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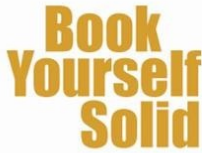
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BOOK YOURSELF SOLID

THE FASTEST, EASIEST AND MOST RELIABLE SYSTEM FOR GETTING
MORE CLIENTS THAN YOU CAN HANDLE EVEN IF YOU HATE
MARKETING AND SELLING

15 Points to Take Away with You

- Point #1:** In order to do your best work you must work with only ideal clients that energize and inspire you.
- Point #2:** Identifying a target market and understanding why they buy what you're selling is an essential component to creating relentless demand for your services.
- Point #3:** A personal brand will help clearly and consistently define, express, and communicate who you are, who you serve, and why you have chosen to dedicate your life and work to serving your target market.
- Point #4:** Being able to talk about what you do in a clear and compelling way that will spark curiosity and interest about you and your services, products, and programs, will allow you to have a meaningful conversation with potential clients or referral sources.
- Point #5:** Becoming and establishing yourself as a category authority will have a powerful effect on the success of your business, creating the credibility and trust necessary for potential clients to feel comfortable and confident about purchasing your services, products, and programs.
- Point #6:** An effective sales cycle is based on turning simple conversations into relationships of trust with your potential clients over time.
- Point #7:** Nothing helps to build your credibility like products and programs designed to serve your target market's very specific urgent needs and compelling desires.
- Point #8:** The simple sales system is about having a sincere conversation that allows you to let your potential clients know what you can do to help them.



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Point #9:With the Book Yourself Solid Networking Strategy, the focus is on sincerely and freely giving and sharing, and by doing so, building and deepening mutually beneficial relationships with others.

Point #10:Using the Book Yourself Solid Direct Outreach Strategy is all about making personal connections. Whichever direct outreach tools you employ, you should be reaching out to others from the heart, in a way that is genuine and authentic for you.

Point #11:By starting an organized referral program, you can immediately and effortlessly connect with an increasing number of potential new clients.

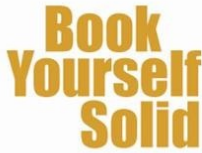
Point #12:To carry on marketing conversations with potential clients, you must be able to follow up with the potential clients who come to you interested in your services or products. If you don't have an effective website, you're missing out on the best and most efficient way to start these kinds of marketing conversations.

Point #13:The Book Yourself Solid Speaking and Demonstrating Strategy is a great way to get your message out to the world in a bigger way, allowing you to reach more of those you're meant to serve.

Point #14:Writing articles and submitting them to online article directories is one of the most effective ways to generate traffic to your website.

Point #15:If you don't have a systematized and automated keep-in-touch strategy in place, you may, as the saying goes, leave a lot of business on the table. Most importantly, you'll be missing out on the opportunity to serve the people you're meant to serve.

Michael Port is the author of *Book Yourself Solid, The Fastest, Easiest and Most Reliable System For Getting More Clients Than You Can Handle* (John Wiley & Sons). He's also a contributing author to *Success Secrets of the Online Marketing Superstars* and *Guerrilla Marketing for Job Hunters*.



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Michael has created numerous learning programs that are **dedicated to helping small business owners book their business solid** and make their name in the world including:

- **The Think Big Revolution** - an online membership club to over 5000 service professionals: www.ThinkBigRevolution.com
- **The Book Yourself Solid** - the client-generating coaching program with a 93% success rate: www.BookYourselfSolid.com
- **The Product Factory** - the #1 information product creation program on the Internet: www.90DayProduct.com
- **Traffic School** - the ultimate web traffic and conversion system: www.TrafficSchoolSystem.com

To think bigger about who you are and what you offer the world, and to subscribe to Michael's FREE content-rich newsletter, go to: www.MichaelPort.com.