



Book Yourself Solid

The Fastest, Easiest, and
Most Reliable System
for Getting More Clients
Than You Can Handle
Even if You Hate
Marketing and Selling

Michael Port

Foreword by **Tim Sanders**
Author of *The Likeability Factor*

Book Yourself Solid

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System for Getting More Clients
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Marketing and Selling**

Complimentary

WORKBOOK

by
Michael Port

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Introduction to the Book Yourself Solid Workbook

This downloadable workbook includes all of the Written Exercises and Booked Solid Action Steps contained in *Book Yourself Solid*. Keep this workbook by your side as you read through the book. Every time you get to a Written Exercise, record your thoughts in this workbook. Then you'll be ready to take the Booked Solid Action Steps necessary to fill your business with as many clients as your heart desires.

Each lesson in this workbook corresponds to a chapter in *Book Yourself Solid*, which makes it easy to use the workbook as you read the book. Furthermore, just like the book, each exercise builds on the previous one and should be done sequentially. No skipping around please!

Ultimately, this is where the rubber meets the road. All the information you need to get booked solid is laid out in the pages of my book. Will you do the work and take the action steps needed to get you out in the world in a bigger and more positive way? Of course, only you know the answer. And it's up to you—and you alone—as is your success. You are responsible for the way in which today's activities enhance—or detract from—your emergent success. To me, that's an exciting prospect.

If you have any questions, please email us at questions@bookyourselfsolid.com. We are happy to serve in any way we can.

If you would like additional support and personal coaching from me and my team, please consider joining one of our inspired and connected [Book Yourself Solid 15-Week Intensive](#) group coaching programs. Click here to learn more about how we can serve you—and help you get booked solid!

Module

ONE

Your Foundation

To be booked solid you need a solid foundation. That foundation begins like this:

- Choose your ideal clients so you work only with people who inspire and energize you.
- Understand why people buy what you are selling.
- Develop a personal brand so you're memorable and unique.
- Talk about what you do without sounding confusing or bland.

The exercises in Module I step you through the process of building your foundation so that you have a platform on which to stand, a perfectly engineered structure that will support all of your business development and marketing, and—dare I add—personal growth.

Building your actual foundation is a bit like putting a puzzle together. We're going to take it one piece at a time, and when we're done you'll have laid the foundation for booking yourself solid.

Module One is made up of these lessons:

Lesson 1—The Red Velvet Rope Policy

Develop your own red velvet rope policy that allows in only the most ideal clients, the ones who energize and inspire you.

Lesson 2—Why People Buy What You're Selling

Learn four steps to understanding why people buy what you're selling, an essential component in creating relentless demand for your services.

- Step 1: Identify your target market.
- Step 2: Understand the urgent needs and compelling desires of your target market.
- Step 3: Offer investable opportunities.
- Step 4: Uncover and demonstrate the benefits of your investable opportunities.

Lesson 3—Develop a Personal Brand

Develop a plan for deciding how you want to be known in your market.

Lesson 4—How to Talk About What You Do

Create a dynamic dialogue for telling people who you are and what you do.

1.1.2 Written Exercise: Now take a good, hard look at your current clients. You must be absolutely honest with yourself. Who among your current clients fits the profile you've just created of people who should *not* have gotten past the red velvet rope that protects you and your business?

1.1.3 Booked Solid Action Step: Dump the dud clients you've just listed in the above exercise. It may be just one client or you may need another two pages to write them all down. (Did I warn you that I'd push you to step out of your comfort zone? If I didn't, then I am now!) Is your heart pounding? Is your stomach churning at just the thought? Have you broken out in a cold sweat? Or are you jumping up and down with excitement now that you've been given permission to dump your duds? Maybe you're experiencing both sensations at the same time; that's totally normal.

1.1.4 Written Exercise: Define your ideal client. List the *qualities* you'd like your ideal clients to possess.

- What type of people do you love being around?

- What do they like to do?

- What do they talk about?

- With whom do they associate?

- What ethical standards do they follow?

- How do they learn?

- How do they contribute to society?

- Are they smiling, outgoing, creative?

- What kind of environment do you want to create in your life?

- And who will get past the red velvet rope policy that protects you?

1.1.6 Written Exercise: Get a clear picture of these people in your head. Write down the top five reasons that you love working with them. What about working with them turns you on?

1.

2.

3.

4.

5.

1.1.7 Written Exercise: Now go deeper. If you were working only with ideal clients, what qualities would they absolutely *need* to possess in order for you to do your *best* work with them? Be honest and don't worry about excluding people. Be selfish. Think about yourself. For this exercise, assume you will work only with the best of the best. Be brave and bold and write without thinking or filtering your thoughts.

