

Value Based Fees How To Charge And Get What Youre Worth

Though it's a potentially lucrative enterprise, the reality of independent consulting seldom matches the dream. Most solo consultants and boutique consulting firms are perpetually within six months of bankruptcy due to the sputtering unreliability of their new business engines. The problem, according to international consulting expert David A. Fields, is twofold: 1) lack of a consistent, proven plan, and 2) fundamental misunderstanding about what clients want in a consultant. Fields, who has helped hundreds of consultants and boutique firms worldwide build lucrative, sustainable practices, replaces the typical consultant's mindset of emphasizing expertise and differentiated processes with a focus on building relationships, engendering trust, and solving clients' existing problems. In *The Irresistible Consultant's Guide to Winning Clients: Six Steps to Unlimited Clients and Financial Freedom*, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human profession, Fields delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed.

The #1 New York Times bestseller. Over 4 million copies sold! *Tiny Changes, Remarkable Results* No matter your goals, *Atomic Habits* offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to:

- make time for new habits (even when life gets crazy);
- overcome a lack of motivation and willpower;
- design your environment to make success easier;
- get back on track when you fall off course; ...and much more.

Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

The intent of this book -- the author's goal for you -- is to understand the baseless underpinnings of almost all our fears. You read that correctly -- almost all our fears -- and therefore to discard them. The author has expertly coached leaders and managers in the discovery of, examination of, elimination of, and sustained freedom from fears. We all know people who are charming and articulate, but flounder on a stage addressing colleagues; musicians who master intricate scores but can't play the basics when asked to solo; athletes who "choke"; business people who are strong until it comes time to ask for the business; people who consistently feel like "imposters." We are far better at dealing with external, tangible fears than our own imagined ones. We purchase insurance, watch the safety demonstrations, know how to use the Heimlich Maneuver. But those are responses to rare and often never-occurring emergencies. Our mythical and monstrous fears are daily dark clouds, masking our talents no less than depression or guilt. It's time to realize there is no monster under the bed, never has been, and never will be without having to check nightly and without needing a weapon on the night table. Picture yourself freed of restraints that you could never properly articulate and were loath to discuss, but which you carried on your shoulders constantly, a dead weight, nonetheless. Essentially, this book is for entrepreneurs, business owners, and those who seek a better position for themselves and their talents, but who procrastinate, delay, and hang back. It's about isolating and overcoming the internal fears that we generate every day like a geyser, triggered by time, events, or shifts in the environment. We are our own worst enemies and we ignore the practical remedies to escape fear because we use our energies instead on blaming everyone else.

A REVOLUTIONARY NEW PERSPECTIVE ON HOW PRICING REALLY WORKS “ Contextual Pricing delivers a knock-out punch to complacent and low-return pricing approaches. . . . This book is full of intriguing, fresh insights which will expand your perspective on what is possible in maximizing revenue from your company's products and services. ” —Mark Greatrex, Chief Marketing Officer, Cox Communications, and former SVP, Global Still Beverages, The Coca Cola Company “ To effectively price, managers must understand market context—the frame of reference for buyers. Context is far more important than the usual measures of price variation. I strongly recommend this readable and useful book to any business leader who suspects his or her company is falling short of achievable revenues. ” —Dave Calhoun, Chairman and CEO, Nielsen Company, and former Vice Chairman, General Electric Company About the Book: A few leading companies have jettisoned ideas about pricing that other companies believe are indispensable. The result has been superior performance against competitors who persist in a simplistic 1990s belief in “ value. ” Contextual Pricing describes how buyers are influenced by comparison points and contextual messages more than by actual price levels. Identical products can sell at radically different prices to the same target customer—if context is strategically managed. This fact is how Procter & Gamble, GE, Coca-Cola Company, Amazon, Google, Microsoft, and others make sure they get the best possible price. The use of context is changing the way companies price and sell in the new global economy. This readable and market-tested book describes the contextual pricing perspective, how it is being used in B2B and B2C markets, and how you can make the shift to contextual pricing in your own business. Whether you're a CEO, P&L manager marketing director, sales manager, or entrepreneur, Contextual Pricing shows you how to: Understand how your customer will make buying decisions and the role of pricing in those decisions Establish better, more intuitive prices using context Develop contextual pricing strategies that defeat competitor pricing—how contextual pricing can be the antidote to destructive price wars Harmonize your pricing with branding, product development and channel strategies Increase your profits with proven pricing tools, such as scientific bundling, tiering, branding, upsell “ hooks ” and more Through its illuminating case-by-case studies, Contextual Pricing delivers a wide range of pricing techniques and customer insights that you won't find anywhere else. You'll learn how to avoid common pitfalls when raising or lowering prices and discover how you can compete in traditional or emerging digital marketplaces—and beat the competition through superior tactics, not through lower margins. When you know the secrets of Contextual Pricing, you can name your price, drive your sales, increase your profits, and own your success.

