



Small But Mighty: Changing the World Through Consulting

Gary Romano

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Small but Mighty helps current and aspiring consultants serving nonprofits “Get Started, Get Customers, Get Help, and Get Growing”! Nonprofit consultant Gary Romano will lead you through the step-by-step process of creating and running your own consultancy.

In the “Get Started” section, learn how to identify your mission, the benefits your consultancy can bring to businesses, and the unique edge you have over competing consultancies. Gary will help you create your minimum viable company, which streamlines your process and infrastructure for maximum productivity.

The “Get Customers” section will help you snag that first customer and use the business to grow your consultancy. Gary includes advice about sales, marketing, and continuing customer engagement.

“Get Help” will help you evaluate what outside support you may need in running your consultancy. Attempting to do everything on your own can lead to you splitting your attention between too many tasks.

Finally, the “Get Growing” section will show you how to create a “control panel” of goals and objectives to continuously grow your organization and yourself.

Gary includes twenty-two exercises to help you move out of theory and into practice. These exercises emphasize the real-world applications of the book and how to start making your dreams for a nonprofit consultancy into a reality.

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