1.1.8 Written Exercise: What filters do you want to run your perfect clients through?

1.1.9 Written Exercise: Fill out the Client Ranking Worksheet. Divide your current clients into three groups: ideal clients, duds, and everyone else. Don't hold back.

Ideal Clients	Duds	Everyone Else

LESSON

2

Why People Buy What You're Selling

Step 1: Identify Your Target Market

1.2.1 Written Exercise: Take a few moments to think about the following questions and to jot down whatever comes to you. Doing so will provide you with clues to the target market you're best suited to serve. Your passion, your natural talents, and what you already know and want to learn more about are key.

- Who are all the different groups of people who use the kind of services you provide?

- Which of these groups do you most relate to or feel the most interest or excitement about working with?

- Which group(s) do you know people in or already have clients in?

- Which group(s) do you have the most knowledge about, or on the flip-side, would you find fascinating to learn more about?

- What are you most passionate about as it relates to your work?

- What natural talents and strengths do you bring to your work?

- What aspects of your field do you know the most about?

1.2.3 Written Exercise: For now I just want you to answer this question: Who is your target market? If you're not ready to make this choice, list the possibilities that appeal to you. Sit with them for a while (but not for too long) and then choose one. Even if you're not sure at this point, it will become clearer to you as you work through the next few chapters.

Step 2: Understand the Urgent Needs and Compelling Desires of Your Target Market

1.2.4 Written Exercise: What are your clients' *urgent needs*? (What are they moving away from?)

Example: The urgent need that may have prompted you to buy this book may be a feeling of stress because you know you need more clients (and more money) but don't know where or how to begin marketing your business. Maybe the bills are really starting to pile up and you're afraid. Or maybe you know what to do to market your services but just aren't doing it. You're procrastinating and your business is suffering as a result.

1.2.5 Written Exercise: What are your clients' *compelling desires*? (What would they like to move toward?)

Example: Let's use you as an example again: Your compelling desires might be to feel confident and in control as you get as many clients as you would like. Maybe you want financial freedom. Maybe you just want to be able to take a real vacation every year. Or maybe it's all about having a thriving business that includes doing what you love and making oodles of money.

Steps 3: Offer Investable Opportunities and Step 4: Uncover and Demonstrate the Benefits of your Investable Opportunities

1.2.6 Written Exercise: What are the deep-rooted benefits your clients will experience as a result of your services?

LESSON

3

Develop a Personal Brand

1.3.1 Written Exercise: List the ways in which you've sold out, settled for less, or compromised your integrity in your business, either now or in the past:

1.3.2 Written Exercise: What about the flip-side? Tap into instances in your business life where you've felt alive and vibrant—fully self-expressed. Everything you did just flowed. Draw on all of your senses. What was happening at that time that made you feel so alive?

1.3.4 Written Exercise: Start with a few situations (fairly comfortable ones) in which you could practice speaking from a bolder and more self-expressed place.

1.3.5 Written Exercise: Write down a few more situations (that seem a little more difficult) that you'd like to work up to speaking more boldly about.

1.3.6 Written Exercise: Identify one of your most important intentions as it relates to your business.

Example: I intend to book myself solid.

1.3.7 Written Exercise: Take a good hard look within to see if you can identify any potentially conflicting intentions for the intention you identified. These are likely to be subconscious and more difficult to identify, and they are nearly always fear based.

Example: If I book myself solid I won't have time for myself. Or, in order to book myself solid, I'll have to promote myself, and self-promotion will make me feel pathetic and vulnerable. Or maybe you want to book yourself solid but you *think* self-promotion is unattractive.

1.3.8 Booked Solid Action Step: Identifying and acknowledging your conflicting intentions is the first big step in releasing them. Awareness is key, but not always enough to prevent conflicting intentions from affecting and blocking our positive intentions. The next step in the process is to identify the underlying fears. Once you've identified them, you can begin to take steps to relieve them.

For this step it's critical that you very carefully choose one or two sincere and highly supportive friends to share your new insights with. They must be truly supportive and willing to help you change. Often as we begin to make changes in our lives, whether business or personal, some of our most dearly loved friends and family can feel threatened by the process of change. While they may consciously want you to be successful, they may have their own subconscious conflicting intentions and be highly invested in wanting to maintain their own comfort zone by keeping you in yours. These are not the folks you want to ask for help with this exercise.