A Guide for Managers & Entrepreneurs

Manager Selection

Model Rules of Professional Conduct

How to Make Value-Based Delivery Work

Million Dollar Consulting

How Smart Companies Design the Product Around the Price

A Guide to Amazon's Marketplace, Seller Central, and Fulfillment by Amazon Programs

Pricing decisions are among the most important and impactful business decisions that a manager can make. How to Price Effectively: A Guide for Managers and Entrepreneurs introduces the value pricing framework, a structured, versatile, and comprehensive method for making good pricing decisions and executing them. The framework weaves together the latest thinking from academic research journals, proven best practices from the leading pricing experts, and ideas from other fields such as medical decision making, consumer behavior, and

organizational psychology. The book discusses what a good pricing decision is, which factors you should consider when making one, the role played by each factor—costs, customer value, reference prices, and the value proposition—and how they work together, the importance of price execution, and how to evaluate the success of pricing decisions. You will also be introduced to a set of useful and straightforward tools to implement the value pricing framework, and study many examples and company case studies that illustrate its nuances. The purpose of *How to Price Effectively: A Guide for Managers and Entrepreneurs* is to provide you with a comprehensive, practical guide to making, executing, and evaluating pricing decisions.

Book Yourself Solid—now in paperback—is a complete instructional guide for starting and growing a successful service business. It gives you simple, yet effective techniques for creating relentless demand and endless leads. It includes more than 200 proven marketing strategies for attracting new clients, earning more referrals, and building profitable, long-lasting professional relationships. If you want to take your service business to the next level, start here and *Book Yourself Solid*.

Are you ready to turn your ideas into reality and build a wildly successful business? There has never been a better time to say yes! With a computer and an Internet connection you can get your ideas, messages, and business out there like never before and create so much success. In this book, Carrie Green shows you how. Carrie started her first online business at the age of 20—she knows what it's like to be an ambitious and creative woman with big dreams and huge determination . . . but she also knows the challenges of starting and running a business, including the fears, overwhelm, confusion, and blocks that entrepreneurs face. Based on her personal, tried-and-tested experience, she offers valuable guidance and powerful exercises to help you:

- Get clear on your business vision
- Move past the fears and doubts that can get in the way
- Understand your audience, so you can truly connect with them
- Create your brand and build a tribe of raving fans, subscribers, and customers
- Manage your time, maintain focus, and keep going in the right direction
- Condition yourself for success . . . and so much more!

If you're a creative and ambitious female entrepreneur, or are contemplating the entrepreneurial path, this book will provide the honest, realistic, and practical tools you need to follow your heart and bring your vision to life.

Surprising rules for successful monetization Innovation is the most important driver of growth. Today, more than ever, companies need to innovate to survive. But successful innovation—measured in dollars and cents—is a very hard target to hit. Companies obsess over being creative and innovative and spend significant time and expense in designing and building products, yet struggle to monetize them: 72% of innovations fail to meet their financial targets—or fail entirely. Many companies have come to accept that a high failure rate, and the billions of dollars lost annually, is just the cost of doing business. *Monetizing Innovations* argues that this is tragic, wasteful, and wrong. Radically improving the odds that your innovation will succeed is just a matter of removing the guesswork. That happens when you put customer demand and willingness to pay in the driver seat—when you design the product around the price. It's a new paradigm, and that opens the door to true game change: You can stop hoping to monetize, and start knowing that you will. The authors at Simon Kucher know what they're talking about. As the world's premier pricing and monetization consulting services company, with 800 professionals in 30 cities around the globe, they have helped clients ranging from massive pharmaceuticals to fast-growing startups find success. In *Monetizing Innovation*, they distill the lessons of thirty years and over 10,000 projects into a practical, nine-step approach. Whether you are a CEO, executive leadership, or part of the team responsible for innovation and new product development, this book is for you, with special sections and checklist-driven summaries to make monetizing innovation part of your company's DNA. Illustrative case studies show how some of the world's best innovative companies like LinkedIn, Uber, Porsche, Optimizely, Draeger, Swarovski and big pharmaceutical companies have used principles outlined in this book. A direct challenge to the status quo “spray and pray” style of innovation, *Monetizing Innovation* presents a practical approach that can be adopted by any organization, in any industry. Most monetizing innovation failure point home. Now more than ever, companies must rethink the practices that have lost countless billions of dollars. *Monetizing Innovation* presents a new way forward, and a clear promise: Go from hope to certainty.

