

how do i set up a consulting business

how do i set up a consulting business is a question many aspiring entrepreneurs ask as they seek to leverage their expertise and knowledge into a profitable venture. Setting up a consulting business can be a rewarding endeavor, allowing you to work flexibly while providing valuable insights to clients. This article will guide you through the essential steps to establish your consulting practice, from defining your niche to marketing your services effectively. You will learn about the importance of business planning, legal considerations, and strategies for attracting clients. With the right approach, you can successfully navigate the world of consulting.

- Understanding Your Niche
- Creating a Business Plan
- Legal Considerations
- Setting Your Pricing
- Marketing Your Consulting Services
- Building Client Relationships
- Continuous Improvement and Growth

Understanding Your Niche

To successfully set up a consulting business, the first step is to understand your niche. This involves identifying your areas of expertise and the specific market you want to serve. A clear niche helps differentiate your services from competitors and allows you to target your marketing efforts effectively.

Consider the following factors when defining your niche:

- **Expertise:** Assess your skills, experiences, and knowledge. What unique insights can you offer?
- **Target Audience:** Identify who would benefit most from your services. Are you targeting small businesses, large corporations, or specific industries?
- **Market Demand:** Research the demand for your services. Are there gaps in the market that you can fill?

By thoroughly understanding your niche, you can tailor your services to meet the needs of your target clients, thus enhancing your chances of success.

Creating a Business Plan

A well-structured business plan is crucial for setting up a consulting business. It serves as a roadmap for your venture and helps you clarify your goals, strategies, and financial projections. Your business plan should include several key components:

- **Executive Summary:** A brief overview of your consulting business, including your mission and vision.
- **Market Analysis:** Insights into your industry, target market, and competition.
- **Services Offered:** A detailed description of your consulting services and how they benefit clients.
- **Marketing Strategy:** Outline how you plan to attract and retain clients.
- **Financial Projections:** Estimated income, expenses, and profitability over the next few years.

Your business plan not only guides your actions but can also be essential for securing funding or partnerships in the future.

Legal Considerations

When setting up a consulting business, it's vital to understand the legal requirements involved. This includes choosing the right business structure, registering your business, and understanding tax obligations. Here are the main legal considerations:

- **Business Structure:** Decide whether to operate as a sole proprietorship, LLC, or corporation. Each structure has different implications for liability and taxes.
- **Registration:** Register your business name with the appropriate government authorities to ensure legitimacy.
- **Licenses and Permits:** Check if your consulting business requires any specific licenses or permits based on your location and the services you provide.
- **Insurance:** Consider obtaining professional liability insurance to protect yourself against potential claims.

Ensuring that you comply with legal obligations from the outset can save you time and resources in the long run.

Setting Your Pricing

Determining how to price your consulting services is a critical factor that can impact your profitability. Consider the following strategies for setting your rates:

- **Market Research:** Investigate what competitors in your niche are charging to ensure your rates are competitive.
- **Value-Based Pricing:** Consider the value you provide to clients. Pricing based on the outcomes and benefits they receive can justify higher fees.
- **Hourly vs. Project-Based:** Decide whether to charge by the hour, by project, or on a retainer basis, depending on your services and client preferences.
- **Adjust as Needed:** Be prepared to revise your pricing strategy as your experience grows and the market changes.

Setting the right price for your services is essential to attract clients while ensuring your business remains sustainable.

Marketing Your Consulting Services

Effective marketing is crucial for attracting clients to your consulting business. Here are several strategies to consider:

- **Networking:** Attend industry conferences, workshops, and networking events to connect with potential clients and other professionals.
- **Online Presence:** Create a professional website outlining your services, expertise, and testimonials from past clients.
- **Content Marketing:** Share valuable insights through blog posts, whitepapers, or webinars to establish your authority in your niche.
- **Social Media:** Utilize platforms like LinkedIn to promote your services, engage with your audience, and share industry-related content.

By employing a combination of these strategies, you can effectively market your consulting services and build a strong client base.

Building Client Relationships

Once you attract clients, establishing and maintaining strong relationships is vital for long-term success. Consider the following approaches:

- **Effective Communication:** Keep open lines of communication with clients to understand their needs and expectations.
- **Deliver Value:** Always strive to provide exceptional value and exceed client expectations in every interaction.