Share the intentions and their conflicting counterparts with one or two others and ask your friends to help you in recognizing whether these are genuine concerns or unfounded fears. Then brainstorm ways to address the problems.

While you can take this step on your own, often we're too close to our own fears to see them clearly. Having a supportive friend, mentor, or professional coach who has a bit more objectivity than we do can help to put them in perspective.

1.3.10 Booked Solid Action Step: Send an email to five or more people (include friends, family, clients, neighbors, and acquaintances from all the different aspects of your life)

- Ask them to provide you with your top five personality traits or quirks.
- Ask for fun or unique experiences they've had with you.
- Tell them to be brave and not to be shy.

1.3.11 Written Exercise: Start with the basics. Keep it simple and straightforward. Refer to your target market from Chapter 2 of *Book Yourself Solid*. The first time around, just come up with something accurate and clear for now. List as many possibilities as come to mind.

- What is your *who and do what* statement?

- Whom do you help and what do you help them do? Finish this statement, "I help..."

Example: I help . . . professional service providers book themselves solid.

1.3.13 Written Exercise: Keeping the above in mind, craft a minimum of three possible *why you do it* statements.

1.

2.

3.

1.3.13 Booked Solid Action Step: If your *why you do it* statement is not immediately and easily identifiable, get together with a group of supportive friends or associates who know you well and ask them to brainstorm it with you. Often it's the things about you that are most natural and that you don't even recognize that become key elements of your *why you do it* statement. Having some outside input and a few more objective perspectives can make all the difference.

1.4.2 Booked Solid Action Step: Practice with a colleague or two. Call one another spontaneously to ask, “What is it that you do?” If you’re afraid you’ll choke when answering the phone and unexpectedly hear that question, then put your Book Yourself Solid Dialogue up on the wall by the phone as a reminder. Do whatever it takes to get yourself into action. The most important principle of the Book Yourself Solid system is actually using what I teach you. Learning it is only a means to an end. Taking action will get you booked solid.

After you’ve practiced with your colleague answer these questions for one another:

- Did I sound relaxed and comfortable?
- Could you hear and feel my passion and excitement for what I do?
- What really grabbed your attention?
- What did you like best/least about my Book Yourself Solid Dialogue?

Use this exercise as the great opportunity it is to get honest, open feedback so that you can fine-tune your Book Yourself Solid Dialogue and make it the best it can be.

Module

TWO

Building Trust and Credibility

In this module you'll develop a strategy for creating trust and credibility so that you to stand out from the crowd and begin to build relationships with your potential clients. Your strategy will be based on:

- Becoming and establishing yourself as a likeable expert in your field
- Building relationships of trust over time through your sales cycle
- Developing brand building products and programs
- Having sincere sales conversations that get results

You'll begin looking at what you have to do, be, and create to begin reaching out to those you're meant to serve. The lessons in Module II will lead you through the process and you'll begin to really see that marketing and sales doesn't have to be so hard after all. In fact, I think you'll find that it can even be exciting and fun.

Module Two is made up of these lessons:

Lesson 5—Who Knows What You Know and Do They Like You?

Establish yourself as a category authority—a well-known, well-liked expert in your field.

Lesson 6—The Book Yourself Solid Sales Cycle Process

Build relationships of trust with your clients by understanding six key points and from these points, develop a five-stage sales cycle.

- Key #1: Who is your target client or customer?
- Key #2: What are they looking for?
- Key #3: When do they look for you?
- Key #4: Where Do They Look For You?
- Key #5: Why You?
- Key #6: How do you want them to engage with you?

Lesson 7—The Power of Information Products

Design a product or program that fits who you are and appeals to your ideal clients.

Lesson 8—Super Simple Selling

Become comfortable with the sales process by letting go of any limiting beliefs you may have about being worthy of the money you're earning. These exercises help you shift your perspective of the sales process itself.

LESSON

5

**Who Knows What You Know
and Do They Like You?**

2.5.1 Written Exercise: Please answer the following questions:

1. In what areas are you currently an expert?
2. In what areas do you need to develop your expertise?
3. What promises can you make and deliver to your target market that will position you as an expert?
4. What promises would you like to make and deliver to your target market but don't yet feel comfortable with?
5. What do you need to do to become comfortable at making and delivering these promises?

2.5.2 Written Exercise: Keeping the answers from Written Exercise 2.5.1 in mind, if there was *one thing* you could be known for within your target market, what would it be?

2.5.3 Written Exercise: What do you need to *learn* to become a category authority in the area you'd like to be known for?

2.5.4 Written Exercise: List the ways in which you could learn the things you identified in Written Exercise 2.5.3.

Example: Books, Internet research, training programs, apprenticing with a mentor who is already a category authority.

