

The Secrets of Consulting

"... an irreverent, funny, provocative, satirical but true look at those thousands of professionals, as well as con men, who call themselves consultants."

—**Martin A. Goetz**
President, Applied Data Research, Inc.

"In this book Gerald Weinberg uses entertaining prose littered with humorous paradoxes, dilemmas and contradictions to share his ideas on how to deal with people and organizations to help them change. This book is full of ideas on how to work with people to get them to adopt new ideas." —**Mary Sakry**, The Process Group

"It really does contain those little secrets . . . should make you far more effective for your clients, and far more comfortable with yourself." —**Micro Cornucopia**

"a great learning experience. There are some pointers for everyone!" —**Data Processing Digest**

"There is much of value in this book for the system professional . . . and highly practical help to anyone who must advise others."

—**Journal of Systems Management**

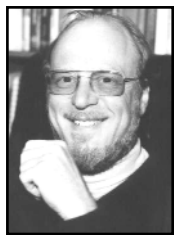
"an outstanding guide for anyone who has thought of becoming a consultant." —**Management Accounting**

"educative, entertaining, and thought-provoking." —**ICCA's the Independent**

"... much more than about giving advice successfully. It's a guide that recognizes and respects the individuality and freedom of each person you deal with in business and social dealings. It's clear-eyed and clever and fun to read. Highly recommended."

—**Harry Browne**
from *How I Found Freedom in an Unfree World*

About the Author



Gerald M. Weinberg is a highly influential author, lecturer, and consultant himself. For this book, he draws on experiences gained in all three roles, as well as from a long technical career as a scientist and researcher for IBM, Ethnotech, and Project Mercury. Also see his stand-alone follow-up, *More Secrets of Consulting*, published by Dorset House.

Partial Contents

- **Why Consulting Is So Tough**
Sherby's Laws of Consulting • The Law of Raspberry Jam • Weinbergs' Law of Twins • The Hard Laws of Consulting
 - **Cultivating a Paradoxical Frame of Mind**
Why Paradox? • Optimitis and The Tradeoff Treatment • The Orange Juice Test
 - **Being Effective When You Don't Know What You're Doing**
The Problem with Specialists • Featuring Failure • Faking Success
 - **Seeing What's There**
The Law of the Hammer • The Study of History • The Why Whammy • Seeing Beyond the Conspicuous • The Five-Minute Rule
 - **Seeing What's Not There**
Missing Tools • Reasoning from What Isn't There • How to See What Isn't There • On Being Ridiculous • Loosening Up Your Thinking • Brown's Brilliant Bequest
 - **Avoiding Traps**
Staying Out of Trouble • Laws, Rules, and Edicts • The Art of Setting Triggers
 - **Amplifying Your Impact**
The Consultant's Survival Kit • Keeping Ahead of Your Clients
 - **Gaining Control of Change**
Weinbergs' Law Inverted • Prescott's Pickle Principle • The Forces of Change • Controlling Small Changes • The Weinberg Test
 - **How to Make Changes Safely**
Pandora's Pox • Living with Failure • Preventive Medicine • Rhonda's Revelations
 - **What to Do When They Resist**
Appreciating Resistance • Getting the Resistance Out in the Open • Preventing Resistance
 - **Marketing Your Services**
How Consultants Get Started • The Laws of Marketing • Marketing for Quality
 - **Putting a Price on Your Head**
Sex and The First Law of Pricing • Image and The Second Law of Pricing • More Than Money: The Third Law of Pricing • Negotiation and The Eighth Law of Pricing
 - **How to Be Trusted**
Image and The First Law of Trust • Fairness and The Second Law of Trust • Lost Trust and The Third Law
 - **Getting People to Follow Your Advice**
Roots • Lessons from the Farm
- Readings and Other Experiences:**
Where to Go If You Want More Listing of Laws, Rules, and Principles

The Secrets of Consulting

A Guide to Giving and Getting Advice Successfully

by Gerald M. Weinberg
foreword by Virginia Satir

Proven Techniques and Strategies to Help You Succeed As a Consultant

If you are a consultant, never use one, or want to be one, this book will show you how to succeed.

With wit, charm, humor, and wisdom, Gerald M. Weinberg shows you exactly how to become a more effective consultant. He reveals specific techniques and strategies that really work.

Through the use of vividly memorable rules, laws, and principles—such as The Law of Raspberry Jam, The Potato Chip Principle, and Lessons from the Farm—the author shows you how to

- price and market your services
- avoid traps and find alternative approaches
- keep ahead of your clients

WINNER OF
COMPUTER BOOK
REVIEW'S
MAEVENEC AWARD FOR
"books which are
exemplary in style,
content, and format."

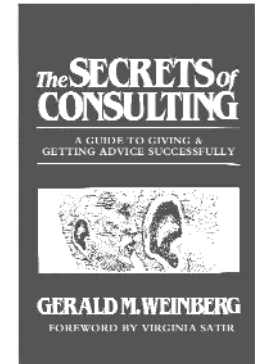
- create a special "consultant's survival kit"
- trade improvement for perfection
- negotiate in difficult situations
- measure your effectiveness
- be yourself

You will also find straightforward advice on marketing your services, including how to

- find clients
- get needed exposure
- set just-right fees
- gain trust

The Secrets of Consulting—techniques, strategies, and first-hand experiences—all that you'll need to set up, run, and be successful at your own consulting business.

Read more about this book at
www.dorsethouse.com/books/soc.html



ISBN: 978-0-932633-01-9
©1985 248 pages softcover
\$35.95 (includes \$6 UPS in US)

Review: 'Secrets Of Consulting' by Gerald Weinberg. If you are responsible for influencing others as part of your job, you can learn a great deal from professional consultants: it's what they do for a living. Gerry Weinberg has been in the consulting business for more than three decades, and he knows a thing or two about working with people. Originally published over 20 years ago, Secrets of Consulting is an entertaining, candid, and practical look at how to successfully solve problems and give and receive advice. Part of the magic of this book is Weinberg's masterful story