- **Feedback Mechanisms:** Regularly seek client feedback to improve your services and demonstrate your commitment to their success.
- **Follow-Up:** After project completion, follow up with clients to ensure satisfaction and explore potential further engagements.

Building lasting relationships not only helps retain clients but can also lead to referrals and new opportunities.

Continuous Improvement and Growth

Lastly, continually improving your consulting business is essential for long-term success. Stay updated with industry trends, seek professional development opportunities, and be open to feedback. Consider the following methods for growth:

- **Professional Development:** Attend workshops and training sessions to enhance your skills and knowledge.
- **Expand Your Services:** As you gain experience, consider diversifying your services to meet the evolving needs of your clients.
- **Monitor Industry Trends:** Stay informed about changes in your industry that may affect your consulting practice.
- **Evaluate Business Performance:** Regularly assess your business performance and adjust your strategies as needed to ensure continued growth.

By focusing on continuous improvement, you can ensure your consulting business remains relevant and successful in a competitive landscape.

Q: What qualifications do I need to start a consulting business?

A: While formal qualifications are not always necessary, having relevant education, certifications, and industry experience can enhance your credibility and attract clients.

Q: How can I find clients for my consulting business?

A: Networking, referrals, online marketing, and leveraging social media platforms are effective strategies for finding clients for your consulting business.

Q: What are the common mistakes to avoid when starting a

consulting business?

A: Common mistakes include failing to define a niche, underpricing services, neglecting marketing, and not having a clear business plan.

Q: Should I work alone or build a team for my consulting business?

A: It depends on your business model and goals. Starting solo allows for lower overhead, while building a team can enable you to take on larger projects and offer a wider range of services.

Q: How do I measure the success of my consulting business?

A: Success can be measured through client satisfaction, retention rates, revenue growth, and the achievement of your business goals outlined in your business plan.

Q: How can I differentiate my consulting services from competitors?

A: Differentiation can be achieved by specializing in a niche, offering unique services, showcasing your expertise, and providing exceptional customer service.

Q: Do I need a website for my consulting business?

A: Yes, having a professional website is crucial for establishing credibility, providing information about your services, and attracting potential clients.

Q: What should I include in my consulting contracts?

A: Consulting contracts should include the scope of work, payment terms, confidentiality agreements, and termination clauses to protect both you and your clients.

Q: Can I run a consulting business part-time?

A: Yes, many consultants start their businesses part-time while maintaining other employment. This approach allows for gradual growth and reduced financial risk.

Q: How important is networking for a consulting business?

A: Networking is extremely important as it helps you build relationships, gain referrals, and establish your presence in the industry, which can lead to new clients and opportunities.

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Douglas A. Gray, 2004 Every year the demand for consultants of all kinds increases, as organisations become leaner and more compact and outsourcing more commonplace. This fully revised new edition provides essential information and practical step by step guidance on starting and developing a successful consulting practice. It contains expert advice on the process of consultancy in terms of marketing and selling activities and how to conduct assignments. Also covered is how to run a consultancy as a business, including setting up, business planning, record and administrative systems and legal, taxation and insurance considerations. Essential reading for the would-be consultant, it has much to offer the established practitioner too.

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Bert Holtje, 2010-01-06 This book contains everything one needs to know to set themselves up as a home-based consultant, create a demand for their services, and make money. Bert Holtje, an author and a longtime publishing industry consultant, shows how to develop a marketable idea, operate a home-based office, draft winning proposals, sell services, get referrals, set fees, manage finances and time, and conduct Internet marketing. * Define your specialty * Build a client base * Make yourself indispensable * Create a fee structure * Find trusted subcontractors and specialists * Become a sought-after expert

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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

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how do i set up a consulting business: How to Start a Consulting Business Maxwell

