

LESSON

11

The Book Yourself Solid  
Direct Outreach Strategy

**4.11.1 Written Exercise:** Identify a minimum of three and a maximum of 20 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.) At this moment, you might not think you can fill out your list of 20, but now that you know what you need to do, you'll start to take notice of the people you should add to this list. You'll see in a minute how your list will grow far beyond just 20 people.

- |     |     |
|-----|-----|
| 1.  | 11. |
| 2.  | 12. |
| 3.  | 13. |
| 4.  | 14. |
| 5.  | 15. |
| 6.  | 16. |
| 7.  | 17. |
| 8.  | 18. |
| 9.  | 19. |
| 10. | 20. |

**4.11.2 Booked Solid Action Step:** Reach out to the first person on your list of 20 and then add her to your follow-up system. Then add a new person to your list of 20.

**4.11.3 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.