



How to Start a Consulting Business: A Marketing Guide for Independent Professionals to Attract and Retain Customers

Lenard Martini

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If we ask to consultants the following question: “What's the single biggest challenge you face as consultant?” For many consultants the answer is getting clients. But if you apply the easy-to follow recommendation offered here, getting new clients will become easier. This book presents a marketing system that consultants and anyone who provide a professional services can use to grow their business with integrity and without any hard selling activity. It has all the tools you need to make an effective action plan, and start getting clients.

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