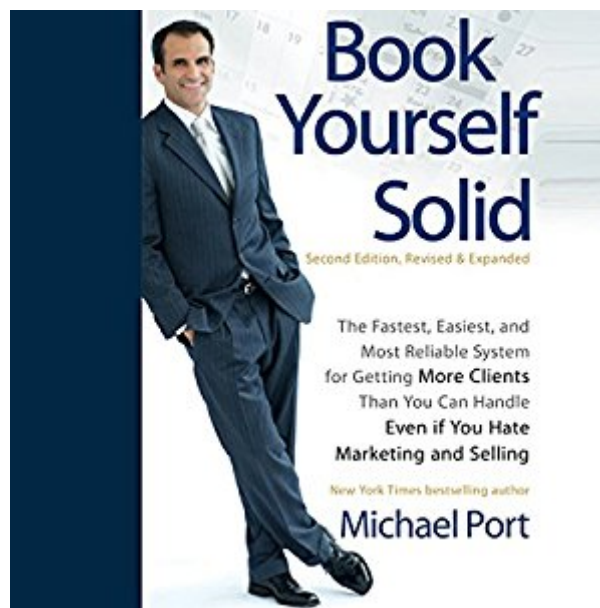


The book was found

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

I met Michael Port live at a conference and have heard him on several teleseminars. I've seen him on Sex and the City (he got to give a somewhat brotherly kiss to Sarah Jessica Parker after they lounge around the cushions of Bed Bath and Beyond). Therefore I read *BYS* knowing that Michael Port is good-looking, charismatic and smart, with a warm, well-trained voice. He could read the phone book and sound convincing. And he's a brilliant marketer. Who wouldn't kill for package names like *Book Yourself Solid* and *Think Big Revolution*. So readers approaching *Book Yourself Solid* may well be wondering, "Will hanging out with the Beautiful People make me beautiful too? If we take Michael's courses and buy his books, will we also become charismatic and wildly successful?" Maybe. *BYS* works best as an overview: what's involved if you're thinking of starting a client-driven website-based business. For a true newbie, or even someone in the started-but-struggling phase, *BYS* will give glimpses of what might be, not a stand-alone how-to. I recommend starting *Book Yourself Solid* (*BYS*) on page 31. Chapters 3 and 4 are the best in the book and I would recommend the book to my own clients just to get those chapters. Chapter 2, *Branding*, takes readers through a set of self-awareness exercises that (while a bit touchy-feeling) can help newbies differentiate themselves from the pack. Chapter 4, how to talk about what you do, showcases Port's strongest point: relate your business to the client's needs not your own processes. Skip the pages of testimonials, which don't seem to come from people who actually used the *BYS* program as clients.

This the pre-"I'm finished with the book" review. I'll write an updated review after I've completed all the lessons. This is one of the best marketing books I ever have read AND used. I'm continuously implementing the advice given, not simply reading and saying "Oh, that sounds nice", then doing nothing with the information given. *Book Yourself Solid* will drive you into taking constructive conscious action, as opposed to throwing tons of things together in order to create a quick profit. This isn't the type of marketing book for someone who is: 1. Looking to make tons of cash ASAP and could give a care less about their customers. 2. Running their own business because it seems like an interesting idea and they're out to impress others. 3. Not doing what they love yet expect to rake in the riches and all the side effects of success. I have to STRONGLY stress #3. I

know business owners who hate what they do, yet feel trapped by the business. They think they can't leave and start all over again. They run around trying to find the latest info on how to make something that isn't working work (the business). Look into your heart and be honest. If you know that it's time to let your business go, let it go. Don't continue to force yourself to doing something you know you don't like. If you read Book Yourself Solid, it just could be the thing to get you out of the door and into something more profitable and enjoyable. Do what you love, it's the first step to success. This book provides the type of information that's valuable to people who know who they are, what they stand for, and but want create even more social value in the world.

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