Rotheray, According to Statista.com, about 1,121,512 management consulting firms exist in the US in 2022. In the same year, the management consulting businesses generated about \$329 billion. That's a huge sum and a great opportunity to tap into, but it's also filled with competition. If you must make it in consulting business, you must be armed with the right information. In this book you will learn: - How to analyze the pain points of the market - How to choose the right niche and develop your brand - The proper specialty training before starting the business - Selecting the suitable industries to consult for maximum output - Effective charging strategies for your consulting

work - How to structure your services for effective turnover - Guide for proper licensing and registrations - How to market your services without breaking the bank - How to stay organized and scale And much more. This book contains the strategies you need to start a consulting business as a beginner and become successful. It also includes plans to help you get started.

how do i set up a consulting business: Start Your Own Consulting Business Leslie Truex, 2012-07-30 ABOUT THE BOOK Starting a consulting business is one of the best ways to leverage your expertise into a profitable career. According to the Bureau of Labor Statistics, consulting is predicted to be the industry with the largest growth from 2008 to 2018. Depending on your skills and experience, starting a consulting business can be done quickly and affordably. In his book, *Getting Started as A Consultant*, Alan Weiss, Ph.D. defines consulting as the application of talents, expertise, experiences and other relevant attributes, which results in an improvement in the clients condition, (p. 1). In essence, a consultant uses his knowledge to identify problems, recommend solutions, and assist in making change. MEET THE AUTHOR Leslie Truex is a freelance writer and author on the subjects of small business, telecommuting and marketing. Her books include *The Work-At-Home Success Bible* (Adams Media, 2009) and *Jobs Online: How to Find and Get a Work-At-Home Job*. She's the owner of the 14 year old WorkAtHomeSuccess.com, which has been recognized by telework and small business associations as a quality resource for work-at-home information. She has appeared on The Daily Buzz, CNN.com, Women's World Magazine, Redbook, and in a host of other media outlets. EXCERPT FROM THE BOOK You have a business license, a contract and an office, but without clients, you dont have a business. Once youve done the busy work to establish your business, your most important task is marketing. Even when you have clients, marketing is crucial to ensuring you always have enough work to stay in business. The first rule of marketing is realize that its not about you. That might sound like a contradiction since marketing is about enticing clients to hire you. But clients dont buy you for how great you are or how many letters appear after your name. They buy the results you can give them. CHAPTER OUTLINE Start Your Own Consulting Business + Introduction to Starting a Consulting Business + How to get started + Business Structure + Marketing + ...and much more

how do i set up a consulting business: *Step by Step Guide to Startup a Consulting Business* Srikanth Merianda, 2016-10-17 The consulting bible for setting up a world-class consulting business positioned for success from the get-go. Ordinarily, the consulting market is competitive, for a new consulting business, it is ultra-competitive; because to successfully break into a consulting niche market, you need to go against already established consulting businesses. This task will be unduly difficult/impossible without the right information on how to setup and run an IT consulting business in the manner established businesses do for profit. Step-by-step guide to setting up an IT consulting business provides a hand-held guide to setting up an IT consulting business that will be instantly seen as professional and business ready. This book discusses the pertinent topics, IT consulting essentials, that IT professionals considering to start a business need to think about, from choosing a business name to incorporation, registering a new company, hiring a registered agent, selecting a business location, choosing from the various communication options, getting insurance, business presentation, and many more topics. Step-by-step guide to setting up an IT consulting business comprehensively discusses these topics and directs readers in the right directions to investigate essential subjects in greater depth. This book is an invaluable resource for any beginning IT consultant that wants to start a consulting business set for the highest possible returns in little time.

how do i set up a consulting business: *Learn How To Start A Consulting Business* Scott Derek, 2021-05-29 Learn how to start your own consulting business and the most effective strategies for business consultants. In this guide I'm going to show you how to start a consulting business and land your first high-ticket client This indispensable book offers step-by-step instructions for you to establish and grow your own consultancy business *Learn How To Start A Consulting Business* is the must-have guide for anyone seeking to cut their own path to their own consulting business. Dive in and learn how to: Find the right niche that fits your business model Set the right price for your

services and prove you deserve it Set up your business with minimal startup investment Decide your legal business structure Set up accounting and bookkeeping Hire team members that support you and your business this hands-on guide will tell you everything you need to know to start your own successful consulting business.

