



Book Yourself Solid

Second Edition, Revised & Expanded

The Fastest, Easiest, and
Most Reliable System
for Getting *More Clients*
Than You Can Handle
Even if You Hate
Marketing and Selling

Now includes *Special Bonus Access* to the World Class
Book Yourself Solid Small Business Marketing Software!

New York Times bestselling author

Michael Port

Foreword by TIM SANDERS

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

Complimentary WORKBOOK

by
Michael Port

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Introduction to the Book Yourself Solid Workbook

This downloadable workbook includes all of the Written Exercises and Booked Solid Action Steps contained in Book Yourself Solid. Keep this workbook by your side as you read through the book. Every time you get to a Written Exercise, record your thoughts in this workbook. Then you'll be ready to take the Booked Solid Action Steps necessary to fill your business with as many clients as your heart desires.

Each lesson in this workbook corresponds to a chapter in Book Yourself Solid, which makes it easy to use the workbook as you read the book. Furthermore, just like the book, each exercise builds on the previous one and should be done sequentially. No skipping around please!

Ultimately, this is where the rubber meets the road. All the information you need to get booked solid is laid out in the pages of my book. Will you do the work and take the action steps needed to get you out in the world in a bigger and more positive way? Of course, only you know the answer. And it's up to you—and you alone—as is your success. You are responsible for the way in which today's activities enhance—or detract from—your emergent success. To me, that's an exciting prospect.

If you have any questions, please email us at questions@bookyourselfsolid.com. We are happy to serve in any way we can.

If you would like additional support and personal coaching from me and my team, please consider joining one of our inspired and connected Book Yourself Solid 15-Week Intensive group coaching programs. [Click here](#) to learn more about how we can serve you—and help you get booked solid!

MODULE

one | Your Foundation

To be booked solid you need a solid foundation. That foundation begins like this:

- Choose your ideal clients so you work only with people who inspire and energize you.
- Understand why people buy what you are selling.
- Develop a personal brand so you're memorable and unique.
- Talk about what you do without sounding confusing or bland.

The exercises in Module I step you through the process of building your foundation so that you have a platform on which to stand, a perfectly engineered structure that will support all of your business development and marketing, and—dare I add—personal growth.

Building your actual foundation is a bit like putting a puzzle together. We're going to take it one piece at a time, and when we're done you'll have laid the foundation for booking yourself solid.

Module One is made up of these lessons:

Lesson 1—The Red Velvet Rope Policy

Develop your own red velvet rope policy that allows in only the most ideal clients, the ones who energize and inspire you.

Lesson 2—Why People Buy What You're Selling

Learn four steps to understanding why people buy what you're selling, an essential component in creating relentless demand for your services.

- Step 1: Identify your target market.
- Step 2: Understand the urgent needs and compelling desires of your target market.
- Step 3: Offer investable opportunities.
- Step 4: Uncover and demonstrate the benefits of your investable opportunities.

Lesson 3—Develop a Personal Brand Develop a plan for deciding how you want to be known in your market.

Lesson 4—How to Talk About What You Do Create a dynamic dialogue for telling people who you are and what you do.

The Red Velvet Rope Policy

1.1.1 Written Exercise: To begin to identify the types of clients you don't want, consider which characteristics or behaviors you refuse to tolerate.

- What turns you off or shuts you down?
- What kinds of people should *not* be getting past the red velvet rope that protects you and your business?

1.1.2 Written Exercise: Now take a good, hard look at your current clients. You must be absolutely honest with yourself. Who among your current clients fits the profile you've just created of people who should *not* have gotten past the red velvet rope that protects you and your business?

1.1.3 Booked Solid Action Step: Dump the dud clients you've just listed in the above exercise. It may be just one client or you may need another two pages to write them all down. (Did I warn you that I'd push you to step out of your comfort zone? If I didn't, then I am now!) Is your heart pounding? Is your stomach churning at just the thought? Have you broken out in a cold sweat? Or are you jumping up and down with excitement now that you've been given permission to dump your duds? Maybe you're experiencing both sensations at the same time; that's totally normal.

1.1.4 Written Exercise: Define your ideal client. List the *qualities, values, or personal characteristics* you'd like your ideal clients to possess.

- What type of people do you love being around?
- What do they like to do?
- What do they talk about?
- With whom do they associate?
- What ethical standards do they follow?
- How do they learn?
- How do they contribute to society?
- Are they smiling, outgoing, creative?
- What kind of environment do you want to create in your life?
- And who will get past the red velvet rope policy that protects you?

1.1.5 Written Exercise: Now let's look at your current client base. Write down the names of clients, or people you've worked with, whom you love to be around.

- Whom do you love interacting with the most?
- Whom do you look forward to seeing?
- Who are the clients who don't feel like work to you?
- *Who is it that you sometimes just can't believe you get paid to work with?*

1.1.6 Written Exercise: Get a clear picture of these people in your head. Write down the top five reasons that you love working with them. What about working with them turns you on?

1.

2.

3.

4.

5.

1.1.7 Written Exercise: Now go deeper. If you were working only with ideal clients, what qualities would they absolutely *need* to possess in order for you to do your *best* work with them? Be honest and don't worry about excluding people. Be selfish. Think about yourself. For this exercise, assume you will work only with the best of the best. Be brave and bold and write without thinking or filtering your thoughts.