2.5.5 Written Exercise: Research and list five books that meet the above criteria.

1.

2.

3.

4.

5.

2.5.6 Booked Solid Action Step: Buy these five books.

LESSON

6

**The Book Yourself Solid
Sales Cycle Process**

Key #1: Who Is Your Target Client or Customer?

2.6.1 Written Exercise: *Who* is your target client/customer? Describe what he or she is like. Get really creative with this one. List as many specific details as you can.

Example: My friend and colleague Lorrie Morgan Ferrero, a well-known copywriter and the owner of www.Red-Hot-Copy.com, describes her target customer like this: “Nikki Stanton, a 37-year-old divorced entrepreneur with a web conferencing business. She’s Internet and business savvy. Invests most of her profit back into the business. Lives in San Diego in a gated community with her 10-year-old daughter, Madison. She’s involved in her daughter’s school and drives her to dance classes. Has a home office making approximately \$117,000 a year. Jogs three times a week in the neighborhood. She loves to find bargains on designer clothes and dreams of visiting Italy with her daughter someday.”

Your turn. Describe whom you’d like to attract into your sales cycle.

Key #2: What Are They Looking For?

2.6.2 Written Exercise: *What* are your potential clients looking for?

Examples: They want to book themselves solid so they have financial freedom. They want to get organized so they can make more sales. They want to develop multiple streams of passive revenue so they don't have to trade time for money. They want to deepen their relationship with their partner so they don't feel alone in the world. Remember, always ask yourself the *so-that* question. They want to book themselves solid *so that* they can have financial freedom.

Key #3: When Do They Look for You?

2.6.3 Written Exercise: Describe the situations that are likely to drive potential clients to seek your services, products, and programs. *When* do they look for you?

Examples: They've lost their job. They're starting their own business. They're so disorganized that they're losing business. They are experiencing extreme discord in their relationship. They've just had a baby and can't seem to lose their baby weight.

Key #4: Where Do They Look for You?

2.6.4 Written Exercise: *Where* do your ideal clients look for you?

Key #5: Why You?

2.6.5 Written Exercise: *Why* should your potential clients choose you? (Don't you dare skip this one! Be bold! Express yourself fully. Remember, this is not the time for modesty.)

Key #6: How Do You Want Them to Engage with You?

2.6.6 Written Exercise: *How* do you want your potential clients to interact or engage with you? (Note: Establishing a line of communication is the first step in developing a relationship of trust.)

Book Yourself Solid Sales Cycle—Stage Four

Michael's Stage Four Example: My stage four objective is to enroll people in my live Book Yourself Solid seminars throughout the United States and Canada, the same people who have already visited my web site, opted-in for a free chapter and audio recording, and purchased my book.

2.6.10 Written Exercise: Book Yourself Solid Sales Cycle Stage Four:

- What is your objective in stage four of the cycle?

- How are you going to achieve it?

Book Yourself Solid Sales Cycle—Stage Five

Michael's Stage Five Example: My stage five objective is to enroll ideal clients into my Book Yourself Solid Intensive Coaching Programs. Again, there are many people who join one of the programs without attending a live event, or right after they read my book, or even before they do, simply because they were referred to me by a person they trust. But you can't count on that. You'll have better success if you lay out a plan for how you introduce people to your offerings.

2.6.11 Written Exercise: Book Yourself Solid Sales Cycle Stage Five:

- What is your objective in Stage Five of the cycle?

- How are you going to achieve it?

LESSON

7

The Power of Information Products

2.7.1 Written Exercise: For now, keep it simple. Just get your ideas out of your head and onto paper.

1. What type of product or program would you most like to create? What would you be most passionate about creating and offering to your target market?
2. To whom would you be offering this product? (Refer to target market.)
3. What benefits will your target market experience as a result of your product?
4. How do you want your product to look and feel? What image and/or emotion do you want it to convey?
5. How might you leverage the same content into a variety of different formats and price points for your sales cycle?

2.7.3 Written Exercise: Which role appeals most to you or is most appropriate to your product or program, and why?

2.7.4 Written Exercise: Which framework will you choose and why?

2.7.5 Written Exercise: Choose one of the title types that fits your product or that you find especially appealing, and brainstorm a number of different title ideas. Have fun with this. Just get your creative juices flowing.

2.7.6 Written Exercise: Create your table of contents. Keep the following questions in mind:

- What are the steps in understanding your content?

- Is the flow logical and easy to understand?

