



Going Solo: Developing a Home-Based Consulting Business from the Ground Up

William J. Bond

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This comprehensive, step-by-step guide shows you how to take your specialized knowledge - gathered from a job, career, education, or life experience - and turn it into a profitable, thriving home business. It's packed with everything you need to succeed - how to assess your strengths and develop your marketing approach, how to locate your best prospects, how to write proposals that sell, how to translate your completed projects into new business, and more. "Going Solo" is filled with success stories, models, and forms to help you develop, manage, and organize a successful consulting business. It even includes comprehensive lists of more than 350 specialized consulting areas to help you shape your own consulting business.

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