

# **Book Yourself Solid<sup>®</sup>**

## **How To Get More Clients Than You Can Handle - Even If You Hate Marketing And Selling**

**A Powerful and Profitable “Cheat-Sheet” For Immediately  
Implementing Michael Port’s Time-Tested Book Yourself Solid  
Strategies Into Your Own Small Business Today ...  
And Seeing Results As Soon As Tomorrow**

**VALUABLE FREE GIFT at the end of this guide. Keep reading for more ...**

# Introduction

Hi, I'm Michael Port, the “*guy to call when you're tired of thinking small,*” creator of *Book Yourself Solid* and New York Times-bestselling author of five books, including *Book Yourself Solid*, *Beyond Booked Solid*, *The Contrarian Effect*, and *The Think Big Manifesto*.

I'm the founder of the [Book Yourself Solid School of Coach Training](#), where we train world-class marketing coaches, and I run the [Book Yourself Solid Mentoring program](#), which helps small business owners like you to skyrocket your revenues and results.

Oh yeah, and I also run the popular, highly effective, and too-much-fun-to-really-be-legal “[The Michael Port Method](#)” public speaking and performance master-classes.

**My remit in life is to help you think bigger about who you are and what you have to offer the world.**

The power to change is within you. Use this guide to achieve (almost) everything you want from your business and your life. Surround yourself with positive and supportive people, work a proven system, and see results as soon as tomorrow.

I've been lucky enough to help thousands and thousands of people do just that: enjoy business results and personal breakthroughs bigger than they ever thought possible ...

*... and it hasn't been by accident.*

All my life, I've worked a system: a proven, repeatable system. In the pages that follow, you'll find the very blueprint I use ... so you can put it to work on your own business, and in your own life, straight away.

**You already have everything you need to do big and wonderful things in life. Now it's your time to put your power to work!**

I'm here to help you. Anything you need, just say the word:

[questions@michaelport.com](mailto:questions@michaelport.com)

Michael



Michael Port

Founder, The Book Yourself Solid School of Coach Training

NY Times bestselling author of

*Book Yourself Solid Illustrated*

*Book Yourself Solid*

*Beyond Booked Solid*

*The Contrarian Effect*

*The Think Big Manifesto*

# A Crazy Truth About Marketing That

## Are you ready for an uncomfortable truth?

I know it's going to sound downright crazy ... and you'll probably tell me to "Shut the front door!" ... but believe me when I tell you this:

Marketing Doesn't Get You Clients!

Now, I know what you're thinking. You're thinking, "Call the doctor! Michael's gone mad!"

Of COURSE marketing gets you clients, right? It's what they teach in business school. It's what the other guys teach in their "Five Steps To More Clients" programs.

But I'm not like the other guys. I don't make empty promises or talk about get-rich-quick schemes. I'm allergic to that kind of stuff.

So what do I mean when I say, "Marketing doesn't get you clients"? How can it possibly make sense?

It makes sense because *marketing* - when done right - is what you do only when you already know how to get clients.

**Marketing is just a way of creating awareness, which is pretty straightforward.**

It's what you do AFTER you do your marketing that really counts. What do you do with the attention when you've got it?

*Side note: creating awareness isn't the same as making noise. You could run down the street with your pants around your ankles, clutching a megaphone and yelling, "Look at me!" to get people's attention. But I'd classify that as "noise-making" and not "marketing." Probably don't do that ;-)*

Marketing Doesn't  
Get You Clients!

It's what you do  
AFTER you do your  
marketing that really  
counts.

There's plenty of scope for you to become a better marketer, and you should pay attention to improving your marketing efforts ... but not until you've got everything else in place.

For example, you could do GREAT marketing for a terrible product (a stale cheese sandwich for example) ... but you'd still be trying to sell a stale cheese sandwich. You won't enjoy any success, and your marketing will have been an expensive waste of time.

So, in the *Book Yourself Solid* system, we work on marketing last ... and we first focus on the real truth about what gets you clients.

Good marketing will lead people to check you out and make a decision about whether or not they want to do business with you.

You get one shot (maybe two) to help them make the right decision. So

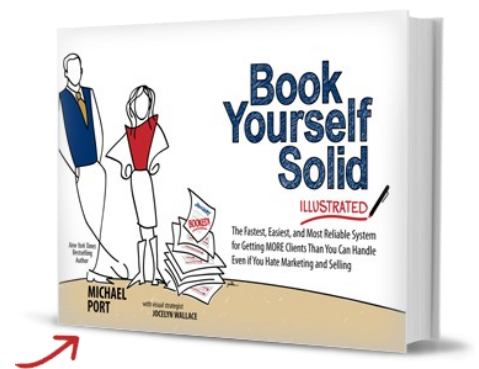
First focus on the  
real truth about what  
gets you clients.

