



How to Make It Big as a Consultant

By William A. Cohen Ph.D.



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Getting started in consulting can be a tricky prospect. How much should you charge? What type of language should exist in the contract? How can you find clients? Written by a veteran consultant with hundreds of consulting engagements to his credit, *How to Make it Big as a Consultant* is filled with detailed advice on every aspect of starting up and maintaining a highly lucrative consulting career. The book helps readers:

- get a handle on the legal, tax, and insurance issues involved in setting up and running the business
- understand what clients really need
- create the structure for an assignment (proposals, pricing, contracts, scheduling)
- market the business
- solve clients' problems using the Harvard Case Study Method

Completely updated and revised throughout, the fourth edition features new chapters on developing strategies for clients, leading consulting teams, and more. This trusted guidebook will help any aspiring reader become the kind of outstanding consultant that clients will turn to again and again.

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You'd be hard pressed to find better job perks than those that come with running your own consulting practice. (That is, unless you don't like the idea of authorizing your own salary increases, making your own hours, and choosing the people for whom you'll work.) But if you're going to make your business take off, it helps to have the concrete guidance of someone who's helped hundreds of thousands make more money in consulting than they ever dreamed.

Written by an accomplished consultant with hundreds of consulting engagements to his credit, *How to Make It Big as a Consultant* is loaded with detailed guidance on every aspect of maintaining a lucrative consulting practice in any economy.

You'll find out how to:

- * deal with the legal, tax, and insurance issues involved in setting up and running your business
- * understand what your clients really need
- * create the structure for an assignment (proposals, pricing, contracts, scheduling)
- * market your business
- * use the Harvard Case Study Method to solve your clients' problems
- * and much more!

Completely updated and revised throughout, the fourth edition of this classic, best-selling guide features new chapters on developing strategies for clients, leading consulting teams, and more. This is a long-trusted handbook that will help you master the fundamentals of the business and become the kind of outstanding consultant your clients will turn to again and again.

Praise for Previous Editions:

“Highly recommended for its expertise and no-nonsense approach....One of the best business books of the year.” — *Library Journal*

“One of the best guides is *How to Make It Big as a Consultant*...focused and detailed advice. Read this book when you're serious about starting up a consulting career.”

— Joyce Lain Kennedy, *Tribune Media Services*

“All necessary steps to break into consulting are examined in a straightforward, easy-to-read style. Anyone considering starting a consulting firm can avoid common start-up dilemmas by first consulting this book.” — *New Business Opportunities*

William A. Cohen, Ph.D., is President of the Institute of Leader Arts and an international speaker on management and leadership. As Director of the Small Business Institute for California State University Los Angeles, he built the program into one of the country's largest, supervising consulting for more than 700 small businesses. He is the author of many books including *The New Art of the Leader* and *A Class with*

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