Better, Simpler Strategy

Value-Based Fees

The Price We Pay

Basis of Assets

A Radical Business Model for Professional Firms

How to Charge - and Get - What You're Worth

Million Dollar Consulting Proposals

Future economic growth lies in the value of experiences and transformations—good and services are no longer enough. We are on the threshold, say authors Pine and Gilmore, of the Experience Economy, a new economic era in which all businesses must orchestrate memorable events for their customers. The Experience Economy offers a creative, highly original, and yet eminently practical strategy for companies to script and stage the experiences that will transform the value of what they produce. From America Online to Walt Disney, the authors draw from a rich and varied mix of examples that showcase businesses in the midst of creating personal experiences for both consumers and businesses. The authors urge managers to look beyond traditional pricing factors like time and cost, and consider charging for the value of the transformation that an experience offers. Goods and services, say Pine and Gilmore, are no longer enough. Experiences and transformations are the basis for future economic growth, and The Experience Economy is the script from which managers can begin to direct their own transformations.

The Price Advantage by three preeminent experts at McKinsey & Company is the most pragmatic and insightful book on pricing available. Based on in-depth, first-hand experience with hundreds of companies, this book is designed to provide managers with comprehensive guidance through the maze of pricing issues. The authors demonstrate why pricing excellence is critical to corporate success and profitability, then explain state-of-the-art approaches to analyzing and improving your own pricing strategy for any product or service. Their advice is critical for readers who need to develop pricing strategies that work in both good economic times and bad.

Discover and create a dynamic new model for growing your business by connecting with customers outside your usual field of view Do you think you know your ideal customer? Think again. Many businesses create an ideal consumer profile—aiming all their sales and marketing efforts towards this single type of person—and end up missing out on endless opportunities to sell their services or products. Award-winning business coach, speaker and author Pamela Slim has helped thousands of entrepreneurs around the world start, sustain, and scale their businesses. In *The Widest Net*, she explains how to build strong diverse relationships, identify and connect with new partners, expand markets, generate leads, and find new customers in places you may never have considered. Social media is a valuable business tool, but it can often create a comfortable cocoon for entrepreneurs, marketers, and leaders who all need to understand the entirety of the marketplace, not just their own social graph. With this book as a guide, you'll learn how to connect with potential clients and customers using the true breadth of the marketplace, which she calls an ecosystem of living connections. *The Widest Net* shows how to: Search outside your own lens/bias/routine/history to target ideal customers. Attract the interest and attention of new leads by learning more about them authentically. Develop products and services suited to these customers. Sell through a trusted reciprocity framework where your customers become part of your ecosystem and you each help the other grow. Build and sustain loyalty and trust with new customers. Nurture a diverse and resilient customer base by identifying and adjusting to the ideal customer target over time.

Make your move into, or improve your position in, the powerful world of professional speaking If you think you have what it takes to speak professionally, or you've already been doing so with insufficient reward, now is the time to make your move. Bestselling business author and Professional Speaking Hall of Fame member Alan Weiss offers the inside advice you need to turn your talent into a high-paying career—from honing your delivery skills to building a business. In *Million Dollar Speaking*, you'll learn the critical skills of Dealing with difficult crowds Creating powerful speeches Targeting high-potential markets Creating a "star" reputation Setting fees that reflect your outstanding value Perfecting platform skills—making them the best in the business Expanding your business through diversification Weiss has packed the guide with tips, resources, helpful examples, and checklists that make it easy for you to keep a record of your progress. Whether you're a trainer, workshop leader, or consultant, *Million Dollar Speaking* has what you need to get on the paid public-speaking circuit in no time.