how do i set up a consulting business: How to Start and Run a Successful Consulting Business Gregory F. Kishel, Patricia Gunter Kishel, 1996-04-18 The consulting industry is one of the fastest growing business sectors worldwide with new opportunities emerging continually in hundreds of different fields. Whatever your area of expertise--engineering or employee relations, computers or customer service--there's likely to be a demand for your consulting abilities. —Gregory Kishel and Patricia Kishel from the Preface Who needs consultants? The answer is simple: everyone does! Consultants are no longer viewed as a luxury. They've become a necessity in today's constantly evolving business environment. And, for millions of career changers, recent graduates, retirees, and former government employees, consulting is an excellent way to turn knowledge and experience into a profitable business. Now, two highly successful consultants provide you with a proven plan for entering and growing in this lucrative field. You'll get practical advice on what it takes to succeed as a consultant, where the real opportunities are, and the types of situations you are most likely to encounter. You'll learn all of the aspects of becoming an independent consultant, including how to choose a specific field and set up business, how to determine fees and market your services, how to get referrals and maintain good client relations, how to write winning proposals, what kinds of insurance you should have, how to win government contracts, how to enter foreign markets, and much, much more. Packed with step-by-step guidelines, forms, and checklists, this valuable guide is must reading for both working consultants and anyone interested in starting a consulting business. Written for anyone with ideas, information, or skills to sell, this valuable guide shows you how to make the most of your talents, putting them to work for yourself and your clients. Drawing on their own experiences as management consultants, Gregory Kishel and Patricia Kishel offer down-to-earth advice on what it takes to succeed as a consultant, where the opportunities are, and the types of situations you are likely to encounter. Step by step, you will learn all of the aspects of becoming an independent consultant, including: How to choose a specific field and set up a business How to determine fees and market your services How to get referrals and maintain good client relations What kinds of insurance you should have How to win government contracts, enter foreign markets, and much more Whatever your area of specialization, this indispensable book will give you the information you need to build and maintain a profitable consulting business.

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how do i set up a consulting business: How to Start Your Own Cybersecurity Consulting Business Ravi Das, 2022-08-04 The burnout rate of a Chief Information Security Officer (CISO) is pegged at about 16 months. In other words, that is what the average tenure of a CISO is at a business. At the end of their stay, many CISOs look for totally different avenues of work, or they try something else - namely starting their own Cybersecurity Consulting business. Although a CISO might have the skill and knowledge set to go it alone, it takes careful planning to launch a successful Cyber Consulting business. This ranges all the way from developing a business plan to choosing the specific area in Cybersecurity that they want to serve. *How to Start Your Own Cybersecurity Consulting Business: First-Hand Lessons from a Burned-Out Ex-CISO* is written by an author who has real-world experience in launching a Cyber Consulting company. It is all-encompassing, with coverage spanning from selecting which legal formation is most suitable to which segment of the Cybersecurity industry should be targeted. The book is geared specifically towards the CISO that is on the verge of a total burnout or career change. It explains how CISOs can market their experience and services to win and retain key customers. It includes a chapter on how certification can give a

Cybersecurity consultant a competitive edge and covers the five top certifications in information security: CISSP, CompTIA Security+, CompTIA CySA+, CSSP, and CISM. The book's author has been in the IT world for more than 20 years and has worked for numerous companies in corporate America. He has experienced CISO burnout. He has also started two successful Cybersecurity companies. This book offers his own unique perspective based on his hard-earned lessons learned and shows how to apply them in creating a successful venture. It also covers the pitfalls of starting a consultancy, how to avoid them, and how to bounce back from any that prove unavoidable. This is the book for burned-out former CISOs to rejuvenate themselves and their careers by launching their own consultancies.

