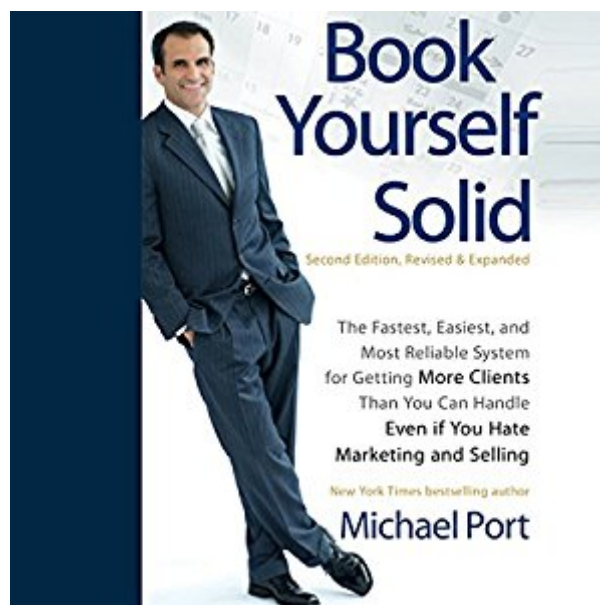




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Book Yourself Solid, 2nd Edition: The Fastest, Easiest, And Most Reliable System For Getting More Clients Than You Can Handle Even If You Hate Marketing And Selling



Synopsis

According to the Small Business Administration, 90% of service businesses will fail within the first five years. They fail not because they don't offer great services and products, but because the owners are extremely uncomfortable with traditional marketing and sales. The result is a frustrated, isolated, and overwhelmed business owner who does not know there is an entirely different, highly successful approach to marketing and sales available-and it's laid out in *Book Yourself Solid*. *Book Yourself Solid* is based on Michael Port's proven system for getting more clients. And it works. In fact, 93% of business owners who have used the system have experienced a 34% increase in their total number of clients and a 42% increase in sales in the first year alone. Original, wildly inspiring, personal, and provocative, *Book Yourself Solid* is an easy-to-follow road map for starting and growing your service business based on seven core self-promotion strategies. You'll not only learn how to develop a strong marketing plan and brand identity, but you'll also learn why self-promotion is absolutely critical to your success-and how to do it with passion and purpose. Even if you hate the idea of marketing and selling yourself, this practical, inspirational guide will lift you up and give you the confidence you need to comfortably and authentically market yourself and your services, tap into an endless supply of quality referrals, and watch your business grow. If you're a seasoned professional, you'll find the fresh ideas and tactics you need to keep bringing in new business for years to come. If you're a novice service professional looking for a complete business building system, you'll have the keys to unlock long-lasting business prosperity, security, and abundance for yourself and your family. Once you make a name for yourself using the seven core strategies for self-promotion, you'll be able to run a profitable, meaningful, and absolutely booked-solid business overflowing with as many clients as your heart desires.

Book Information

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Customer Reviews

As an author and freelance copywriter, one of my bugaboos has always been self-promotion and networking. Although I'm a terrific promoter of other people's products and services via the written word as a copywriter, I've always found the idea of stepping out of my comfort zone and networking for additional business (or to sell the six books I've written) scary and daunting. I guess that's because I've met too many people who "network" the wrong way! I never wanted to be seen as one of them: pushy and "in your face." (Then again, maybe the others I've met who network do so with such finesse, as shown in this book, that it never occurred to me that they were "networking" or "pushing" their products, book or services at all!) Of course my aversion to talking about what I do for a living left me on the outside looking in. IF/WHEN people found out what I do, by way of another person introducing me, they always seemed surprised and delighted. But even then I'd deflect the conversation to something else--anything else!--to keep the attention off myself. (Confession time: I hated my own birthday parties as a kid. Too much focused attention! And when teachers would read what I'd written in class, I would want to melt, run under someone's shoe and disappear!) So **BOOK YOURSELF SOLID** seemed to be something I "needed" to read. It has revolutionized my way of thinking. It has given me the mindset I need to recognize that what I do is extremely valuable (to small business owners who can't afford paying a fortune for a copywriter, and for readers who love the kinds of subjects I tackle in my books) and that there is no shame in letting people know (like the Whos in Whoville) "I'm here! I'm here!" If I could give **BOOK YOURSELF SOLID** more stars, I would. But then you'd see nothing but stars! There's much more to **BOOK YOURSELF SOLID** than I've mentioned here. LOTS more. This is just the primary way in which the book has served my immediate, most pressing needs. It has turned this shy gal into a professional who networks with the best of them the RIGHT way. It's becoming less alien each time I do it. I'm still a work in progress, but I'm getting there! Thank you so much, Michael Port, for this helpful, amazing, step-by-step guide to booking myself solid! BRAVO!!!

