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## More Secrets of Consulting

### SAMPLE LAWS, RULES, AND PRINCIPLES

- THE LAW OF STRAWBERRY JAM:** As long as it has lumps, you can never spread it too thin.
- THE MERCENARY MAXIM:** One of the best ways to lose lots of money is to do something only for the money.
- THE GOLDEN LOCK:** I'd like to learn something new, but what I already know pays too well.
- DANI'S DECIDER:** When you stop learning new things, it's time to move on.
- THE DISMAL THEOREM OF MIDDLEMEN:** Negotiating the heck out of a deal with middlemen is unlikely to improve your situation, because *they're professionals and you're an amateur.*
- THE ULTIMATELY DISMAL THEOREM:** If you don't know what you want, you're not very likely to get it.
- THE DETECTIVE'S FIRST RULE:** When you're looking for problems, don't be mesmerized by the first one you find.
- THE NEDLOG RULE:** As they do unto others, they will eventually do unto you.
- THE GOODY GOODY GUIDE:** If you *must* have *everyone* like you, get out of the consulting business.
- KENNY'S LAW OF AUTO REPAIR:** The part requiring the most consistent repair or replacement will be housed in the most inaccessible location.
- THE HEART TEST:** If you don't care about them or their problems, don't consult for them.
- THE LIFE LAW:** Better to live succeeding than to die trying.

"Virginia [Satir] taught me that I had all the tools needed to be a successful consultant (and human being), but that I might not be using all those tools to their fullest potential. Virginia's tool kit was inspired by Frank Baum's *Wizard of Oz*, where Dorothy and her friends made a long journey only to discover that they already had the tools they so fervently desired. I believe that we all do have those tools, and the purpose of this book is to remind us of some we've forgotten, or that we underutilize."

—GMW, *The Dorset House Quarterly*, Vol. 11, No. 3

### About the Author



Gerald M. Weinberg is the author of scores of books and articles on consulting and software development, including the 1985 classic, *The Secrets of Consulting* (also available from Dorset House), and a column, "The Big Picture," in *Contract Professional*. Visit [www.geraldweinberg.com](http://www.geraldweinberg.com).

NEW

# More Secrets of Consulting

The Consultant's Tool Kit

by Gerald M. Weinberg



ISBN: 0-932633-52-8  
©2002 216 pages softcover  
\$39.95 (incl. \$6.00 for UPS in US)

*Help Your Clients by  
Helping Yourself First*

Widely acclaimed as a consultant's consultant, Gerald M. Weinberg builds on his perennial best-seller *The Secrets of Consulting* with all-new laws, rules, and principles. You'll learn how to fight burnout, stay curious, understand your clients, negotiate effectively, and much, much more.

Consultants need more than technical skills—they need self-awareness and a strong set of personal abilities. Weinberg helps computer consultants identify and strengthen each aspect of their performance using a "consultant's tool kit" of seventeen memorable symbols. He devotes a chapter to each of these symbolic tools, from The Wisdom Box to The Fish-Eye Lens to The Oxygen Mask.

"If you were to buy this book and the previous one, *Secrets of Consulting*, and read them, then your next step should be to place one in each of your hip pockets. For that is the only part of being a consultant not covered in these books. Wrapped in the guise of folk wisdom, the advice given here could and should be part of a business degree. . . ."

—Charles Ashbacher  
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—Conrad Weisert, [IdineWS.com](http://IdineWS.com)

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