how do i set up a consulting business: How to Earn \$1,500 a Day: Proven Strategies for Building Wealth and Success Navneet Singh, Introduction: The Path to Earning \$1,500 a Day Understanding the goal of earning \$1,500 a day Why this goal is achievable with the right mindset and strategy Breaking down how \$1,500 a day equals \$547,500 annually The importance of diversifying your income streams Chapter 1: Building the Right Mindset for Wealth How mindset affects financial success Cultivating a mindset of abundance and growth The importance of discipline, patience, and persistence Embracing failure as a lesson, not a setback Chapter 2: Identifying High-Income Skills What are high-income skills? Examples of high-income skills: Sales and marketing Copywriting Web development Consulting Coaching Trading (stocks, forex, crypto) How to master these skills and scale them Chapter 3: Online Business Models to Earn \$1,500 a Day E-commerce Dropshipping, print-on-demand, and Amazon FBA How to source products and drive traffic Scaling your business with automation tools Digital Products Creating and selling online courses Writing eBooks and guides Building membership sites or subscription-based services Affiliate Marketing Promoting other people's products and earning commissions Setting up a website or social media platform to generate traffic How to find high-ticket affiliate programs Chapter 4: Leveraging Investments to Build Passive Income Real Estate Investing Rental properties Flipping houses How to finance real estate deals with little money down Stock Market and Dividend Investing Building a portfolio for long-term growth Dividend investing for regular income How to research and pick high-performing stocks Cryptocurrency Basics of crypto and decentralized finance (DeFi) How to earn passive income through staking and lending Risks and rewards of crypto investments Chapter 5: Creating a Consulting or Coaching Business How to set up a consulting business Finding a niche and defining your expertise Structuring your services for maximum profit Pricing your services and managing client expectations How to get your first clients and scale Chapter 6: Scaling Through Content Creation Social Media and Influencer Marketing Building an audience on platforms like YouTube, Instagram, TikTok, and Twitter Monetizing through brand deals, sponsorships, and affiliate marketing Blogging and SEO How to start a blog that drives traffic Monetization methods: affiliate marketing, sponsored posts, selling products YouTube and Video Content How to build a YouTube channel with 6-figure earning potential Ad revenue, sponsorships, and affiliate links on YouTube Chapter 7: High-Ticket Sales and Closing Deals How to sell high-ticket products or services Mastering the art of negotiation and closing deals Building a sales funnel that converts Networking and leveraging connections to find high-value clients Chapter 8: Freelancing Your Way to \$1,500 a Day Top freelance jobs that pay well (copywriting, graphic design, programming, etc.) How to position yourself as a premium freelancer Building a portfolio and attracting high-paying clients Platforms to find high-value freelancing gigs (Upwork, Fiverr, Toptal) How to negotiate and set rates that allow you to hit \$1,500 a day Chapter 9: Earning Through Trading and Speculation Introduction to trading stocks, options, forex, and cryptocurrency How to develop a strategy for day trading and swing trading Risk management: How to avoid significant losses Tools and resources for staying informed in the markets Leveraging leverage safely in trading Chapter 10: Managing and Scaling Your \$1,500 a Day Income The importance of reinvesting earnings Setting up systems for long-term growth and sustainability Managing taxes, expenses, and saving for the future Hiring a team to help scale your business Creating automation systems to reduce workload Chapter 11: Real-Life Case Studies of People Earning \$1,500 a Day Interviews with

entrepreneurs, investors, and high-earners who reached the \$1,500-a-day goal Key takeaways and lessons learned from their journeys Overcoming obstacles and staying consistent Conclusion: Your Blueprint for Success Recap of key strategies to earn \$1,500 a day Creating an action plan based on your unique strengths and opportunities The power of taking consistent, deliberate action Staying motivated and persistent on the journey to financial freedom

how do i set up a consulting business: The Consultant's Quick Start Guide Elaine Biech, 2008-12-03 The Consultant's Quick Start Guide offers a practical approach to setting up a consulting business. Throughout the guide, Elaine Biech--author of the best-selling *The Business of Consulting*--shares both her own secrets as well as those of numerous other successful consultants. With a focus on the business side of consulting, Biech takes you through a painless, fill-in-the-blanks, step-by-step process for setting up your consulting firm. New sections include: Why A Consulting Career—Five Reasons Why You May Be a Good Investment How Much Will Clients Pay? Your first To Do List What to call your business Creating and writing Business Plans Office Location Options Setting up your office, including Furnishing Your Office and planning your Technical Needs Electronic Records, including Monthly Expense Records, Revenue Projections, and Invoicing Staying Organized, including a Session Planner Determining your market niche Creating your marketing plan Developing your website Reviewing your first year with your family Electronic resource list, available online Skills And Knowledge Required of Consultants