2.8.3 Booked Solid Action Step: Practice without pressure. Try this process with a good friend and see what happens. Focus on:

- Letting your friend share his story
- Listening to the meaning behind the words
- Asking yourself what the needs are that are deeper than the words he speaks
- Asking what is central in his life
- Identifying his hot buttons or emotional triggers

Module

THREE

The Book Yourself Solid

7 Core Self-Promotion Strategies

Now that you've diligently worked through Modules I and II, you have a foundation for your business, and you have a strategy for building trust and credibility. Watch out, because you're on your way to not only liking marketing and selling but dangerously close to loving both.

By the time you complete Module III, you'll be in a full-on, mad, passionate love affair not only with the idea of marketing and selling but also with the real-world application of the Book Yourself Solid 7 Core Self-Promotion Strategies.

Module III is made up of these lessons:

Lesson 9—The Book Yourself Solid Networking Strategy

Connect and share with others, building and deepening mutually beneficial relationships.

Lesson 10—The Book Yourself Solid Direct Outreach Strategy

Reach out to ideal clients, decision makers, the press, and many others who can help you build your business.

Lesson 11—The Book Yourself Solid Referral Strategy

Learn how to identify the best situations for receiving and for making referrals.

Lesson 12—The Book Yourself Solid Web Strategy

Use your web site to follow up with potential clients

Lesson 13—The Book Yourself Solid Speaking and Demonstrating Strategy

Share your knowledge to get in front of potential ideal clients.

Lesson 14—The Book Yourself Solid Writing Strategy

Determine how to find the right writing topic and the best way to spread your words to potential clients.

Lesson 15—The Book Yourself Solid Keep-In-Touch Strategy

Connect with potential clients using a systematized and automated keep-in-touch strategy.

The concepts and action steps laid out in the following pages will help you create relentless demand for the services and products you offer to energetically build a cadre of high-value, high-paying, inspiring clients.

LESSON

9

**The Book Yourself Solid
Networking Strategy**

3.9.1 Booked Solid Action Step: Carry *Book Yourself Solid* wherever you go and explain to people why you're reading it. You'll have the opportunity to talk about the Book Yourself Solid philosophy of giving so much value that you think you've gone too far and then giving more, and how it's in sync with your values and what you do. You'll then be able to get into your Book Yourself Solid Dialogue.

3.9.2 Written Exercise: List five books you've read that you know are must-reads for your target market. Think about and jot down the names of any specific people who come to mind for each book.

	Book	Person
1.		
2.		
3.		
4.		
5.		

3.9.3 Written Exercise: List five books that have been recommended to you as must-reads or that you know contain information that would add value to your target market. Then go out and make the investment in at least one this week.

- 1.
- 2.
- 3.
- 4.
- 5.

3.9.4 Written Exercise: Books aren't our only source of knowledge. As I mentioned in *Book Yourself Solid*, our life experience, observations, and conversations are all sources of knowledge as well. Think about the many areas you're knowledgeable about and list a minimum of five. Have fun with this and just let it flow. If you know a lot about skydiving, or *ikebana* (the Japanese art of flower arranging—include it! You never know what subject might help make a connection.)

- 1.
- 2.
- 3.
- 4.
- 5.

3.9.5 Written Exercise: First list five people in your network who consistently support you by sending referrals, giving you advice, or doing anything else that's helpful. Then identify someone in your network for each of these five people that you could connect them with. Whom do you know who will add value to their work or life? Is it a potential client, a potential business partner, a potential vendor?

	Person Who Supports You	Person to Connect
1.		
2.		
3.		
4.		
5.		

3.9.6 Written Exercise: Think of the types of people or professions that are *not* represented in your current network. List five that would expand and benefit your network, as well as ideas for where you might find them.

Not Currently in Network	Where to Find Them
1.	
2.	
3.	
4.	
5.	

3.9.7 Written Exercise: List a recent situation, business or personal, when someone else expressed compassion for you. Think about how you felt following the interaction. How do you feel about that person because of the compassion he showed for you?

3.9.8 Written Exercise: Think for a moment. Have you recently missed any opportunities for making a deeper connection with someone? List five connections that would have been made if you had just shared your knowledge, your network, or your compassion.

- 1.
- 2.
- 3.
- 4.
- 5.

3.9.9 Written Exercise: List three places online where you can start to raise your personal and professional profile by adding value to others.

1.

2.

3.

3.9.10 Written Exercise: Do some research and come up with three additional business networking opportunities like the ones I've listed in *Book Yourself Solid* that you can attend with the intention of adding value to others as well as enhancing your network.

1.

2.

3.