## Important note

What follows is a comprehensive, but heavily edited, summary of the entire *Book Yourself Solid* business growth system.

That means it's an overview. The latest and greatest third edition of *Book Yourself Solid* (the illustrated version) weighs in at a whopping 453 full-color pages. You can [get a copy of that right here](#).

This cheat-sheet will give you a high-level overview, and a fast-track solution to having your most pressing client-getting questions answered. It's not a substitute for getting detailed help, either from the full version of the latest edition of the book, or from any of the *Book Yourself Solid* programs.



To find out more about the live programs that we offer, select one of the options below:

**Book Yourself Solid**  
**MENTORING WITH MICHAEL**

Mentoring with Michael:  
Big results through training,  
accountability and community.

**SIGN UP**

**Book Yourself Solid**  
**SCHOOL OF COACH TRAINING**

Get booked solid as a Certified  
Book Yourself Solid Coach while  
helping other people do the same.

**APPLY NOW**



**THE MICHAEL**  
**PORT METHOD™**

Make the most of the spotlight  
moments in your life.

**SECURE YOUR SPOT**

Seats always limited. Workshops always sell out.

## Book Yourself Solid Mentoring

You'll work with Michael and his team for a minimum of 12-months. You'll receive live coaching on the phone at least eight times a month, and we'll meet up in-person 3 times a year for 3-day workshops. In addition, you'll have access to our supportive and highly-effective online classrooms and interactive forums.

## Book Yourself Solid Coach Certification Program

The *Book Yourself Solid* School of Coach Training provides professional and ethical coach training and certification to the highest of industry standards.

The proprietary *Book Yourself Solid* business development and marketing system can be used by any service business owner who is looking to get more clients, enjoy more success and spend more time **on** their business, and less time **in** it.

## The Michael Port Method Public Speaking Program

Public speaking is notoriously difficult. It's almost impossible to do it really well, Michael can make you a better speaker ... 100% guaranteed.

# The Book Yourself Solid System: Putting Power Right Back In Your Hands

This guide is your passport to freedom, both in business and in life. The *Book Yourself Solid* system is designed first and foremost around **YOU**. YOU have the power and the ability to skyrocket your income when you follow a proven framework for success. This system is the framework that you have been waiting for.

**The *Book Yourself Solid* system is based on two important principles:**

**1** *There are some people who you're meant to serve, and others ... not so much.*

That means you don't try to please everybody, you don't try to sell to everybody, and you don't dilute your offering to appeal to the lowest common denominator. After all, if you try to please everybody, you'll end up pleasing nobody.

There are some people who you're meant to serve, and others ... not so much.

**2** *Book Yourself Solid is a love story disguised as a business system.*  
What's the point in doing anything if we can't do it with love in our hearts?

What's the point in getting out of bed, going to work, and serving the people who need us if we don't get the opportunity to love every minute of the work that we do?

When you apply the *Book Yourself Solid* strategies to your business, you'll fall in love all over again with your business, and your world will improve immeasurably.

Book Yourself Solid is a love story disguised as a business system.

## Your Red Velvet Rope Policy

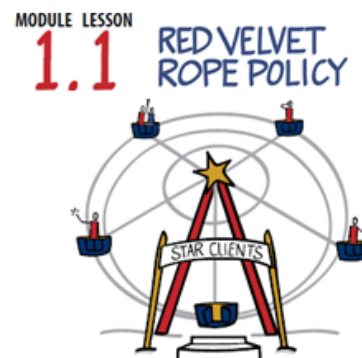
So ... because there are some people you're meant to serve, and others who you're most certainly not supposed to work with, the very first thing to put in place in your business is a strong **Red Velvet Rope Policy**.

This **Red Velvet Rope Policy** is a filtration system that allows only the very best kind of people to work with you: the kind of people who energize and inspire you, and allow you to do your best work. Because what happens when you're doing your best work? That's right! You get to do more of it!

That means you have my permission to refuse to do business with people who don't meet your own strict criteria.

(It's important that the criteria are yours and not anybody else's. One person's treasure is another person's trash.)