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how do i set up a consulting business: How to Start a Project Management Business Jr John Tuman, 2011-04-01 You can live with the volatility, insecurity, and stress of today's job environment, or get out of that environment, start a business, and be the master of your own future. This book is a practical and straightforward guide that shows you how to start a business that is organized and operated like a project. This book will tell you what a project management business is and why it is ideal for today's global economy; explain how to start your business with little capital and minimal risk; show you how to make a substantial profit without killing yourself; and give you a model for managing your business and your life in a way that is balanced, enjoyable, and financially rewarding. This book is for the professional who is fed up, tired, or jaded by the corporate environment; the employee who is out of work or facing job loss; the college graduate who cannot find a job; or a college student who is thinking about becoming an entrepreneur.

how do i set up a consulting business: How to Start a Consulting Business From Scratch Jim Busby, Les Forman, 2016-06-06 How to Start a Consulting Business From Scratch Step By Step Guide How I Became a Marketing Consultant in Just 3 Months In case you wonder if you have what

it takes to be a consultant, without knowing you, I would say you may have it in you, but if you have doubt, then maybe it is time to do some self-evaluation and realization and see if you really have it in you. Read on and I will tell you what you need to find with-in yourself to know if you can do this job or not. I co-authored this book with Jim because I was motivated and inspired by him; he showed me that everyone has something in them that can help others. The very first day we met, he told me, As long as you know little more than the next guy, you are an Expert on that topic. Later he told me it was Tim Ferris who said that originally. I never thought I had any skills to be a consultant, but he did convince me otherwise and took me under his wing taught me everything I know, and here I am. Before you reads the book, have an open mind, do not self-doubt yourself in advance, remember the very first thing you need in this field is CONFIDENCE then you need some expertise on the subject. But Confidence is what can make or break you. Looking back at my own life, I never thought I could be a marketing consultant; I don't have the education nor do I have the skills for it. But he taught me it is not the education that makes you a great consultant if that were the case then every Ph.D. in marketing would take our job. It is the mix of confidence, knowledge, willing to learn and adopt are what makes someone a great and successful consultant. Here is the one more example, my wife has been in the makeup business for many years. She works for a national brand makeup company part time. I knew she knows about women's makeup more than average women do, so I told her to become a beauty consultant. Her reply was, she was happy in what she is doing, and she didn't think she had the knowledge or the 'know how' to be a consultant. I did some legwork on her behalf and landed her the very first \$3,500 consulting job for a local pageant show. She was scared but excited at the same time. After finishing her first gig, she quit her job, and now she has her successful beauty consulting business where is she made little over \$87,000 last year, but she only worked 7 months out of the year. Now I have to share this last one before we start, my nephew didn't finish college, despite all the effort and money my brother spent trying to put him through college. He took a job at one of the office supply places making photocopies. One thing I knew about him is that he knew how to use Facebook and Twitter and all those social media, when I was getting started I called him to help me set up my own Facebook and other social media pages. I am sure most of you know someone who is good at that sort of things. In one of my consulting job, one day they asked me if I could recommend someone for social media consulting as they needed some help with their social media presence. Without thinking I recommended my nephew, and he got the job! Long story short, he is on his 3rd contract, and he too left his office supply job. Okay, hope I was able to make a point that you do not need a Ph.D. or a master's degree to be a successful consultant. But please read through this book's material then take a piece of paper and write down what you think you are good at, what are your strength, what are your weaknesses. Then pick the one you think you are most comfortable with and start working towards it. It will not happen overnight, but if you can follow the marketing tips and market yourself right, you should see some degree of success in about 6 months.

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started and maintaining your business and gives practical guidelines about how to face the many challenges which you will encounter if you leave your job and set up on your own. Amongst the many issues involved this book specifically addresses: how to find clients; how to get more business and the opportunities areas available; how to price your services; the funding you will require; how to plan your consulting assignments And much more... This book is an essential reading for anyone who is seriously thinking about taking this big career step.

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