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Marketing your consulting services

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Abstrak

Marketing Your Consulting Services is a complete how-to guide that will help you develop and implement a dynamic marketing plan that will make your consulting business more visible to clients and more competitive in the marketplace. Written by Elaine Biech?one of the foremost experts in the field of consulting?this practical and easy-to-use resource includes useful guidance, practical ideas, special consulting considerations, and creative tips. Marketing Your Consulting Services is filled with the information you need to help you: * Develop a successful marketing plan * Understand the marketing ins and outs of a small consulting firm * Find new clients * Get your clients to refer you to other clients * Implement inexpensive and effective marketing tools * Develop creative marketing ideas * Retain the clients you have today Biech urges you to develop a market all the time attitude, and to help you get started, she recommends hundreds of ideas that can be easily implemented. In addition, the book's Fast Fourteen To Do Today are suggestions you can put immediately into practice to help jump-start your business. Written to be a hands-on resource, Marketing Your Consulting Services also includes Quick tips throughout each chapter for easy reference. Marketing Your Consulting Services offers you the practical tools and helpful suggestions necessary to market and sell your consulting services. It includes everything a consultant needs to know about marketing to be?and stay?successful.