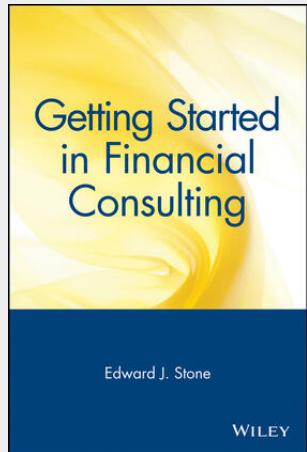


Getting Started in Financial Consulting

Comprehensive Coverage Completely Up-to-date! A detailed road map for getting started as an independent financial consultant Each year, thousands of people from all walks of life leave the security of their nine-to-five jobs to pursue careers as independent financial consultants. For a great many of them, the experience is financially and personally rewarding beyond their expectations. If you, too, are thinking about taking the big leap into becoming a financial consultant, but you aren't sure how to go about it, this book is for you. How can I be sure that financial consulting is right for my personality? What kinds of training and skills do I need to succeed, and how do I get them? What special licenses or certification are required? How do I find clients and build lasting relationships with them? With the help of first-person accounts from successful financial consultants from across the country, expert Edward J. Stone provides complete answers to these and all your questions concerning: * Acquiring and honing key skills, including the all-important "people" skills * Organizing and structuring your business * Indispensable software tools * Services you can offer clients and why you should specialize * Marketing your services, targeting clients, and building a solid core clientele * Why you should become certified and how to go about it * Profiling clients and drawing up formal financial plans * Dealing with state and federal regulations * Contracts and key legal considerations * Surviving in a down market

Finanzberater Ed Stone erklärt hier, wie man einen formellen Finanzplan aufstellt und gibt unschätzbare Tipps zu einem ganzen Themenspektrum. Sie erfahren z.B., wie Sie ein vielversprechendes Marketing-Image aufbauen und wie Sie die Fähigkeit entwickeln, aufmerksam und effektiv zuzuhören. Dieses Buch ist in der bekannten "Getting Started In-Reihe" erschienen und zeichnet sich durch seine benutzerfreundliche und praxisorientierte Aufmachung mit zahlreichen optischen Hervorhebungen aus. "Getting Started in Financial Consulting" ist einer von 4 Titeln zum Spezialgebiet Consulting. Da der Consultingbereich rapide wächst - es wird geschätzt, daß im Jahr 2000 die Umsätze die 100 Mrd. Dollar-Marke überschreiten werden - wurde diesem zentralen Thema je nach Aufgabenbereich ein spezieller Band gewidmet. Die weiteren Titel befassen sich mit Computer Consulting (0471 34813 9), Sales Consulting (0471 34812 0) und Engineering Consulting (0471 34815 5).

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