1.1.8 Written Exercise: What filters do you want to run your perfect clients through?

1.1.9 Written Exercise: Fill out the Client Ranking Worksheet. Divide your current clients into three groups: ideal clients, duds, and everyone else. Don't hold back.

Ideal Clients	Duds	Everyone Else

1.1.10 Written Exercise: Brainstorm your own ideas for reigniting these mid-range clients. Contemplate the ways in which you may, albeit inadvertently, have contributed to some of your clients being somewhat less than ideal clients. Go ahead—turn off your left-brain logical mind for a moment and let your right-brain creativity go wild.

- Are there ways in which you can light a new fire or elicit greater passion for the work you do together?
- Do you need to set and manage expectations more clearly right from the beginning?
- Can you enrich the dynamics between you by challenging or inspiring your clients in new ways?

LESSON

2

Why People Buy What You're Selling

Step 1: Identify Your Target Market

1.2.1 Written Exercise: Take a few moments to think about the following questions and to jot down whatever comes to you. Doing so will provide you with clues to the target market you're best suited to serve. Your passion, your natural talents, and what you already know and want to learn more about are key.

- Who are all the different groups of people who use the kind of services you provide?
- Which of these groups do you most relate to or feel the most interest or excitement about working with?
- Which group(s) do you know people in or already have clients in?
- Which group(s) do you have the most knowledge about, or on the flip-side, would you find fascinating to learn more about?
- What are you most passionate about as it relates to your work?
- What natural talents and strengths do you bring to your work?
- What aspects of your field do you know the most about?

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1.2.3 Written Exercise: For now I just want you to answer this question: Who is your target market? If you're not ready to make this choice, list the possibilities that appeal to you. Sit with them for a while (but not for too long) and then choose one. Even if you're not sure at this point, it will become clearer to you as you work through the next few chapters.

Step 2: Understand the Urgent Needs and Compelling Desires of Your Target Market

1.2.4 Written Exercise: What are five of your clients' *urgent needs*? (What problems must they solve right away?)

Example: The urgent need that may have prompted you to buy this book may be a feeling of stress because you know you need more clients (and more money) but don't know where or how to begin marketing your business. Maybe the bills are really starting to pile up and you're afraid. Or maybe you know what to do to market your services but just aren't doing it. You're procrastinating and your business is suffering as a result.

1.2.5 Written Exercise: What are five of your clients' *compelling desires*? (What would they like to move toward?)

Example: Let's use you as an example again: Your compelling desires might be to feel confident and in control as you get as many clients as you would like. Maybe you want financial freedom. Maybe you just want to be able to take a real vacation every year. Or maybe it's all about having a thriving business that includes doing what you love and making oodles of money.

Step 3: Determine the Biggest Result Your Clients Get

1.2.6 Written Exercise: Describe the biggest result you provide?

Step 4: Uncover and Demonstrate the Benefits of your Investable Opportunities

1.2.7 Written Exercise: What are the deep-rooted benefits your clients will experience as a result of your services?

LESSON

3

Develop a Personal Brand

1.3.1 Written Exercise: List the ways in which you've sold out, settled for less, or compromised your integrity in your business, either now or in the past:

1.3.2 Written Exercise: What about the flip-side? Tap into instances in your business life where you've felt alive and vibrant—fully self-expressed. Everything you did just flowed. Draw on all of your senses. What was happening at that time that made you feel so alive?

1.3.3 Written Exercise: Now compare the two areas, the ones where you sold out and the situations where you felt most fully self-expressed.

1.3.4 Written Exercise: Start with a few situations (fairly comfortable ones) in which you could practice speaking from a bolder and more self-expressed place.

1.3.5 Written Exercise: Write down a few more situations (that seem a little more difficult) that you'd like to work up to speaking more boldly about.

1.3.6 Written Exercise: Identify one of your most important intentions as it relates to your business.

Example: I intend to book myself solid.

1.3.7 Written Exercise: Take a good hard look within to see if you can identify any potentially conflicting intentions for the intention you identified. These are likely to be subconscious and more difficult to identify, and they are nearly always fear based.

Example: If I book myself solid I won't have time for myself. Or, in order to book myself solid, I'll have to promote myself, and self-promotion will make me feel pathetic and vulnerable. Or maybe you want to book yourself solid but you *think* self-promotion is unappealing.

1.3.8 Booked Solid Action Step: Identifying and acknowledging your conflicting intentions is the first big step in releasing them. Awareness is key, but not always enough to prevent conflicting intentions from affecting and blocking our positive intentions. The next step in the process is to identify the underlying fears. Once you've identified them, you can begin to take steps to relieve them.

For this step, it's critical that you very carefully choose one or two sincerely and highly supportive friends to share your new insights with. They must be truly supportive and willing to help you change. Often as we begin to make changes in our lives, whether business or personal, some of our most dearly loved friends and family can feel threatened by the process of change. While they may consciously want you to be successful, they may have their own subconscious conflicting intentions and be highly invested in wanting to maintain their own comfort zone by keeping you in yours. These are not the folks you want to ask for help from to do this exercise.

Share the intentions and their conflicting counterparts with one or two others and ask your friends to help you in recognizing whether these are genuine concerns or unfounded fears. Then brainstorm ways to address the problems.

