporary professionals and legendary advisers such as Aristotle, Thomas More, Niccolò Machiavelli, and J. P. Morgan reveal how great client relationships are achieved in practice. Readers will learn, for example, to develop selfless independence, which tempers complete emotional, intellectual, and financial independence with a powerful commitment to client needs; to become deep generalists and overcome the narrow perspective caused by specialization; to systematically build lifelong trust; and to cultivate the power of synthesis -- big-picture thinking -- that is so highly valued by clients. Acclaimed by leading management thinkers, *Clients for Life* clearly illustrates the most important attributes and strategies of extraordinary client advisers and shows how you can use them to enrich your own relationships. It provides sophisticated professionals with the tools and insights they need to reap the rewards of lifetime client loyalty.

**The Consultant's Handbook A Practical Guide to Delivering High-value and Differentiated Services in a Competitive Marketplace** John Wiley & Sons Delivers the essential practical skills needed to consult and make sharp, well prepared interactions in a wide range of business situations This comprehensive handbook covers the fundamental skills and attitudes required by successful consultants from novice to practitioner level, irrespective of their specialist area. It untangles the key variables present in any consulting service and introduces practical ways to improve their effectiveness based upon the author's experience of helping consulting organisations to develop and excel in the marketplace. The book explores consulting 'from the ground up' steering away from theory and focusing instead on practical application, providing a solid platform upon which to build further domain-specific competence. The Consultant's Handbook provides: An understanding of the key variables that can be addressed in order to improve one's own consulting performance A set of simple practices that can be implemented with immediate benefit to the reader Practical insight into day-to-day real life consulting interactions Confidence to implement the new ideas and approaches **Start Here**

**The World's Best Business Book** Supported by case studies and testimonials from entrepreneurs using these best practice systems, former US SBA of the Year Clay Clark shares the specific action steps for successful business systems, hilarious stories from situations that every entrepreneur faces, and entrepreneurship factoids that are guaranteed to blow your mind. **Sell Like Crazy How to Get As Many Clients, Customers and Sales As You Can Possibly Handle** In this groundbreaking book, Sabri Suby, the founder of Australia's #1 fastest growing digital marketing agency, reveals his exclusive step-by-step formula for growing the sales of any business, in any market or niche! The 8 phase 'secret selling system' detailed in this book has been deployed in over 167 industries and is responsible for generating over \$400 million dollars in sales. This isn't like any business or marketing book you've ever read. There's no fluff or filler - just battle-hardened tactics that are working right now to rapidly grow sales. Use these timeless principles to rapidly and dramatically grow the sales for your business and crush your competition into a fine powder. **Getting Naked A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty** John Wiley & Sons Another extraordinary business fable from the New York Times bestselling author

Patrick Lencioni Written in the same dynamic style as his previous bestsellers including The Five Dysfunctions of a Team, Lencioni illustrates the principles of inspiring client loyalty through a fascinating business fable. He explains the theory of vulnerability in depth and presents concrete steps for putting it to work in any organization. The story follows a small consulting firm, Lighthouse Partners, which often beats out big-name competitors for top clients. One such competitor buys out Lighthouse and learns important lessons about what it means to provide value to its clients. Offers a key resource for gaining competitive advantage in tough times Shows why the quality of vulnerability is so important in business Includes ideas for inspiring customer and client loyalty Written by the highly successful consultant and business writer Patrick Lencioni This new book in the popular Lencioni series shows what it takes to gain a real and lasting competitive edge.