The Consulting Bible

How to Charge What You're Worth and Get What You Charge

International Student Edition

How Healthcare Became Big Business and How You Can Take It Back

The Experience Economy

The Modern Trusted Advisor

The Proven Guide to Start, Run and Grow a Successful Consulting Business

—Reed Holden, founder, Holden Advisors Corp., www.holdenadvisors.com coauthor, *The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making*, Third Edition "With *Pricing on Purpose*, Ron Baker had made an enormous contribution to the better understanding of pricing that will be accessible to anyone who wants to learn. People are intrigued by instances of what they see as idiosyncratic pricing. Sometimes it is idiosyncratic, but oft-times it is fiendishly clever and well researched. So is this book. There are examples that at first sight seem to have nothing to do with the subject at hand, but the learning points are all made and explained in any number of interesting and memorable ways. *Pricing on Purpose* is a welcome and valuable addition to the learning on pricing and I recommend it to professional pricers, marketers, and anyone interested in capturing the value their business creates." —Eric G. Mitchell, President, Professional Pricing Society, www.pricingsociety.com "Ron Baker is what I'd call a 'thought giant.' In his first two books he literally began a revolution in the accounting and legal professions. Thousands of professionals in public practice now lead far better, more rewarding lives thanks to him. Now he's broadened his impact in a huge way. Read this book, implement the ideas and you'll never look at your prices or your pricing policies in the same way again. You'll be richer in many ways because of it." —Paul Dunn, founder and CEO, ResultsNet Australia, coauthor, *The Firm of the Future: A Guide for Accountants, Lawyers, and Other Professional Services*, www.resultsnetaustralia.com "As a reader of hundreds of business books, I am thrilled when I come across one that has something new to say. *Pricing on Purpose* does just that. Instead of presenting a set of feel-good items to check off a list, Ron Baker encourages us 'to think with him, not like him.' He methodically builds his argument leading us through the labyrinth of pricing theory and encourages us to look at pricing as the strategic tool that it is rather than taking the lazy cost-based tactical approach of most businesses. To paraphrase Karl Marx in terms of Baker's book, 'Cost-based pricing is the opium of business.'" —Ed Kless, Director, Partner Development and Recruitment, Sage Software "Baker has done it again! Building on the core principles that he advanced in *Professional's Guide to Value Pricing* and *The Firm of the Future*, Ron Baker has again evolved thought leadership on the critical dynamics of value and pricing. Baker's latest work, *Pricing on Purpose: Creating and Capturing Value*, provides real-world examples and practical strategies that provide a framework for pricing optimization. His clarity of purpose and passionate call to action resonates in today's intellectual capital economy." —Thomas Finneran, Executive Vice President, American Association of Advertising Agencies "We love this book! With detailed research, thorough references, and recommendations for further reading, this could be considered a textbook. That it is so readable and engaging is a triumph. The chapter providing the epitaph for cost-plus pricing is worth many times the price of this book. 'Got price-sensitive customers? Wonder why? Read and stop weeping. Who's in charge of value in your company?' Baker asks. If you can't immediately answer, you'd better read this book. Bravo, Baker!" —Paul O'Byrne and Paul Kennedy, partners, O'Byrne and Kennedy LLP, Chartered Accountants, United Kingdom, www.obk.co.uk "Ron Baker is nothing short of brilliant, and his enthusiasm for pricing is contagious. *Pricing on Purpose* will add more value to your firm than anything else you could do. As usual in Ron's books, he presents cutting-edge ideas. There is no greater value to your company than to read *Pricing on Purpose* and implement its ideas." —Scott Abbott,

entrepreneur, former regional business development, manager, BDO Dunwoody, LLP, Manitoba, Canada

Named one of the best strategy books of 2021 by strategy+business Get to better, more effective strategy. In nearly every business segment and corner of the world economy, the most successful companies dramatically outperform their rivals. What is their secret? In Better, Simpler Strategy, Harvard Business School professor Felix Oberholzer-Gee shows how these companies achieve more by doing less. At a time when rapid technological change and global competition conspire to upend traditional ways of doing business, these companies pursue radically simplified strategies. At a time when many managers struggle not to drown in vast seas of projects and initiatives, these businesses follow simple rules that help them select the few ideas that truly make a difference. Better, Simpler Strategy provides readers with a simple tool, the value stick, which every organization can use to make its strategy more effective and easier to execute. Based on proven financial mechanics, the value stick helps executives decide where to focus their attention and how to deepen the competitive advantage of their business. How does the value stick work? It provides a way of measuring the two fundamental forces that lead to value creation and increased financial success—the customer's willingness-to-pay and the employee's willingness-to-sell their services to the business. Companies that win, Oberholzer-Gee shows, create value for customers by raising their willingness-to-pay, and they provide value for talent by lowering their willingness-to-sell. The approach, proven in practice, is entirely data driven and uniquely suited to be cascaded throughout the organization. With many useful visuals and examples across industries and geographies, Better, Simpler Strategy explains how these two key measures enable firms to gauge and improve their strategies and operations. Based on the author's sought-after strategy course, this book is your must-have guide for making better strategic decisions.