While you can take this step on your own, we're often too close to our own fears to see them clearly. Having a supportive friend, mentor, or professional coach who has a bit more objectivity than we do can help put them into perspective.

1.3.9 Written Exercise: To know which secret quirk or natural talent is waiting in the wings to bring you wealth, happiness, and unbridled success in your business, answer the following questions:

- How are you unique?

- What are three things that make you memorable?
 - 1.

 - 2.

 - 3.

- What are the special talents that you are genetically coded to do? What have you been good at since you were a kid?

1.3.10 Booked Solid Action Step: Send an email to five or more people (include friends, family, clients, neighbors, and acquaintances from all the different aspects of your life)

- Ask them to provide you with your top five personality traits or quirks.
- Ask for fun or unique experiences they've had with you.
- Tell them to be brave and not to be shy.

1.3.11 Written Exercise: Start with the basics. Keep it simple and straightforward. Refer to your target market from Chapter 2 of Book Yourself Solid. The first time around, just come up with something accurate and clear for now — make sure a five - year - old can understand it. List as many possibilities as come to mind.

- What is your *who and do what* statement?

- Whom do you help and what do you help them do? Finish this statement, “I help...”

Example: I help . . . service professionals get booked solid. (Or, for the five-year-old, “I help the store sell more stuff.”)

- For more coaching, go to www.michaelport.com
For questions, email: questions@michaelport.com
Or call 877-279-5220

1.3.13 Written Exercise: Keeping the above in mind, craft a minimum of three possible *why you do it* statements.

1.

2.

3.

1.3.14 Booked Solid Action Step: If your *why you do it* statement is not immediately and easily identifiable, get together with a group of supportive friends or associates who know you well and ask them to brainstorm it with you. It's often the things about you that are most natural and that you don't even recognize that become key elements of your *why you do it* statement. Having some outside input and a few more objective perspectives can make all the difference.

1.3.15 Written Exercise: Craft three to five possible taglines that represent and demonstrate your current favorite *why you do it* statement.

LESSON

4

How to Talk About What You Do

1.4.1 Written Exercise: Each of the following five parts has already been answered in previous exercises. All you need to do is pull the pieces into the formula below. The examples in the book are in script format that you can use as a template. Let's get started.

- *Part I:* Summarize your target market in one sentence.

- *Part II:* Identify and summarize the three biggest and most critical problems that your target market faces.
 - 1.

 - 2.

 - 3.

- *Part IV: Demonstrate the Number One most relevant result you help your clients achieve.*
- *Part V: Reveal the deeper core that benefits your client 's experience.*

1.4.2 Booked Solid Action Step: Practice with a colleague or two. Call one another spontaneously to ask, “ What is it that you do? ” The most important principle of the Book Yourself Solid system is actually using what I teach you. Learning it is only a means to an end. Taking action will get you booked solid.

After you’ve practiced with your colleague, answer these questions for one another:

- Did I sound relaxed and comfortable?
- Could you sense my passion and excitement for what I do?
- What really grabbed your attention?
- What did you like best or least about my Book Yourself Solid Dialogue?

Use this exercise as the great opportunity it is to get honest, open feedback so that you can fine - tune your Book Yourself Solid Dialogue and make it the best it can be.

MODULE

two

Building Trust and Credibility

In this module you'll develop a strategy for creating trust and credibility so that you to stand out from the crowd and begin to build relationships with your potential clients. Your strategy will be based on:

- Becoming and establishing yourself as a likeable expert in your field
- Building relationships of trust over time through your sales cycle
- Developing brand building products and programs

You'll begin looking at what you have to do, be, and create to begin reaching out to those you're meant to serve. The lessons in Module II will lead you through the process and you'll begin to really see that marketing and sales doesn't have to be so hard after all. In fact, I think you'll find that it can even be exciting and fun.

Module Two is made up of these lessons:

Lesson 5—Who Knows What You Know and Do They Like You?

Establish yourself as a category authority—a well-known, well-liked expert in your field.

Lesson 6—The Book Yourself Solid Sales Cycle Process

Build relationships of trust with your clients by understanding six key points and from these points, develop a five-stage sales cycle.

- Key #1: Who is your target client or customer?
- Key #2: What are they looking for?
- Key #3: When do they look for you?
- Key #4: Where Do They Look For You?
- Key #5: Why You?
- Key #6: How do you want them to engage with you?

Lesson 7—The Power of Information Products

Design a product or program that fits who you are and appeals to your ideal clients.

LESSON

5

Who Knows What You Know and
Do they Like You?

2.5.1 Written Exercise: Please answer the following questions:

1. In what areas are you currently an expert?

2. In what areas do you need to develop your expertise?

3. What promises can you make and deliver to your target market that will position you as an expert?

4. What promises would you like to make and deliver to your target market but don't yet feel comfortable with?

5. What do you need to do to become comfortable at making and delivering these promises?

2.5.2 Written Exercise: Keeping the answers from the previous written exercise in mind, if there was one thing you could be known for within your target market, what would it be?

2.5.3 Written Exercise: What do you need to learn to become a category authority in the area you'd like to be known for?

2.5.4 Written Exercise: List the ways in which you could learn the things you identified in the preceding written exercise.

Example: Books, Internet research, training programs, apprenticing with a mentor who is already a category authority.

