

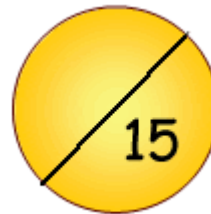
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BOOK YOURSELF SOLID

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

Enter the number of questions
you answered “yes” to here:

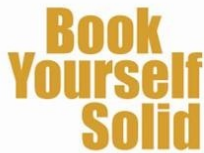


15-Point Self-Assessment

- Do you have a Red Velvet Rope policy to insure you’re working only with the ideal clients who energize and inspire you?
 Yes No Dunno
- Have you identified a target market and do you know why they buy what you’re selling, what their needs and desires are, and what the deeper benefits of your services are for them?
 Yes No Dunno
- Do you have a brand identity that makes it clear who you serve and what you help them do?
 Yes No Dunno
- Are you able to talk about what you do in a way that is clear and compelling and inspires genuine conversations that allow you to connect with potential clients?
 Yes No Dunno
- Have you decided how you want to be known in your market and have you begun establishing yourself as a category authority?
 Yes No Dunno
- Do you have a complete sales cycle that allows you to build trust with your market over time?
 Yes No Dunno

FOR MORE GO TO

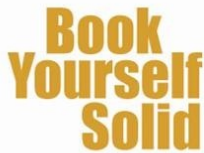
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- Do you know how to have a simple and effective sales conversation with potential clients?
 Yes No Dunno
- Have you begun creating information products to serve your market, and do you understand the importance and benefits of doing so?
 Yes No Dunno
- Are you taking full advantage of daily opportunities to network and connect with others?
 Yes No Dunno
- Do you have an effective direct outreach plan that allows you to make personal connections with potential clients and complimentary professionals?
 Yes No Dunno
- Do you regularly ask for referrals and do you have a referral plan for following-up with referrals?
 Yes No Dunno
- Do you have an effective website which allows you to maintain a conversation and to build relationships of trust with your market?
 Yes No Dunno
- Are you speaking to highly-targeted audiences?
 Yes No Dunno
- Are you writing articles that provide value to your market and regularly submitting them for publication online and off?
 Yes No Dunno
- Do you have an effective keep-in-touch strategy which allows you to easily track and keep in touch with others?
 Yes No Dunno



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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*.

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:
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- **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.