If you are in business to sell consumer goods - or you want to be - you should be on Amazon.com. More than 90 million customers shop at Amazon. As its global business booms, Amazon is inviting all sorts of independent sellers - large and small businesses, individuals, and mom-and-pop shops - to sell their merchandise right on Amazon. Whether you're just starting or already in business, you can boost your sales and profits by showing your wares on Amazon, the world's biggest store. Everything you need to start converting your items into cash is in this book by Steve Weber, one of the most successful and highly rated sellers in Amazon history: - How to set up shop on Amazon and generate worldwide sales volume with no up-front cost, risk or advertising. - Run your Amazon store from home, a warehouse or a walk-in store-or outsource everything to Amazon's fulfillment center. - Find bargain inventory; target niche markets for big profits. - Get tax deductions and write-offs for business use of your home. - Use Amazon as a stand-alone business or a lead generator for an existing business. - Pay lower sales commissions on Amazon. - Sell your inventions, crafts or intellectual property on Amazon. - Guard against scammers and rip-off artists. - Automate your business with easy-to-use tools.

New York Times bestseller Business Book of the Year--Association of Business Journalists From the New York Times bestselling author comes an eye-opening, urgent look at America's broken health care system--and the people who are saving it--now with a new Afterword by the author. "A must-read for every American." --Steve Forbes, editor-in-chief, FORBES One in five Americans now has medical debt in collections and rising health care costs today threaten every small business in America. Dr. Makary, one of the nation's leading health care experts, travels across America and details why health care has become a bubble. Drawing from on-the-ground stories, his research, and his own experience, The Price We Pay paints a vivid picture of the business of medicine and its elusive money games in need of a serious shake-up. Dr. Makary shows how so much of health care spending goes to things that have nothing to do with health and what you can do about it. Dr. Makary challenges the medical establishment to remember medicine's noble heritage of caring for people when they are vulnerable. The Price We Pay offers a road map for everyday Americans and business leaders to get a better deal on their health care, and profiles the disruptors who are innovating medical care. The movement to restore medicine to its mission, Makary argues, is alive and well--a mission that can rebuild the public trust and save our country from the crushing cost of health care.

Best Practices for High Value Executive Consultation

A World-class Business Education in a Single Volume

Work is Theatre & Every Business a Stage

Creating and Capturing Value

Overcoming Reticence, Procrastination, and the Voices of Doubt Inside Your Head

The Widest Net: Unlock Untapped Markets and Discover New Customers Right in Front of You

The Price Advantage

The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

The latest edition of the leading guide to consulting engagement pricing, from the "Rock Star of Consulting" Alan Weiss In the newly revised Third Edition of Value-Based Fees: How to Charge - and Get - What You're Worth, best-selling author, speaker and renowned consultant Dr. Alan Weiss delivers a thoroughly updated guide to proposing, and receiving, consistently high fees that are based on the value you deliver to each client you serve. The author walks you through the many reasons that time-and-materials pricing models are outdated and inadequate and how to convert existing clients to your new value-based fee model. He

also discusses fundamental new developments in consulting, including the remote delivery of services, the waning market power of the consulting giants, economic globalization, and the shift from project work to advisory work. Among the step-by-step techniques and strategies provided in the book, you'll find: How to establish value-based fees, including determining your unique value and creating a "good deal" dynamic How to create, capitalize on, and market to trusted advisor relationships How to implement fee increases immediately, prevent and rebut fee objections, create consulting products, and explore lucrative new fields Perfect for newcomers to the consulting field as well as time-tested veterans, Value-Based Fees is an indispensable guide for every solo consultant, entrepreneur, and small consulting firm.

The new edition of bestselling real-world guide to consultancy success, from the "Rock Star of Consulting" Alan Weiss The second edition of *The Consulting Bible: Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice* remains the most comprehensive and practical guide to the consulting profession, from launch to high growth, from marketing to implementation. Legendary consultant, speaker, and bestselling author Alan Weiss shows you how to create an independent or boutique consulting practice and take it to seven-figure success. Step-by-step, this invaluable resource guides you through attracting clients, maximizing your value, and achieving your career goals. In the decade since the first publication of *The Consulting Bible*, an array of significant developments has dramatically impacted the consulting profession: shifts in social consciousness, the Covid-19 pandemic, tele-consulting and virtual meetings, the globalization of the economy, the growth of social media, and many more. This exhaustively revised new edition provides specific approaches and techniques for mastering the new consulting environment and turning volatility and disruption into unlimited opportunities. Designed to help you become the authority and expert that organizations turn to again and again, this book is your one-stop resource for: Building a strong global brand that draws people to you Marketing remotely to reduce costs and allow for higher fees Mastering the latest implementation techniques Forging strong relationships with the buyers of a new generation Selecting the consulting methodology that best fits your requirements Writing proposals and creating testimonials and references Using advanced technology to sell and deliver your services Written for newcomers and veterans alike, *The Consulting Bible: Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice, Second Edition*, is essential reading for every solo consultant, entrepreneur, and principal of a small consulting firm. This book provides examples of innovative and successful business models from remade law firms to inspire change that goes beyond thinking and planning, and leads straight to implementing change and better client service.

