The Consultant's Guide to Getting Business on the Internet

Herman Holtz

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From the consultancy authority, a road map for finding clients on the Internet

To independent consultants and freelancers, the Net is opening up almost limitless networking possibilities--quickly and economically. In this hands-on resource, Holtz shows consultants in every field just where on the Internet they'll find a market for their specific services. He details how to solicit interest in those services. And he explains how to follow up with bids, quotations, proposals, or meetings. Plus there's invaluable advice for getting onto the bidders' lists in both the private and public sectors.

* Offers guidelines on appropriate Internet conduct ("Netiquette") and tips on how to avoid being "flamed" for inappropriate or blatant advertising
* Offers a crash course in Internet technology, with background information on everything from HTML code to URLs to a variety of search tools

HERMAN HOLTZ (Wheaton, Maryland) has been a consultant to such giants as IBM, Chrysler and Dun and Bradstreet. His How to Succeed as an Independent Consultant has sold over 150,000 copies.

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Ronald Smith:

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