2.5.5 Written Exercise: Research and list five books that meet the preceding criteria.

2.5.6 Booked Solid Action Step: Buy these five books.

LESSON

6

The Book Yourself Solid
Sales Cycle Process

Key Number One: Who Is Your Target Client or Customer?

2.6.1 Written Exercise: Who is your target client or customer? Describe what she is like. Get really creative with this one. List as many specific details as you can.

Example: My friend Lorrie Morgan Ferrero, an excellent copywriter, describes her target customer like this: “Nikki Stanton, a 37-year-old divorced entrepreneur with a web conferencing business. She’s Internet and business savvy. Invests most of her profit back into the business. Lives in San Diego in a gated community with her 10-year-old daughter, Madison. She’s involved in her daughter’s school and drives her to dance classes. Has a home office and makes approximately \$117,000 a year. Jogs three times a week in the neighborhood. She loves to find bargains on designer clothes and dreams of visiting Italy with her daughter someday.”

Your turn. Describe whom you’d like to attract into your sales cycle.

Key Number Two: What Are They Looking For?

2.6.2 Written Exercise: What are your potential clients looking for?

Examples: In my case, they want a book that can help them get clients. They want to read an article or report on how to use social media. They want private coaching. They want to attend a marketing seminar. And so on.

Key Number Three: Where Do They Look for You?

2.6.3 Written Exercise: Where do your ideal clients look for you?

Key Number Four: When Do They Look for You?

2.6.4 Written Exercise: Describe the situations that are likely to drive potential clients to seek your services, products, and programs. When do they look for you?

Examples: They've lost their job. They're starting their own business. They're so disorganized that they're losing business. They are experiencing extreme discord in their relationship. They've just had a baby and can't seem to lose their baby weight.

Key Number Five: Why Should They Choose You?

2.6.5 Written Exercise: Why should your potential clients choose you? (Don't you dare skip this one! Be bold! Express yourself fully. Remember, this is not the time for modesty.)

Key Number Six: How Do You Want Them to Engage with You?

2.6.6 Written Exercise: How do you want your potential clients to interact or engage with you? (Note: Establishing a line of communication is the first step in developing a relationship of trust.)

Book Yourself Solid Sales Cycle—Stage One

Michael's Stage One Example: My Stage One objective is to drive potential clients to my web site. (This is the answer to the sixth key to creating connection, “How do you want your potential clients to engage with you?”) To do so, I use the Book Yourself Solid Speaking, Writing, and Web Strategies.

2.6.7 Written Exercise: Book Yourself Solid Sales Cycle Stage One:

- What is your objective in Stage One of the sales cycle?

- How are you going to achieve it?

Book Yourself Solid Sales Cycle—Stage Two

Michael's Stage Two Example: My Stage Two objective is to encourage my web site visitors to subscribe to my newsletter by entering their name, e-mail address, and location. If they do, they will also get a free chapter from each of my books, Book Yourself Solid, Beyond Booked Solid, The Contrarian Effect, and The Think Big Manifesto, along with a high quality 60-minute audio recording in which I expand on certain concepts, principles, and strategies.

2.6.8 Written Exercise: Book Yourself Solid Sales Cycle Stage Two:

- What is your objective in Stage Two of the cycle?

- How are you going to achieve it?

2.6.9 Written Exercise: Book Yourself Solid Sales Cycle Stage Three:

- How are you going to achieve it?

2.6.10 Written Exercise: Book Yourself Solid Sales Cycle Stage Four:

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2.6.11 Written Exercise: Book Yourself Solid Sales Cycle Stage Five:

- What is your objective in Stage Five of the cycle?
- How are you going to achieve it?

LESSON

7

The Power of Information Products

2.7.1 Written Exercise: For now, keep it simple. Just get your ideas out of your head and onto paper.

1. What type of product or program would you most like to create? What would you be most passionate about creating and offering to your target market?
2. To whom would you be offering this product? (Refer to target market.)
3. What benefits will your target market experience as a result of your product?
4. How do you want your product to look and feel? What image or emotion do you want it to convey?
5. How might you leverage the same content into a variety of different formats and price points for your sales cycle?

2.7.2 Written Exercise: Answer the following questions: Why does your target market need your particular product now?

- What does your product need to deliver for it to meet your customer's need?
- What about your product, if anything, will be different from similar products on the market?
- *Bonus:* How can you overdeliver on your promises by adding unexpected value to make your product remarkable? If you're unsure of your target market's need for a particular type of product or program, doing market research will help you ensure you're creating something your target market will find valuable. Survey friends, clients, and groups, such as online discussion groups or local organizations. And certainly search Google, using keywords that your target audience would use. It's the best research tool out there.

2.7.3 Written Exercise: Which role most appeals to you or is most appropriate to your product or program, and why?

2.7.4 Written Exercise: Which framework will you choose and why?

2.7.5 Written Exercise: Choose one of the title types that fits your product or that you find especially appealing, and brainstorm a number of different title ideas. Have fun with this. Just get your creative juices flowing.

2.7.6 Written Exercise: Create your table of contents. Keep the following questions in mind:

- What are the steps in understanding your content?

- Is the flow logical and easy to understand?

MODULE

three | Simple Selling and Perfect Pricing

To be booked solid requires that you price your offerings at rates that are compelling to your ideal clients and that you're able to have sales conversations that are effortless and effective. It means that you must:

- Perfect your pricing strategies using the right models and incentives
- Master simple selling techniques so you can have sales conversations that feel as easy as a day at the beach

Module Three consists of these lessons:

Lesson 8—Perfect Pricing

How to make offers that are proportional to the amount of trust that you've earned.