An American Sickness

Why and How

Value-Based Fees: How to Charge-and Get-What You're Worth: A Guide for Consultants, Second Edition

A Value-Based Guide to Exceptional Performance

The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling

Million Dollar Coaching

Million Dollar Speaking: The Professional's Guide to Building Your Platform

The best and the brightest use advisors and experts. In fact, one could say that they are the best and the brightest because they utilized trusted advisors throughout their careers. Whether in business, sports, entertainment, academia, or politics—expert help is a fundamental enabler of success. That means that the demand for expert advice will grow and the competition will increase for such help. This isn't a matter of "certificates" and "universities," it's a matter of specific skill and behavioral sets that create a trusting bond and reliance. Trusted advisors are beyond coaches—they are comprehensive resources and supporters. The Modern Trusted Advisor employs important mastery traits, such as subordinating ego, applying shared experiences, and managing emotional, mental, and intellectual health. We are entering a world of "no normal" today and leaders must inspire others daily. This is the book that prepares you to inspire those leaders.

In this thoroughly revised edition of his classic book, Alan Weiss shows how consulting fees are dependent on only two things: value provided in the perception of the buyer and the intent of the buyer and the consultant to act ethically. Many consultants, however, fail to understand that perceived value is the basis of the fee, or that they must translate the importance of their advice into long-term gains for the client in the client's perception. Still others fail to have the courage and the belief system that support the high value delivered to clients, thereby reducing fees to a level commensurate with the consultant's own low self-esteem. Ultimately, says Weiss, consultants, not clients, are the main cause of low consulting fees.

The Unbeatable, Updated, Comprehensive Guidebook For First-Time Consultants Getting Started In Consulting More people than ever are making the jump from corporate offices to home offices, taking control of their futures, being their own bosses, and starting their own consultancies. Consulting is a bigger business than ever and growing every day. For almost a decade, Alan Weiss's *Getting Started in Consulting* has been an indispensable resource for anyone who wants to strike out on his own and start a new consulting business. It provides a rich source of expert advice and practical guidance, and it shows you how you can combine low overhead and a high degree of organization to add up to a six- or even seven-figure income. You'll learn everything you need to know about financing your business, marketing your services, writing winning proposals, meeting legal requirements, setting fees, keeping the books, and much more. This new Third Edition of *Getting Started in Consulting* is more comprehensive, up to date, and practical than ever. In addition to the nuts-and-bolts basics, you'll also get a wealth of new information and resources: How to leverage new technologies to lower your business costs and increase your profits A budget sampler that shows you how best to maximize an initial start-up investment of \$5,000, \$10,000, or \$20,000 Free

downloadable tools and forms to help you design and start your business quickly and easily New interviews with consultants who achieved rapid success, including their personal stories and most effective techniques Brand-new references, examples, and appendices If your dream in life is to get out of the office and out on your own, consulting is a great way to make it happen. Make sure you do it right—and do it profitably—with Getting Started in Consulting, Third Edition.

PMBOK® Guide is the go-to resource for project management practitioners. The project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the PMBOK® Guide – Seventh Edition is structured around eight project performance domains. This edition is designed to address practitioners' current and future needs and to help them be more proactive, innovative and nimble in enabling desired project outcomes. This edition of the PMBOK® Guide:

- Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.);
- Provides an entire section devoted to tailoring the development approach and processes;
- Includes an expanded list of models, methods, and artifacts;
- Focuses on not just delivering project outputs but also enabling outcomes; and
- Integrates with PMI standards™ for information and standards application content based on project type, development approach, and industry sector.

Fearless Leadership

Sell on Amazon

Monetizing Innovation

How to Charge--and Get--what You're Worth : Powerful Techniques for the Successful Practitioner

How to Write a Proposal That's Accepted Every Time

Reverse Innovation in Health Care

Inside the Buyer's Brain

Build a million-dollar business in one of today's hottest professions! Bestselling business author Alan Weiss provides the inside advice you need to build or expand your coaching business--from developing a common language and shared protocol to providing effective and supportive feedback at every level. Million Dollar Coaching is packed with tips, checklists, resources, and scores of helpful examples, making this the most valuable one-stop tool available for entering the world of professional coaching. Million Dollar Coaching helps you: Develop trust and assess performance and progress Provide useful, candid feedback Use the media to raise your profile Build long-term client relationships Create value-based and retainer fees Develop and promote a strong record of success Replete with all the information and advice you need, Million Dollar Coaching is the first step to making a million in the competitive field of coaching.

