

[CONTINUED FROM FRONT FLAP]

- Focus on becoming the Business Diagnostician
- Customize your communication style to each individual client
- Muster the courage to change how you do business

You can't just sit back and wait for business to come to you. You may be an expert in your field, but *The Profitable Consultant* will make you an expert in how to grow a lucrative and long-lasting consulting practice.

JAY NIBLICK is the founder/CEO of Consultant Growth Systems and has worked with thousands of independent consultants and executive coaches from around the world. Jay is also founder/CEO of the software development firm, Innermetrix, which has more than 600 management consultants and executive coaches consulting to tens of thousands of organizations around the globe. A serial entrepreneur, Jay has founded two additional successful and growing companies, InnerTalent and The Association of Independent Business Consultants. He has consulted to organizations including Johnson & Johnson, British Petroleum, Intel, Google, Coca-Cola, BAE Systems, The Anthony Robbins Companies, and others.

PRAISE FOR THE PROFITABLE CONSULTANT

"*The Profitable Consultant* takes a hard—sometimes brutal—look at the logic behind how consultants have historically tried to grow their business and offers a refreshing, effective, and surprisingly simple alternative that just works!"

—ANTHONY ROBBINS

entrepreneur, bestselling author, and
Peak Performance Strategist

"I believe in helping, not selling; in problem-solving, not persuading; in collaborating, not pitching a stock solution. Jay Niblick's newest book, *The Practical Consultant*, preaches all these same philosophies. Jay firmly believes in diagnosing before prescribing and good questioning/listening skills. I wholeheartedly recommend this book to any professional consultant engaged in business development. In other words, all of us!"

—DR. TONY ALESSANDRA

bestselling author of *Collaborative Selling* and
The Platinum Rule for Sales Mastery

"This book shows how you, as a consultant or coach, do not need to learn scripts or develop a steel-will to go out and be a great salesperson just to be a profitable consultant. Instead, Jay shows you how to make profits an integral part of all that you do so that you never experience those sweat-producing moments of 'call reluctance' or feeling inadequate. This is a new mindset, one that is totally compatible with my concept of becoming a profitable consultant. Get a copy of this book today."

—JIM CATHCART

bestselling author and member of the
National Speaker Association Hall of Fame

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THE PROFITABLE CONSULTANT

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FOREWORD BY
MARSHALL GOLDSMITH
AUTHOR OF *WHAT GOT YOU HERE, WON'T GET YOU THERE*

THE PROFITABLE CONSULTANT



STARTING, GROWING, AND
SELLING YOUR EXPERTISE

JAY NIBLICK



If you're considering becoming a consultant, you've probably spent much of your life honing your business expertise. But no matter how experienced professional business consultants and executive coaches may be, many find selling extremely uncomfortable. The greatest struggles a consultant faces are generating more qualified leads and turning those leads into actual paying clients.

Taking traditional beliefs about how best to "sell" and turning them completely upside down, *The Profitable Consultant* rewrites the sales playbook for the consulting and coaching industry. His proven five-step sales process is specifically designed for independent business consultants and coaches, serving as a common set of rules to grow their practice, deliver more value, and generate more revenue. *The Profitable Consultant* delivers a suite of ready-to-launch tools that will automate readers' marketing efforts, so they can focus more time delivering revenue-generating services—to even more clients. This field-tested advice includes how to:

- Price your services to yield the greatest profits
- Determine whether you have what it takes to become a consultant
- Clarify your target market and build a Unique Value Proposition custom-fit for your audience
- Develop and deliver an education-based marketing strategy
- Write a killer press release that hooks a reporter to cover your story

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