Lesson 9—Super Simple Selling

Become comfortable with the sales process by letting go of any limiting beliefs you may have about being worthy of the money you're earning. These exercises help you shift your perspective of the sales process itself.

All you have to do now is decide how to price your offers and learn how to be comfortable and confident during sales conversations.

Perfect Pricing

Benefit	FEPS type	\$ Value

Benefit	FEPS type	\$ Value

3.8.2 Booked Solid Action Step: Right now raise your prices until it makes you slightly uncomfortable. You'll know you've reached the right number when you experience a slight feeling of nausea. That's your new price. Over time you'll grow into it—not the nausea, the price—and, over time, you'll continue to raise your prices, sans nausea.

LESSON

9

Super Simple Selling

3.9.1 Written Exercise: Practice without pressure. Try this process with a good friend or colleague and see what happens. Ask her to call you at random a few times over the course of a week and say, “Hi, I’ve been getting your newsletter for a while and I think you may be able to help me, can we talk about your services?” And, instead of doing that thing that everyone does—talk about themselves and their business for 20 minutes—ask her what she’s working on or what she’s trying to achieve or what problem she’s trying to overcome, and you’ll be into Part 1 of the Book Yourself Solid Four-Part Sales Formula. Super simple.

MODULE

four

The Book Yourself Solid 7 Core Self-Promotion Strategies

Now that you've diligently worked through Modules One, Two, and Three, you have a foundation for your business, and you have a strategy for building trust and credibility. Watch out, because you're on your way to not only liking marketing and selling but dangerously close to loving both.

By the time you complete Module Four, you'll be in a full-on, mad, passionate love affair not only with the idea of marketing and selling but also with the real-world application of the Book Yourself Solid 7 Core Self-Promotion Strategies.

Module Four is made up of these lessons:

Lesson 10—The Book Yourself Solid Networking Strategy

Connect and share with others, building and deepening mutually beneficial relationships.

Lesson 11—The Book Yourself Solid Direct Outreach Strategy

Reach out to ideal clients, decision makers, the press, and many others who can help you build your business.

Lesson 12—The Book Yourself Solid Referral Strategy

Learn how to identify the best situations for receiving and for making referrals.

Lesson 13—The Book Yourself Solid Keep-In-Touch Strategy

Connect with potential clients using a systematized and automated keep-in-touch strategy.

Lesson 14—The Book Yourself Solid Speaking Strategy

Share your knowledge to get in front of potential ideal clients.

Lesson 15—The Book Yourself Solid Writing Strategy

Determine how to find the right writing topic and the best way to spread your words to potential clients.

Lesson 16—The Book Yourself Solid Web Strategy

Use your web site to follow up with potential clients

The concepts and action steps laid out in the following pages will help you create relentless demand for the services and products you offer to energetically build a cadre of high-value, high-paying, inspiring clients.

LESSON

10

The Book Yourself Solid
Networking Strategy

4.10.1 Written Exercise: List five people in your network who consistently support you by sending referrals, giving you advice, or doing anything else that's helpful. Then identify someone in your network for each of these five people whom you could connect them with. Whom do you know who will add value to their work or life? Is it a potential client, a potential business partner, a potential vendor?

Person who supports you	Person to Connect
1	
2	
3	
4	
5	

4.10.2 Booked Solid Action Step: Try it now. Go through your address book and find two people who share something in common, something that each one of them will find relevant about the other and introduce them to each other.

1.

2.

4.10.3 Written Exercise: Think of the types of people or professions that are not represented in your current network. List five that would expand and benefit your network, as well as ideas for where you might find them.

Not Currently in Network	Where to Find Them
1	
2	
3	
4	
5	

4.10.4 Booked Solid Action Step: Try it with this book. Carry it wherever you go and explain to people why you're reading it. You'll have the opportunity to talk about the Book Yourself Solid philosophy of giving so much value that you think you've gone too far and then giving more, and how it's in sync with your values and what you do as a service provider. You'll then be able to get into your Book Yourself Solid Dialogue with ease.

4.10.5 Written Exercise: List five books you've read that you know are must-reads for your target market. Think about and jot down the names of any specific people who come to mind for each book.

- 1.
- 2.
- 3.
- 4.
- 5.

4.10.7 Written Exercise: Books aren't our only source of knowledge. As I mentioned earlier, our life experience, observations, and conversations are all sources of knowledge as well. Think about the many areas in which you're knowledgeable and list a minimum of five. Have fun with this and just let it flow. If you know a lot about skydiving, or ikebana (the Japanese art of flower arranging), include it! You never know what subject might help make a connection.

- 1.
- 2.
- 3.
- 4.
- 5.

4.10.8 Booked Solid Action Step: Try it now. Go to your favorite online publication, browse through today's articles and when you find one that is relevant to someone in your network, send it to them with a note as suggested earlier.

4.10.9 Written Exercise: Note a recent situation, business or personal, when someone else expressed compassion for you. Think about how you felt following the interaction. How do you feel about that person because of the compassion she showed for you?

4.10.10 Written Exercise: Think for a moment: Have you recently missed any opportunities for making a deeper connection with someone? List five connections that would have been made if you had just shared your knowledge, your network, or your compassion.