LESSON

10

**The Book Yourself Solid
Direct Outreach Strategy**

3.10.1 Written Exercise: Identify three people you'd like to reach out to directly and personally. (These may be prospective clients, decision makers at an organization or association, or the press.)

1.

2.

3.

3.10.2 Written Exercise: Choose one of the people you identified and write your own direct outreach letter using the guidelines above. Remember to ask yourself the direct outreach letter-writing questions before you send the letter.

3.10.3 Booked Solid Action Step: Send the letter you've just written. Decide how you'll follow up and when, and schedule in your calendar the time to do so.

3.10.4 Booked Solid Action Step: Choose one of the people you identified earlier and give that person a call. If you'd like, you can call the same person you wrote the letter to, as a way of following-up.

3.10.5 Booked Solid Action Step: Purchase a dozen or more postcards and the appropriate postage. Keep them with you in your planner, briefcase, purse, or car, and the next time you meet someone you'd like to follow up with, immediately jot down a short personalized message and drop it in the mail. She'll be impressed that you took this extra effort and will remember you for it. Or better yet, visit www.1800Postcards.com to order personalized postcards that are remarkably inexpensive.

3.10.6 Written Exercise: List five wild, wacky, and unique ways to make a personal connection, especially with anyone you've been unsuccessful connecting with in the more traditional ways.

1.

2.

3.

4.

5.

3.10.7 Written Exercise: List five media outlets that you're going to reach out to. Remember, they must serve your target market:

- 1.
- 2.
- 3.
- 4.
- 5.

3.10.8 Written Exercise: Using the press release you downloaded from www.BookYourselfSolid.com, write your own press release about an extraordinary result that one of your clients received from your services. This will be a great first step, and you'll have the press release ready to go except for a few minor adjustments.

3.10.9 Written Exercise: For each of the three people you identified in Written Exercise 3.10.1, craft a direct outreach plan. Don't skip any of the steps.

3.10.10 Booked Solid Action Step: Take the plan you've just created and schedule time to put it into action. Then follow through. All the thought and planning in the world won't mean anything if you don't take action and keep taking consistent action until you're booked solid.

LESSON

11

**The Book Yourself Solid
Referral Strategy**

3.11.1 Written Exercise: Start by remembering the last time a quality referral came to you.

1. From whom did the referral come?
2. What was the referral for, specifically?
3. Did the referral need your services immediately?
4. How were you contacted—by the person making the referral or the potential client?
5. Had you educated the referrer about your services before he or she made the referral?
6. How did you accept the referral and follow up?
7. Is that new referral a continuing client today?

3.11.2 Written Exercise: Using the Book Yourself Solid Finding Referral Opportunities Log, begin to track daily referral opportunities. For a free version of our ready-made Finding Referral Opportunities Log, go to www.BookYourselfSolid.com and click on Free Resources to download it.

3.11.3 Written Exercise: Create a list of the benefits your clients will experience by working with you. Keep going until you've exhausted all the possible benefits.

3.11.4 Written Exercise: Bring to mind your two best clients and list the reasons they would want to refer their friends and family to you. Again, think in terms of benefits. How do they feel after having referred their friends and family?

Examples: They feel great helping their friends improve their business or life in a specific way. They feel special having made a positive influence in their friends' lives. They feel important and knowledgeable about something. They feel connected and accepted when they introduce friends and business associates to a high quality professional. They feel confident that they are a valuable resource in their friends' lives and that they sent them to someone who is qualified, committed, and well-liked.

3.11.5 Written Exercise: Write down the types of people you want your clients, associates, friends, and family to refer to you. Your friends and family may have no idea who to refer to you.

Examples: Family members, best friends, neighbors, acquaintances, work associates, small business owners, executives, people going through divorce or struggling financially.

3.11.6 Written Exercise: Write down the places where your referrers would meet or connect with good referrals for you.

Examples: At the office, taking the kids to school, neighborhood events, sporting events, lunch appointments, after work socializing, charity functions, the gym, political events.

LESSON

12

**The Book Yourself Solid
Web Strategy**

3.12.1 Written Exercise: What is the primary objective of your web site? (Hint: I answered this question for you in *Book Yourself Solid*.)

3.12.2 Written Exercise: Go online and find three or four web sites you like and three or four that you dislike. List the formats they use and the features you like and dislike, and why. These will be useful as examples of what you want—and don't want—to show your designer. If possible, choose web sites for this exercise that provide services to your target market and note what they're offering and how they present their offering. This will give you a sense of what's already out there and may spark new ideas.