Kristine M Smith
Copywriter, Author of 5 books at Serval Son:
Spots and Stripes Forever
DeForest Kelley: A Harvest of Memories : My Life and Times With a Remarkable Gentleman Actor
Let No Day Dawn That the Animals Cannot Share
Floating Around Hollywood: And Other Totally-True Tales of Triumph
Purposeful Christianity: Sharing the Verve and Value of the Prince of Peace

I saw Michael Port on a video once, and his personality drew me to his work. He is a down to earth, everyday person, with tons of experience in both film and public speaking and he makes the information he is sharing easy to understand and easy to use. He is constantly reinforcing his techniques, and always injecting humor to keep your interest. The things he brings out sometimes appear to go against convention, hence his "break the rules" motto, yet he gives much respect to the rules of speaking, which provide for an entertaining and captivating speech, especially when you do things that are unexpected and different. Great Book! Highly recommended for anyone in Public Speaking or wishing to grow your business, because business is relationships, and relationships are built on trust and communication. Michael Port delivers on both.

I purchased and am reading not only this book, with all the words, but the other one with the pictures also. The picture book is easier to read but words help add depth and meaning to the pictures. I recommend both. My only issue with this book is that as I was starting my business I was in a big hurry to bowl people over with my awesomeness and take orders for my highest revenue services. This book was, and is, a bit of a wake up slap upside the head that my bull in a china shop approach isn't the best approach for me or my customers. There have been times when I felt like, and still do, that I just need to throw this book away and go knock on doors, however, there's little question the exercises I'm going through are worthwhile. As additional evidence, every fellow 'consultant' I talk to about some of the things I'm reading here, and doing, is blown away by the volume of 'great ideas' I have. Yes, Michael, I attribute them all to you.

Content is excellent. Illustrations are excellent. Unfortunately, using this book is extremely difficult because after reading only about 25% of the book, it is in PIECES. The binding is atrocious as this book is literally, and I mean literally, falling apart into several chunks. The publisher should immediately remedy this situation and issue new books with new bindings to all owners. I contacted the publisher. They will issue a new book to me but I've already written a lot of notes in the one I have. Let's just say very disappointed.

I purchased Book Yourself Solid because I was interested in expanding my therapy practice. But when I got to the part where the author asked what I would say if someone asked what I did I realized that this is much more about who I am and what inspires me than about selling generic counseling. Instead of saying that I'm a therapist who works with individuals and couples, I'm telling

people that "I help couples rekindle the magic of their relationships." And "I help victims of violence feel safe again - and it happens very quickly." This book is tightly written, every chapter is short, concise and builds on the last. As I read I did the exercises and by the time I had finished reading I was already marketing myself in a new way and it didn't feel like marketing. In fact, I had a different sense of myself and my work because my work more reflects who I am. Whatever you are doing, or starting, or thinking about starting, if it's a one on one service business, get this book. I supervise beginning therapists and I'm recommending this to all my supervisees. (And no, they can't borrow my copy.)

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