- 1.
- 2.
- 3.
- 4.
- 5.

4.10.11 Written Exercise: Do some research and come up with three additional business networking opportunities like the ones I've listed that you can attend with the intention of adding value to others as well as enhancing your network.

- 1.
- 2.
- 3.

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.

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4.

LESSON

12

The Book Yourself Solid
Referral Strategy

4.12.1 Written Exercise: Start by remembering the last time a quality referral came to you:

1. From whom did the referral come?
2. What was the referral for, specifically?
3. Did the referral need your services immediately?
4. How were you contacted—by the person making the referral or the potential client?
5. Had you educated the referrer about your services before he made the referral?
6. How did you accept the referral and follow up?
7. Is that new referral a continuing client today?

You may have already noticed some of your strengths in generating referrals, or perhaps parts of the process need a little of your attention. Either way, we're creating an easy and profitable process.

4.12.2 Written Exercise: Create a referral tracking log based on the seven questions in the preceding written exercise or use the one built in to the Book Yourself Solid edition of the FranklinCovey marketing software at fc-bys.com and begin to track daily referral opportunities. Your referral tracking log should focus on the details of your referral interactions. Doing so will help you see what works and what doesn't work in the referral process. If you study these interactions, you can learn from them and adjust your behavior accordingly while significantly increasing your referral quotient. You're going to be pleasantly surprised at the plethora of untapped referral opportunities that are appearing before you every day.

4.12.3 Written Exercise: Create a list of the benefits your clients will experience by working with you. Keep going until you've exhausted all the possible benefits.

4.12.4 Written Exercise: Bring to mind your two best clients and list the reasons they would want to refer their friends and family to you. Again, think in terms of benefits. How do they feel after having referred their friends and family?

Examples: They feel great helping their friends improve their business or life in a specific way. They feel special having made a positive influence in their friends' lives. They feel important and knowledgeable about something. They feel connected and accepted when they introduce friends and business associates to a high quality professional. They feel confident that they are a valuable resource in their friends' lives and that they sent them to someone who is qualified, committed, and well-liked.

4.12.5 Written Exercise: Write down the types of people you want your clients, associates, friends, and family to refer to you. Your friends and family may have no idea whom to refer to you.

Examples: Family members, best friends, neighbors, acquaintances, work associates, small business owners, executives, people going through divorce or struggling financially.

4.12.6 Written Exercise: Write down the places where your referrers would meet or connect with good referrals for you.

Examples: At the office, taking the kids to school, neighborhood events, sporting events, lunch appointments, after-work socializing, charity functions, the gym, political events.

4.12.7 Written Exercise: Write down how you'd like your referrers to refer their contacts to you.

- What do you want them to say?
- How do you want them to talk about what you do?
- What specific words and phrases do you want them to use?
- Do you want them to say that you are “the best”?
- Do you want them to mention that you recently received an award for outstanding community service?
- Get very specific. Think of yourself as a one-person PR firm. You decide how you want people to talk about you.

4.12.8 Booked Solid Action Step: Make the commitment to ask for referrals every day for five days straight.

LESSON

13

The Book Yourself Solid
Keep-in-Touch Strategy

4.13.1 Written Exercise: What is the best kind of content to include in your keep-in-touch strategy based on your interests and the needs and desires of your target market?

4.13.2 Written Exercise: What format will you use to send out your e-zine . . . and why?

4.13.3 Written Exercise: How are you going to automate your keep-in-touch strategy?

LESSON

14

The Book Yourself Solid
Speaking Strategy

4.14.1 Written Exercise: Create three ways that you can instantly add value to your potential and current clients by way of an invitation.

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4.14.2 Written Exercise: Identify several Level One groups or organizations that you can contact.

4.14.3 Written Exercise: Identify several Level Two groups or organizations that you can contact.

4.14.4 Written Exercise: Identify several Level Three local or regional trade associations or businesses that you can contact.

4.14.5 Written Exercise: Identify several Level Four national or international trade associations that you can contact.

4.14.6 Written Exercise: Identify the decision makers for the organizations you chose in the previous written exercises. Go through your network to see who you know who might be able to connect you with these decision makers or someone else who might know these decision makers. And, yes, this is where your Book Yourself Solid edition of the FranklinCovey software comes in handy again. It'll help you identify who you know who might know them, and then, of course, you'll use your BYS list of 20 to reach out to them and manage your follow-up.

4.14.7 Booked Solid Action Step: After reading this chapter, contact these decision makers using your newfound direct outreach strategies and begin getting booked to speak.

4.14.8 Written Exercise: The following six-step guide will help you organize your information so you're well prepared for any speaking or demonstrating situation.

Step One: To design your presentation, start by setting your main objective for the presentation.

- What would you like your audience to take away from the presentation?
- What idea, concept, or strategy do you want them to learn, understand, or benefit from?

Step Two: Prepare your opening. It should include:

- The purpose of the presentation—your objective
- The process of the presentation—what you're going to do
- The payoff of the presentation—what they're going to get
- The presenter of the presentation—a few words about why you're the one to make this presentation, including your web site and your always-have-something-to-invite-people-to offer

Step Three: Deliver the content of your presentation by expressing the key points of the presentation in the appropriate order. Keep it simple.