A New York Times bestseller/Washington Post Notable Book of 2017/NPR Best Books of 2017/Wall Street Journal Best Books of 2017 "This book will serve as the definitive guide to the past and future of health care in America."—Siddhartha Mukherjee, Pulitzer Prize-winning author of The Emperor of All Maladies and The Gene At a moment of drastic political upheaval, An American Sickness is a shocking investigation into our dysfunctional healthcare system - and offers practical solutions to its myriad problems. In these troubled times, perhaps no institution has unraveled more quickly and more completely than American medicine. In only a few decades, the medical system has been overrun by organizations seeking to exploit for profit the trust that vulnerable and sick Americans place in their healthcare. Our politicians have proven themselves either unwilling or incapable of reining in the increasingly outrageous costs faced by patients, and market-based solutions only seem to funnel larger and larger sums of our money into the hands of corporations. Impossibly high insurance premiums and inexplicably large bills have become facts of life; fatalism has set in. Very quickly Americans have been made to accept paying more for less. How did things get so bad so fast? Breaking down this monolithic business into the individual industries—the hospitals, doctors, insurance companies, and drug manufacturers—that together constitute our healthcare system, Rosenthal exposes the recent evolution of American medicine as never before. How did healthcare, the caring endeavor, become healthcare, the highly profitable industry? Hospital systems, which are managed by business executives, behave like predatory lenders, hounding patients and seizing their homes. Research charities are in bed with big pharmaceutical companies, which surreptitiously profit from the donations made by working people. Patients receive bills in code, from entrepreneurial doctors they never even saw. The system is in tatters, but we can fight back. Dr. Elisabeth Rosenthal doesn't just explain the symptoms, she diagnoses and treats the disease itself. In clear and practical terms, she spells out exactly how to decode medical doublespeak, avoid the pitfalls of the pharmaceuticals racket, and get the care you and your family deserve. She takes you inside the doctor-patient relationship and to hospital C-suites, explaining step-by-step the workings of a system badly lacking transparency. This is about what we can do, as individual patients, both to navigate the maze that is American healthcare and also to demand far-reaching reform. An American Sickness is the frontline defense against a healthcare system that no longer has our well-being at heart.

Sharing the essentials of sales, marketing, negotiation, strategy, and much more, the creator of PersonalMBA.com shows readers how to master the fundamentals, hone their business instincts, and save a fortune in tuition.

Bestselling author of Million Dollar Consulting shares the secrets of writing winning proposals Intended for consultants, speakers, and other professional services providers, Million Dollar Consulting@Proposals ends forever the time-consuming and often frustrating process of writing a consulting proposal. It begins with the basics—defining these proposals and why they are necessary—and coaches you through the entire proposal process. In this book, you'll learn how to establish outcome-based business objectives and maximize your success and commensurate fees. From bestselling author Alan Weiss, Million Dollar Consulting Proposals delivers step-by-step guidance on the essential element in creating a million dollar consultancy. Outlines the nine key components to a Million Dollar Consulting proposal structure Presents a dozen Golden Rules for presenting proposals Offers online samples, forms, and templates to maximize the effectiveness of these tools The New York Post calls bestselling author Alan Weiss "one of the most highly regarded independent consultants in America." Alan Weiss's expert

guidance can lead your consulting business to unprecedented success, and it all starts with a million dollar proposal.

Implementing Value Pricing

Getting Started in Consulting

Turn Your Ideas into Reality and Become a Wildly Successful Entrepreneur

Atomic Habits

How to Launch and Grow a Seven-Figure Consulting Business

Book Yourself Solid

How to Price Effectively

The Long-Awaited Update for Building a Thriving Consultancy Completely updated for today's busier-than-ever consultants, this classic guide covers the ins and outs for competing and winning in this ultracompetitive field. You'll find step-by-step advice on how to raise capital, attract clients, create a marketing plan, and grow your business into a \$1 million-per-year firm, plus brand-new material on: Blogging and social networking Global consulting Delegating labor Profiting in a troubled market Retainer business Internet marketing Praise for the previous editions of Million Dollar Consulting: "If you're interested in becoming a rich consultant, this book is a must read." Robert F. Mager, founder and president, Mager Associates, and member of the Training & Development Hall of Fame "Blast out of the per diem trap and into value billing." Jim Kennedy, founder, publisher, and editor, Consultants News "The advice on developing price structure alone is worth a hundred times the price of the book." William C. Byham, Ph.D., author of Zapp! "Must reading for those who are beginning a practice or seeking to upgrade an existing practice."

