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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

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No one dares point out the obvious: that millions of workers have lost their jobs, their standard of living and their future job security. That downsizing, rightsizing, restructuring and reengineering are wiping out the work force in epidemic numbers, and wreaking havoc with the economy. Amidst the approving roar of the crowd, will anyone venture to ask, 'Do our corporate leaders really know what they are doing?' Alan Weiss does, in his own version of the well-known fable. "Our Emperors Have No Clothes" is a story of incompetence at the top levels of our corporations. It's a tale of dismal performance and gross ineptitude among senior management -- and the devastating impact it's had on the work force and the economy.

When it comes to how to succeed as an entrepreneur, we are besotted

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with advice. According to bestselling author Alan Weiss, success is a combination of opportunism, very disciplined work, luck, timing, and ignoring most advice. In other words, it means striking out on your own, original path to success. In Million Dollar Maverick, he explains that entrepreneurs don't take advice, they create value and then monetize it. They do what they love and are great at and find a way to sell it to people. They do not--contrary to "conventional wisdom"--chase money. They attract money. And most of all they think differently, act decisively--and, if talent and timing are with them, succeed quickly. Drawing on over thirty years of experience as a consultant, speaker, and global expert, Weiss shares his story and "Million Dollar Tips," not found in any of his other books, to help entrepreneurs gain influence, build confidence, and develop the critical thinking skills they need to discover the inside track to rapid success

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For over 30 years Alan Weiss has consulted, coached, and advised everyone from Fortune 500 executives, state governors, non-profit directors, and entrepreneurs to athletes, entertainers, and beauty

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pageant contestants. That 's quite an assortment of people, and they run into the thousands. Most of them have had what we euphemistically call "means," and some of them have had a lot more than that. Others have been aspiring and with more ends in sight than means on hand. Alan Weiss states: I ' ve dealt with esteem (low), narcissism (high), family problems, leadership dysfunctions, insecurities, addictions, and ethical quandaries. And I ' ve talked with them through the coronavirus crisis. But don ' t get the wrong idea. About 95% of these people have been well-meaning, honest (to the best of their knowledge), and interested in becoming a better person and better professional. Otherwise, they wouldn ' t be talking to me. I found the equivalent of the "runner ' s wall" in their journeys, where they must break through the pain and the obstacles and then can keep going with renewed energy and spirit. But runners know how far they

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Must go after the breakthrough, be it another half lap or another five miles. There is a finish line. I ' ve found that people in all positions, even after the "breakthrough," don ' t know where they are in the race, let alone where the finish line is. They do not know what meaning is for them. They may have money in the bank, good relationships, the admiration of others, and the love of their dogs. But they have no metrics for "What now?" They believe that at the end of life there is a tallying, some metaphysical accountant who totals up their contributions, deducts their bad acts, and creates the (hopefully positive) difference. That difference, they believe, is their "legacy." But the thought that legacy arrives at the end of life is as ridiculous as someone who decides to sell a business and tries to increase its valuation the day prior. Legacy is now. Legacy is daily. Every day we create the next page in our lives, but the question becomes who is

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writing it and what 's being written. Is someone else creating our legacy? Or are we, ourselves, simply writing the same page repeatedly? Or do we leave it blank? Our organic, living legacy is marred and squeezed by huge normative pressures. There is a "threshold" point, at which one 's beliefs and values are overridden by immense peer pressure. Our metrics are forced to change. In an age of social media, biased press, and bullying, we 've come to a point where our legacy, ironically, is almost out of our hands. Yet our "meaning" — our creation of meaning and not a search for some illusive alchemy — creates worth and impact for us and all those with whom we interact.

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