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JAY NIBLICK

AUTHOR OF *WHAT GOT YOU HERE WON'T GET YOU THERE*

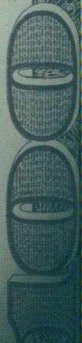
THE PROFITABLE CONSULTANT



STARTING, GROWING, AND
SELLING YOUR EXPERTISE

JAY NIBLICK

ONE EIGHT ZERO EIGHT ZERO



Praise for *The Profitable Consultant*

"The number-one complaint my customers have is, 'I need more business!' Why? They don't have a great system, best practices, or a methodology for it; or at least not one specifically designed for consultants and coaches. *The Profitable Consultant* provides a system, a methodology to get more business and faster—if you are a consultant/coach. Most importantly, Jay introduces the powerful psychology every consultant, coach, and expert needs to break through and become a six-figure earner or go from six to seven figures! Do yourself a favor and adopt these concepts. It just might be the best business investment you ever make—period!"

—Mike Koenigs
Founder/CEO, Traffic Geysers

"Jay Niblick has cracked the code when it comes to growing your consulting practice. His method to attract more clients is both simple and amazingly effective. As I read this book, I had one 'aha' moment after another. If you want more clients and more time to do what you love, study this book and put Jay's methods to use. It will change your business—and your life."

—Noah St. John
Bestselling author of
The Secret Code of Success

"Having worked with thousands of coaches and consultants, it's heartbreaking how many never achieve success because they never figure out how to generate profits. In *The Profitable Consultant*, Jay reveals a fascinating but simple strategy to be yourself, enjoy the process, and still dominate your market at will. The first time I saw Jay's work, I immediately realized its sheer power and brilliance. It provides the missing piece that I've never seen anyone else reveal. That's why we now make his work a mandatory part of all our training programs for coaches, consultants, professionals, and entrepreneurs. If you're looking for ways to grow your practice, stop searching—this book is the answer!"

—Greg Habstritt
Founder and President,
SimpleWealth Inc.

“It’s about time someone stepped up and took on the conventional way consultants have been taught to grow and sell and turned that on its head. *The Profitable Consultant* challenges you to be you and simply communicate what you do and how you do it, making the ‘hard sell’ not required. Instead of teaching you how to change yourself to become a great salesperson, Jay does not want to change you; he just wants to enhance you and the way you do business.”

—**Philip McKernan,**
International bestselling author,
speaker, and President at
Philip McKernan Inc.

**THE
PROFITABLE
CONSULTANT**

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**STARTING, GROWING, AND
SELLING YOUR EXPERTISE**

JAY NIBLICK

WILEY

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Foreword

SALES AND MARKETING CAN BE uncomfortable for professional business consultants and executive coaches. I've known many coaches who want to be *above* promoting or selling their services. They believe that their work should speak for itself and that marketing and promotion—selling—is demeaning.

Maybe they don't want to be associated with those pushy or annoying people that so often garner the title salesperson. Perhaps they don't want their clients to think of them as one of these distasteful people. Possibly they see self-promotion as a reflection of professional or personal deficit.

Whatever the case may be, it holds them back. One of the things that I frequently tell people when they ask me for advice about how to get a job in consulting is: "You have to sell yourself. You have to develop the [You] Brand." Most people aren't really salespeople. You still must sell; the trick is to do it in such a way that you are not seen as a salesperson—and that's where people need significant help.

The Profitable Consultant will give you that help. Taking traditional beliefs about how best to grow a practice and generate revenue, and turning them completely upside down, Jay Niblick rewrites the business development playbook for the consulting and coaching industry.

We're in a different field than most other professions. What we need isn't conventional business development techniques; it's a new

methodology specifically designed for us—independent business consultants and coaches—and that's exactly what Jay gives us in *The Profitable Consultant!*

So, stop struggling to grow your practice and pick up this book—you will be glad you did!

—**Marshall Goldsmith**

New York Times and million-copy bestselling author of *MOJO*
and *What Got You Here Won't Get You There*