



# How to Build a Successful Consulting Practice (Business Books)

By Jack Phillips

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When you start your own consulting business, you can be your own boss, set your own hours-and make big profits! But that only happens if you're truly prepared. Are you familiar with the biggest consulting myths? Do you know the 12 success factors for consultants? Have you ever owned your own business before? *How to Build a Successful Consulting Practice* has all these answers and more-distilled by consulting guru Jack Phillips from years spent researching and reviewing successful firms that are still in business today. This essential volume shows how to:

- Develop a bulletproof business plan
- Find and keep clients for life
- Build your brand with magnetic marketing strategies
- Write spot-on proposals
- Use the Internet as a secret weapon
- Become a charismatic public speaker
- Avoid financial, legal, and ethical pitfalls
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About the Author

**Jack Phillips, Ph.D.**, is the chairman of the ROI Institute, which provides consulting services for Fortune 500 companies and workshops for major private and public organizations. The author and editor of more than 40 books and 100 articles, Phillips' clients include Accenture, Price Waterhouse Coopers, and IBM.

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