Step Four: Summarize your key points—what you just taught your audience or demonstrated for your audience.

Step Five: Offer Q&A—or mix it throughout, whatever is most appropriate for your situation.

Step Six: Close by thanking them and your host and remind them how they can continue to connect with you through your always-have-something-to-invite-people-to offer.

LESSON

15

The Book Yourself Solid
Writing Strategy

4.15.1 Written Exercise: List five subjects you would feel comfortable writing about on the basis of your passions, your personal interests, your areas of expertise, the life lessons you've learned, and what your target market is interested in learning. Once you've chosen one subject area to write about, you're ready to narrow it down to an ideal topic.

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4.15.2 Written Exercise: List five focused topics you would feel comfortable writing about based on the subjects you chose in Written Exercise 4.15.1.

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4.15.3 Written Exercise: Create five titles based on your topic choices. Remember, titles need to summarize in a few words what your article is about and be intriguing enough to make people who are interested in that topic—and even those who aren't!—want to read more. If you can fit in your top keyword phrase, so much the better!

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4.15.4 Written Exercise: Write your lead-in paragraph by presenting the most important information first. Remember to address the topic presented in your title and explain to your readers what they will gain from your article. Here's where you get to appeal personally to the readers by telling them how you can help them learn something new, solve a problem, or simply entertain them for a short while.

4.15.5 Written Exercise: It is time to write the body of your article. You need to elaborate on and fulfill the promise made in your introduction by backing up your statements with facts. Refer back to the points listed earlier if you get stuck. And remember that you don't have to get all the words perfect in the first draft. Much of writing is about rewriting and editing. At this point, concentrate on the broad strokes and allow yourself to enjoy the process.

4.15.6 Written Exercise: End your article with a strong closing. Write a conclusion by summarizing your key points from the body of the article and tell the readers how they can best use the information you just gave them.

4.15.7 Written Exercise: Create your author resource box. Remember to include your area of expertise, your business or offer, a specific call to action, and pertinent contact information and links.

4.15.8 Booked Solid Action Step: Compile all the accumulated elements of your research and writing to complete one article of 500 to 750 words on the topic of your choice, including the resource box. When it's polished to your satisfaction, share it with friends, colleagues, or a writing group to gain valuable insight on your writing progress.

4.15.13 Written Exercise: List five print publications that serve your target market.

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4.15.14 Booked Solid Action Step: Submit your query letter to the print publications you identified in Written Exercise 4.15.13.

4.15.15 Written Exercise: Decide on an ongoing schedule for submitting your articles. This can be weekly, every other week, or monthly.

4.15.16 Booked Solid Action Step: Schedule the time you'll need to write and submit new articles and then do it; or hire a virtual assistant who is experienced in online article submission and have him do it for you.

4.15.9 Written Exercise: List five article directories that serve your target market.

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4.15.10 Booked Solid Action Step: Submit your article to the article directories you identified earlier.

4.15.11 Written Exercise: List five e-zine publications that serve your target market.

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4.15.12 Booked Solid Action Step: Submit your article to the e-zine publishers you've identified earlier.

LESSON

16

The Book Yourself Solid
Web Strategy

PART 1: DESIGNING YOUR WEBSITE

4.16.1 Written Exercise: Consider the home page of your web site. Who is coming to this page? (That is, potential client, current client, past client, referral partner, or the press.)

4.16.2 Written Exercise: Consider the home page of your web site. What do you want the visitor to do? (That is, opt in to a newsletter so she can get access to a special report, sign up for a telephone conference that is your always-have-something-to-invite-people-to offer, and so forth.)

4.16.3 Written Exercise: Consider the home page of your web site. Now that you know what you want the visitor to do, how are you going to get him to do it? (That is, with a compelling story in your copywriting or in a video, or maybe an ethical bribe, and so on.)

4.16.4 Written Exercise: Now repeat the previous three steps for each page of your web site (if you have one). If you are in the process of building your web site, complete these exercises for each page of the site as you build it.

4.16.5 Written Exercise: Go online and find three or four web sites you like and three or four that you dislike. List the formats they use and the features you like and dislike, and why. These will be useful as examples of what you want—and don't want—to show your designer. If possible, choose web sites for this exercise that provide services to your target market and note what they're offering and how they present their offering. This will give you a sense of what's already out there and may spark new ideas.

PART 2: GETTING VISITORS TO YOUR WEBSITE

4.16.6 Written Exercise: Identify the top five keywords and phrases for your site.

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4.16.7 Written Exercise: Identify five sites that are popular with lots of traffic and serve the same target market as you serve.

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3.

4.

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4.16.8 Booked Solid Action Step: Now add the owner or webmaster of each site to your BYS list of 20, make friends, add value to their life and work, and offer to trade links with them (when you've built the proportionate amount of trust necessary for such a request. Make sure that you link to them first so they can see that you're intent on serving them).

4.16.9 Booked Solid Action Step: Create a compelling e-mail signature and begin using it immediately.

4.16.10 Booked Solid Action Step: Find the most active online communities that serve your target market and are focused on topics you know a lot about. As a member of the group, you can make intelligent, thoughtful posts that add value to the discussion topic. You might answer other members' questions or you might suggest helpful resources or simply provide your opinions on issues that relate to your industry. And you never know—you may learn a lot by reading what others have to say.

