



# **The Ultimate Guide to Consulting in the Networked Age: The essential step by step guide to starting your own consulting practice**

*John Watson*

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**WINNER OF THE PACIFIC BOOK AWARDS 2015**

The Ultimate Guide to Consulting in the Networked Age by John Watson is a step by step guide to starting your own consulting practice with proven strategies to build a consulting practice with global reach by capitalizing on technological innovation including the latest in social media marketing trends.

"Many people have the operational skills to strike out on their own as a consultant either in the B2B or B2C space, yet hesitate to take the leap into establishing their own consulting practice. This step-by-step guide will assist prospective entrepreneurs turn their dreams of establishing successful consulting practices into reality." - John Watson

The Ultimate Guide to Consulting in the Networked Age features articles contributed by leading business, marketing and sales authorities including: Kendra Lee, bestselling author of The Sales Magnet; Robert Klaric, CEO of The Property Expert; Richard DiPilla, Market Development Expert at Berkshire Hathaway Media Group; Steve Klaric, Principal Engineering Consultant in Chicago; James Fredric, Specialist Consultant at What's Your Plan?; and Jamie Cawley, Publisher at QuickGuideTo.org.

"I want to share the knowledge I have built up over my two decade long business analysis career to assist emerging entrepreneurs apply world class business success strategies to their own small and medium sized businesses. With rapid technological change including the rise of social media, disrupter technologies including new payments systems , global e-commerce platforms, and advances in website design and development transforming websites from e-brochures into automated, interactive lead generating sales funnels; it is now becoming commonplace for small businesses –even ones initially run out of home offices – to have global reach not just in terms of sourcing supplies but also in terms of servicing international clients – both firms and individuals." - John Watson

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