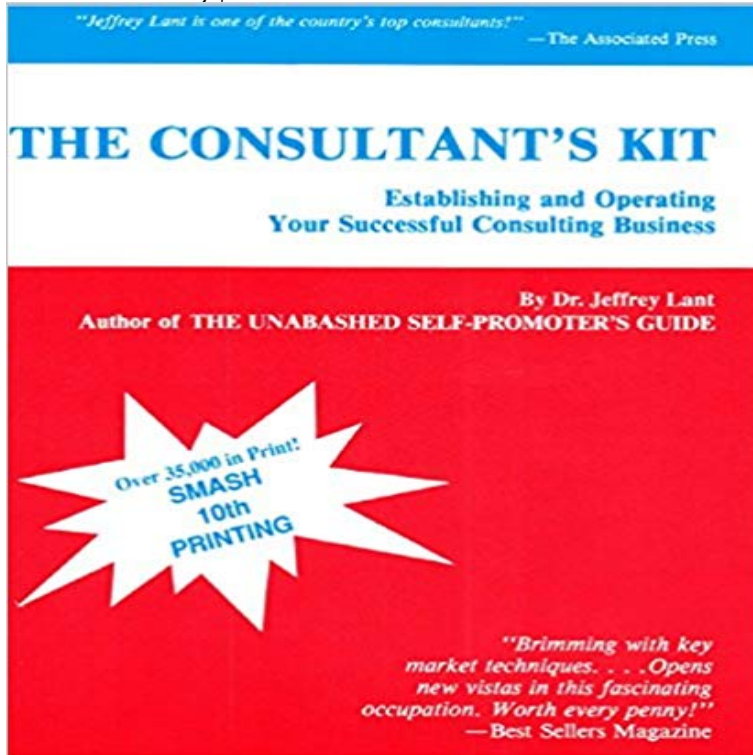


# The Consultants Kit: Establishing and Operating Your Successful Consulting Business



A book you'll be using in some form or other for the rest of your professional life. It is designed to start you on the road to consulting success by easing you into a lifestyle and a business process in a non-threatening, manageable, hopefully inspiring fashion. THE CONSULTANTS KIT, well established many years ago as one of the leading resources to succeeding in this exciting and lucrative career. I'm sure you've invested a lot into becoming an expert in your field, gaining specialized information, and finding ways to help others. Now, at a ridiculously low cost, you can begin to get a very substantial return on your investment. Moreover, if you're like most of the people who have bought THE CONSULTANTS KIT, you are bored, tired and frustrated with the usual 9-to-5 routine. I know I was. I hated taking orders, and I was a very bad employee. Not only did I think my bosses were often wrong about what they were doing; I had complete confidence I could do things better. This is not an attitude most bosses like until they hire a consultant, when they deem it essential and pay accordingly. You have been looking for the opportunity to take your fate in hand, to use your brains and information to your own best advantage and keep for yourself a greater percentage of the benefits which you know how to deliver. Not surprisingly, while you are often frustrated on the job, you are ordinarily brimming over with creativity, a zest for life and a desire to help others. For make no mistake about it: we consultants are a very helpful lot. We like our information to be put to the best possible use solving other people's problems. Perhaps like most of my readers, you are not the heir to great wealth. You've got the brains and the expertise, but nature neglected the trust fund. In consulting, that's all right. Consulting is one of the last places left where you can create a profitable business from the first day (as I

did) with ludicrously limited capital. When I launched my business there was no resource like THE CONSULTANTS KIT, and as a result I made a panoply of mistakes. None was fatal, all stung one way or another. Being a helpful person, I resolved to spare you the same ignominies, foolishness, and tire-spinning. So I wrote this book which is, in one way of thinking, a compilation of all my mistakes and the ways to avoid them and do things right. For keep in mind: there are right ways and wrong ways to go about the business of being a consultant. You have to be technically expert in your field. You must spend a portion of each day marketing. You must promote your successes to people and organizations who want you to replicate them. You must learn how to exploit the media to become the perceived expert in your field. And you must be determined to succeed. I remain resolutely determined, and I advise you to take on the same insistent attitude about your own success. Not everyone will like you for it. Most people are slothful, disorganized and prone to associating with others who share these lackluster traits. Not successful consultants, however. Its another luxury we cannot afford. I delight in finding new ways of working smart; cutting my hours while repeating ever greater profits on projects that make use of more and still more of my talents. As you master the techniques of THE CONSULTANTS KIT and all the other books in my Get-Ahead Series you will come to work as efficiently, as profitably. What is clear is that consulting demands your creativity. I have never, never in my life been more consistently creative than since I launched my consulting practice. It demands your commitment, your drive, your energy, your constant enthusiasm. Continually. But consulting repays this investment in two very important ways. Consulting gives you independence. Equally importantly, consulting is a way to do well while doing good. In this book Ill enthusiastically urge on those who have the potential to succeed as a consultant - You

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