3.12.3 Written Exercise: Identify the top five keywords and phrases for your site.

1.

2.

3.

4.

5.

3.12.4 Booked Solid Action Step: Now that you have your keywords and phrases, take these seven actions to optimize your site, or better yet, hire someone to do it for you:

- Create a unique title for every page on your site with the keywords for that page in the title—the title should describe the benefits you provide.
- Make sure your web designer is using the <h1> and <h2> tags on your webpages and including your keywords and phrases in them. Search engines consider these tags to contain the most important content descriptions of what is on the page.
- Put your keywords in the text that is linked to subpages on your site.
- Use your keywords and phrases in the copy text of your site—even bold them in a few places, but don't go crazy.
- Include your keywords at the top and bottom of your pages, but again, don't go crazy.
- Tell your web designer to include your keywords in the ALT attribute of your tag.
- Tell your web designer to include your keywords in the TITLE attribute of your <A> tag.

Here are a few things to make sure you don't do, no matter what anyone tells you.

- Don't ever try to trick the search engines. That is not the book yourself solid way, and you'll get blacklisted from the search engines if they think you're trying to trick them. No one, not even a search engine (maybe especially a search engine), likes to be fooled.
- Along these same lines, do not try to hide your keywords or stuff your page with keywords by repeating them over and over again.
- Don't use frames or lots of flash animation. Neither are search-engine friendly.

Remember, search engines have a job to do for their customers—to bring up results of great content that will match their search terms. Make their job as easy as possible.

3.12.5 Written Exercise: Identify five sites that have a decent Google ranking and serve the same target market as you serve. To see the PageRank of a site, you need to download and install the Google toolbar from www.Google.com. When you get to the Google homepage, click on the link that says “more.”

- 1.
- 2.
- 3.
- 4.
- 5.

3.12.6 Booked Solid Action Step: Now reach out to the owner or webmaster of each site, make friends, add value to their life and work, and offer to trade links with them. Make sure that you link to them first so they can see that you're intent on serving them.

3.12.7 Booked Solid Action Step: Create a compelling e-mail signature and begin using it immediately.

3.12.8 Booked Solid Action Step: Find the most active online discussion boards and listserv groups that serve your target market and are focused on topics you know a lot about. As a member of the group, you can make intelligent, thoughtful posts that add value to the discussion topic. You might answer other members' questions or you might suggest helpful resources or simply provide your opinions on issues that relate to your industry. And you never know—you may learn a lot by reading what others have to say.

3.12.9 Written Exercise: Come up with several of your own unique ideas for cross-promotions and identify who might be a good marketing partner.

3.12.10 Booked Solid Action Step: Reach out, connect with, and share your ideas with the people you identified in Written Exercise 3.12.9.

3.12.11 Booked Solid Action Step: Create, or hire someone to create, a tell-a-friend form and begin using it.

3.12.12 Booked Solid Action Step: Make the necessary changes to your thank-you pages so that you begin making the most of this valuable real estate.

3.12.13 Booked Solid Action Step: Go to www.google.com/ads and set up an account. Then create a test ad campaign for one of your products or services. Make sure that you cap your daily spending at a low amount so that you learn how to profit from pay-per-click before you rack up significant fees. Google.com has great tutorials and help pages that can answer your questions. Track your conversion so you know if you're getting a return on your investment.

3.12.14 Booked Solid Action Step: If you don't already have an e-course, special report, or other enticement to offer your visitors, create one using the easy steps I outlined in Chapter 7 of *Book Yourself Solid*. Then ensure that you have an opt-in for your offer displayed prominently on your site.

3.12.15 Booked Solid Action Step: If you don't already have an autoresponder system to help potential clients consume your offer, set one up using www.BookedSolidCart.com, or hire someone to set one up for you.

3.12.16 Booked Solid Action Step: Decide what kind of endowment you'd like to set up and begin to implement it immediately. This type of marketing strategy is applicable to all service professionals.

3.12.17 Written Exercise: Identify several possible enhancements you could be offering.

3.12.18 Booked Solid Action Step: Begin offering one of the enhancements you identified in Written Exercise 3.12.17.

3.12.19 Booked Solid Action Step: Create an exit strategy and implement it, or hire someone to implement it for you.

LESSON

13

**The Book Yourself Solid
Speaking and Demonstrating Strategy**

3.13.1 Written Exercise: Create three ways that you can instantly add value to your potential and current clients by way of an invitation.

1.

2.

3.

3.13.2 Written Exercise: Identify several level-one groups or organizations that you can contact.

3.13.3 Written Exercise: Identify several level-two groups or organizations that you can contact.

3.13.4 Written Exercise: Identify several level-three local or regional trade associations or businesses that you can contact.