Victor H. Vroom, John G. Searle Professor, School of Management, Yale University

Praise for IMPLEMENTING VALUE PRICING A Radical Business Model for Professional Firms "Ron Baker is the most prolific and best writer when it comes to pricing services. This is a must-read for executives and partners in small to large firms. Ron provides the basics, the advanced ideas, the workbooks, the case studies—everything. This is a must-have and a terrific book." —Reed K. Holden founder and CEO, Holden Advisors, Corp., Associate Professor, Columbia University www.holdenadvisors.com "We've known through Ron Baker's earlier books that he's not just an extraordinary thinker and truly brilliant writer—he's a mover and a shaker on a mission. This is the End of Time! Brilliant." —Paul Dunn Chairman, B1G1® www.b1g1.com "Implementing Value Pricing is a powerful blend of theory, strategy, and tactics. Ron Baker's most recent offering is ambitious in scope, exploring topics that include economic theory, customer orientation, value identification, service positioning, and pricing strategy. He weaves all of them together seamlessly, and includes numerous examples to illustrate his primary points. I have applied the knowledge I've gained from his body of work, and the benefits to me—and to my customers—have been immediate, significant, and ongoing."

—Brent Uren Principal, Valuation & Business Modeling Ernst & Young® www.ey.com "Ron Baker is a revolutionary. He is on a radical crusade to align the interests of service providers with those of their customers by having lawyers, accountants, and consultants charge based on the value they provide, rather than the effort it takes. Implementing Value Pricing is a manifesto that establishes a clear case for the revolution. It provides detailed guidance that includes not only strategies and tactics, but key predictive indicators for success. It is richly illustrated by the successes of firms that have embraced value-based pricing to make their services not only more cost-effective for their customers, but more profitable as well. The hallmark of a manifesto is an unyielding sense of purpose and a call to action. Let the revolution begin." —Robert G. Cross, Chairman and CEO, Revenue Analytics, Inc. Author, Revenue Management: Hard-Core Tactics for Market Domination

Health-Care Solutions from a Distant Shore Health care in the United States and other nations is on a collision course with patient needs and economic reality. For more than a decade, leading thinkers, including Michael Porter and Clayton Christensen, have argued passionately for value-based health-care reform: replacing delivery based on volume and fee-for-service with competition based on value, as measured by patient outcomes per dollar spent. Though still a pipe dream here in the United States, this kind of value-based competition is already a reality—in India. Facing a giant population of poor, underserved people and a severe shortage of skills and capacity, some resourceful private enterprises have found a way to deliver high-quality health care, at ultra-low prices, to all patients who need it. This book shows how the innovations developed by these Indian exemplars are already being practiced by some far-sighted US providers—reversing the typical flow of innovation in the world. Govindarajan and Ramamurti, experts in the phenomenon of reverse innovation, reveal four pathways being used by health-care organizations in the United States to apply Indian-style principles to attack the exorbitant costs, uneven quality, and incomplete access to health care. With rich stories and detailed accounts of medical professionals who are putting these ideas into practice, this book shows how value-based delivery can be made to work in the United States. This "bottom-up" change doesn't require a grand plan out of Washington, DC, agreement between entrenched political parties, or coordination among all players in the health-care system. It needs entrepreneurs with innovative ideas about delivering value to patients. Reverse innovation has worked in other industries. We need it now in health care.

This short journey begins along a wintry and desolate Cape Cod beach where you'll discover how to push back the ocean by discovering the magic of goals. Next you'll learn how to think like a champion and help others find their own passion. Finally, you'll realize how easy - and necessary, it is to change a piece of the world.

She Means Business

For Use in Preparing ... Returns

An Easy & Proven Way to Build Good Habits & Break Bad Ones

Build a World-Class Practice by Helping Others Succeed

Contextual Pricing: The Death of List Price and the New Market Reality

6 Steps to Unlimited Clients & Financial Freedom

The Strategy and Tactics of Pricing

How can you take your skills and expertise and package and present it to become a successful consultant? There are proven time-tested principles, strategies, tactics and best-practices the most successful consultants use to start, run and grow their consulting business. Consulting Success teaches you what they are. In this book you'll learn: - How to position yourself as a leading expert and authority in your marketplace - Effective marketing and branding materials that get the attention of your ideal clients - Strategies to increase your fees and earn more with every project - The proposal template that has generated millions of dollars in consulting engagements - How to develop a pipeline of business and attract ideal clients - Productivity secrets for consultants including how to get more done in one week than most people do in a month - And much, much more

Consulting Success

The Irresistible Consultant's Guide to Winning Clients

Pricing on Purpose

Value-based Fees

What Broke American Health Care--and How to Fix It

Remaking Law Firms

The Personal MBA