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# Sample Interview Questions

*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*

by **Michael Port**

## **Part 1:**

1. What was the motivation for you to write this book?
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2. Who would best benefit from the many tips you provide in this book?
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3. You mention in the title that the book is effective even for those who 'hate marketing and selling'. Why do you think people cringe when they hear those words?
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4. There are a lot of strategies covered in the book. Do you have to do all of them or can you pick one or two that would work for your business?
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5. What's the Red Velvet Rope policy? And tell me a little more about this section here that's called Dump the Duds!
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6. You have a chapter here called Super Simple Selling. How do you assure that it's going to be simple?

## **Part 2:**

1. I liked the part in the book about networking events-haven't we all gone to some boring parties where it just seems that people are there to collect as many business cards as they can and then get home to watch CSI? You take a different approach to those events-tell the listeners what you see as the true objective to attending a business networking event.
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2. How can business owners do a better job of describing what they do instead of just spouting of a job title or professional designation so that people don't pre-judge them?
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3. What are information products and how can they help grow a small business?
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4. How can people learn more about the Book Yourself Solid way?