

Starting a High-income Consultancy

James Essinger ISBN 0-273-60506-2

Why read it?

It can help you decide whether the self-employed route is for you and offers frank advice if you're up and running but want to review progress. Its pragmatic content is prioritised to make a business successful and profitable. It openly addresses common mistakes made and what to focus energy on.

Top 5 Content areas:

You: Traits, skills, experience and approach you'll need. Hard hitting questions you need to answer if this way of earning is for you.

Setting up: How to be 'self-fuelling' i.e. keep your feet on the ground, spend as little as you can and only on the essentials, and above all else focus on getting clients.

Money: Self-discipline, principles of control, understanding money, cash-flow, pricing, costs, budgeting, running on a shoe-string.

Making your clients think you're wonderful: Service proposition, putting yourself in client's shoes, professional means of communication.

Winning new business: Realistic marketing and networking advice.

Influences of the author:

The book has less than five references. It's written directly from the personal experience of the author; No academically sound research to be found. James Essinger set up and failed, then set up again and succeeded, so has a balanced understanding of what it takes as a freelance consultant.

Benefits to:

Freelancer: Candid advice that pulls no punches. It challenges you to consider whether you are running and marketing an effective business so that action can be taken to improve.

Client: Service levels and value potentially increase, through the freelance trainer/coach/consultant prioritising their time, skills and energy better.

Spin-offs? Perception of freelance consultants in the marketplace improves, through positive business relationships being managed more effectively.