4.16.11 Written Exercise: Come up with several of your own unique ideas for cross-promotions and identify who might be a good marketing partner.

4.16.12 Booked Solid Action Step: Reach out, connect with, and share your ideas with the people you identified in the preceding exercise.

4.16.13 Booked Solid Action Step: Create, or hire someone to create, a tell-a-friend form and begin using it.

4.16.14 Booked Solid Action Step: Write a press release about the most impressive result one of your clients achieved and submit it to PRWeb.com. You can get tips at the site on how to craft a solid press release. Or, go to GetKnownGetClients.com for more information on online PR and social media marketing strategies.

4.16.15 Booked Solid Action Step: Go to google.com/ads and set up an account. Then create a test ad campaign for one of your products or services. Make sure that you cap your daily spending at a low amount so that you learn how to profit from pay-per-click before you rack up significant fees. Google.com has great tutorials and help pages that can answer your questions. Track your conversion so you know what kind of return on your investment you are getting.

4.16.16 Booked Solid Action Step: If you don't already have an e-course, special report, or other enticement to offer your visitors, create one using the easy steps I outlined in Chapter 7. Then ensure that you have an opt-in for your offer displayed prominently on your site.

4.16.17 Booked Solid Action Step: If you don't already have an autoresponder system to help potential clients consume your offer, set one up using fc-bys.com.

PART 3: BUILDING YOUR SOCIAL MEDIA PLATFORM

4.16.18 Booked Solid Action Step: If you haven't already done so, create your profile on Facebook and complete the information on your profile's "Info" tab. Make sure you include your bio, which should present your Who and Do What Statement and your Why I Do It Statement. Also, make sure you include your business' URL.

4.16.19 Booked Solid Action Step: Create your Facebook business page. Be certain to include your business' overview and website in the "Detailed Information" section of the "Info" tab.

4.16.20 Booked Solid Action Step: Invite those among your Facebook "friends" with whom you would do business to "Like" your page.

4.16.21 Written Exercise: Post engaging comments on your page's wall. An engaging comment is an open-ended question or thought-provoking comment that will encourage replies. Write out 5 engaging, thought-provoking posts.

1.

2.

3.

4.

5.

4.16.22 Booked Solid Action Step: Send a message to anyone who leaves a comment

4.16.23 Written Exercise: Look at the list on page 295. What are your top 5 reasons for using Facebook?

1.

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3.

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4.16.24 Written Exercise: Post valuable information that showcases your expertise in your field . Write down 5 things you could post about.

1.

2.

3.

4.

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4.16.24 Book Yourself Solid Action Step: Look over your list of fans (people who have “liked” your page.) List 5 people who are prospects. Over the next week, engage each of them in a Facebook chat.

1.

2.

3.

4.

5.

4.16.25 Book Yourself Solid Action Step: List 5 influential people in your field. Over the next week, invite each to become a Facebook “friend” by using the option to send a message with the friend invitation. Make sure that you have researched each person and that you express gratitude for their contribution to your field.

1.

2.

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4.16.26 Book Yourself Solid Action Step: List 5 people who share your target market who are not competitors. Research them, and invite them to be Facebook “friends.” In your invite message, be sure to ask how you can help promote their business. Remember, the best way to get referrals is to give referrals.

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2.

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4.16.27 Book Yourself Solid Action Step: Keep track of whom you have interacted with, and the kind of interaction. Make a note on your calendar reminding you in a few weeks to touch base with each person again.

4.16.28 Book Yourself Solid Action Step: Put links to your fan page on your website.

4.16.29 Book Yourself Solid Action Step: Create your profile on LinkedIn.

4.16.30 Book Yourself Solid Action Step: Create your company profile on LinkedIn.

4.16.31 Book Yourself Solid Action Step: Look through your LinkedIn connections. Is there anyone whom you have done business with? If so, post a recommendation.

4.16.32 Book Yourself Solid Action Step: Search through LinkedIn forums for ones within your field. Get involved in the discussions.

4.16.33 Written Exercise: Look at the list of possible goals for using LinkedIn on page 303. List 5 of your goals.

1.

2.

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4.16.34 Book Yourself Solid Action Step: Set up your Twitter profile and your Twitter background.

4.16.35 Book Yourself Solid Action Step: List 5 leaders in your field. Now find them on Twitter and follow them.

1.

2.

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4.16.36 Book Yourself Solid Action Step: List 5 competitors. Now find them on Twitter and follow them.

1.

2.

3.

4.

5.

4.16.37 Written Exercise: Using the list on page 308 as a reference, what are 5 of your goals for using Twitter?

1.

2.

3.

4.

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4.16.38 Written Exercise: Following the 80/20 Rule, write out 4 educational or thought-provoking posts, and one self-promotional post. Remember, they must be no more than 140 characters each.

1.

2.

3.

4.

5.

4.16.39 Written Exercise: Look at the list of 8 business uses for video on page 312. Pick one for your first video.

4.16.40 Written Exercise: What do you want to accomplish with your first video?

4.16.41 Written Exercise: From the list on page 14, chose the message for your video.

4.16.42 Written Exercise: What format are you going to use for your video?

4.16.43 Booked Solid Action Step: If you haven't yet done so, create your YouTube account and channel. Now, upload your video to YouTube.

4.16.44 Written Exercise: Share your video on Facebook, Twitter and LinkedIn.