3.13.5 Written Exercise: Identify several level-four national or international trade associations that you can contact.

3.13.6 Written Exercise: Identify the decision makers for the organizations you chose in the previous written exercises. Go through your network to see whom you know who might be able to connect you with these decision makers or someone else who might know these decision makers.

3.13.7 Booked Solid Action Step: After reading Chapter 13 of *Book Yourself Solid*, contact these decision makers using your newfound direct outreach strategies and begin getting booked to speak.

Step Three: Deliver the content of your presentation by expressing the key points of the presentation in the appropriate order. Keep it simple.

Step Four: Summarize your key points—what you just taught your audience or demonstrated for your audience.

Step Five: Offer Q&A—or mix it throughout, whatever is most appropriate for your situation.

Step Six: Close by thanking them and your host and remind them how they can continue to connect with you through your always-have-something-to-invite-people-to offer.

LESSON

14

**The Book Yourself Solid
Writing Strategy**

3.14.1 Written Exercise: List five subjects you would feel comfortable writing about based upon your passions, your personal interests, your areas of expertise, the life lessons you've learned, and what your target market is interested in learning:

- 1.
- 2.
- 3.
- 4.
- 5.

3.14.2 Written Exercise: List five focused topics you would feel comfortable writing about based on the subjects you chose in the Written Exercise 3.14.1.

- 1.
- 2.
- 3.
- 4.
- 5.

3.14.3 Written Exercise: Create five titles based on your topic choices. Remember, titles need to summarize in a few words what your article is about and be intriguing enough to make people who are interested in that topic—and even those who aren't!—want to read more. If you can fit in your top keyword phrase, so much the better!

1.

2.

3.

4.

5.

3.14.4 Written Exercise: Write your lead-in paragraph by presenting the most important information first. Remember to address the topic presented in your title and explain to the readers what they will gain from your article. Here's where you get to appeal personally to the readers by telling them how you can help them learn something new, solve a problem, or simply entertain them for a short while.

3.14.5 Written Exercise: It is time to write the body of your article. You need to elaborate on and fulfill the promise made in your introduction by backing up your statements with facts. Refer back to the points earlier if you get stuck. And remember that you don't have to get all the words perfect in the first draft. Much of writing is about rewriting and editing. At this point, concentrate on the broad strokes and allow yourself to enjoy the process.

3.14.6 Written Exercise: End your article with a strong closing. Write a conclusion by summarizing your key points from the body of the article and tell the readers how they can best use the information you just gave them.

3.14.7 Written Exercise: Create your author resource box. Remember to include your area of expertise, your business/offer, a specific call to action, pertinent contact information and links.

3.14.8 Booked Solid Action Step: Compile all the accumulated elements of your research and writing to complete one article of 500 to 750 words on the topic of your choice, including the resource box. When it's polished to your satisfaction, share it with friends, colleagues, or a writing group to gain invaluable insight on your writing progress.

3.14.9 Written Exercise: List five article directories that serve your target market.

- 1.
- 2.
- 3.
- 4.
- 5.

3.14.10 Booked Solid Action Step: Submit your article to the article directories you identified in Booked Solid Action Step 3.14.9.

3.14.11 Written Exercise: List five e-zine publications that serve your target market.

- 1.
- 2.
- 3.
- 4.
- 5.

3.14.12 Booked Solid Action Step: Submit your article to the e-zine publishers you've identified in Booked Solid Action Step 3.14.11.

3.14.13 Written Exercise: List five print publications that serve your target market.

1.

2.

3.

4.

5.

3.14.14 Booked Solid Action Step: Submit your query letter to the print publications you identified in Written Exercise 3.14.13.

3.14.15 Written Exercise: Decide on an ongoing schedule for submitting your articles. This can be weekly, every other week, or monthly.

3.14.16 Booked Solid Action Step: Schedule the time you'll need to write and submit new articles and then do it; or visit www.BookYourselfSolid.com and hire a virtual assistant who is experienced in online article submission and have him do it for you.

LESSON

15

**The Book Yourself Solid
Keep-In-Touch Strategy**

3.15.1 Written Exercise: What is the best kind of content to include in your keep-in-touch strategy based on your interests and the needs and desires of your target market?

3.15.2 Written Exercise: What kinds of tools will you use to keep in touch?

3.15.3 Written Exercise: What format will you use to send out your e-zine?

3.16.5 Written Exercise: How are you going to automate your keep-in-touch strategy?