That means you have to **dump your dud clients**. It's scary, for sure, but you'll get step-by-step instructions on how to do it [when you grab a copy of the book](#).



## Understanding Why People Buy What You're Selling

Once you're sure about the kind of people who you're meant to serve, and you've fired the clients who drain your will to live, you need to understand **why people buy what you're selling**.

If *you* don't know why people should buy from you, then don't be surprised if they don't know why, either.

To get to the core of this, you need to work out who your **target market** is.

Who is your  
target market?

This is a group of people (or businesses) tied together by what they have in common and their communication networks.

If you don't know where to show up to talk to this group of people, and they don't have established ways of communicating with each other (associations, trade press, local newspapers, online forums) then chances are that you don't - yet - have a tight enough target market.

This group of people will have **common needs and desires**. Identify them. Do they want to get fit? Do they want to spend less time on paperwork? Do they want more free time? Do they need to file their taxes on time?

The **single biggest result** you offer will cater directly to their most urgent needs, their most compelling desires (or both).

You must offer just ONE single result - that's what you hang your hat on - but that result will offer multiple benefits that you need to identify .

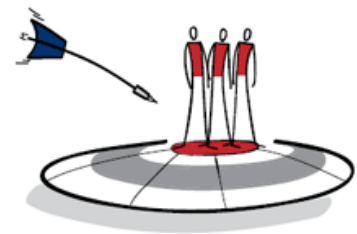
There are **financial, emotional, physical, and spiritual benefits** behind every single result.

Don't believe me? Don't understand what the financial benefits of, say, losing weight are? How about lower medical bills? How about getting that promotion you've missed for the last decade?

Don't know what the physical benefits are of getting more clients? How about less stress, which leads to better sleep, which leads to less irritability, better relationships and a more active love life ... ?

List ALL of the benefits your clients will get when you deliver them your single big result. Then you just have to learn to talk about them.

## MODULE LESSON 1.2 WHY PEOPLE BUY



You must offer just ONE single result.



# Your Personal Brand Identity

Now you've worked out why people are going to buy what you're selling; it's time to decide why they're going to buy *from you* instead of from anybody else.

You don't need a Unique Selling Proposition.

You are your own Unique Selling Proposition.

Your **personal brand identity** is what determines how you are known in the world ... and YOU are in control of that.

It's made up of three parts:

## 1 Your "Who And Do What" Statement

This is a simple, easy-to-understand description of who you serve (your target market) and what you help them achieve (your single biggest result). It is NOT your job title. So, my example:

**"I help service professionals get more clients"**

...which is much better than, "I'm a business coach."

## 2 Your "Why You Do It" Statement

What's your drive? What's the reason you get out of bed in the morning? What is your purpose, your passion? Because if you're just in it for the money, then your clients are going to smell that straight away and you'll



It is NOT your job title.

What is your purpose,  
your passion?

lose credibility. My purpose in life is...

**“I want to help you think bigger about who you  
are and what you have to offer the world.”**

### 3 Your Tagline

You can have fun with this. It builds on your “Why You Do It” Statement, but helps you become truly memorable. Use vivid languages: color, rhyme, rhythm. Here’s mine:

**“I’m the guy to call when you’re tired of thinking small!”**

It’s even my trademark! Now, I’m obviously not going to roll that out at a cocktail party when somebody asks me what I do for a living (unless I want them to run away saying, “This guy is a weirdo!”) ... but it’s definitely going on my website ... and it’s how I’m being introduced at keynotes ... and it’s what’s going on my headstone.

What’s your legacy? Let’s design it right now ... and the answer to, “*Why should I do business with you?*” will be answered.

What's your legacy?

## How To Talk About What You Do

The way you talk about what you do will immediately lead to more business. If you can get people saying either, “*Wow! That sounds like me! Tell me more!*” or “*Hey, sounds like you can help my brother!*” then you can have more meaningful, *client-generating* conversations each day.



So every time someone asks what you do for a living, use your  
“Who And Do What” Statement.

“I help [TARGET MARKET]  
get [SINGLE BIGGEST RESULT]”

“Who And Do What”  
Statement.

Me, I help small business owners get more clients. What about you?

If you want to make it more of a conversation than a statement, you can  
bring in the **needs and desires** of your **target market**, like this:

*“You know how small business owners need to generate more revenue and  
take more time off? Well, I show them how to get more clients!”*

Believe me when I tell you that this works about 1000x better than  
simply stating your job title!

## Building Trust And Credibility

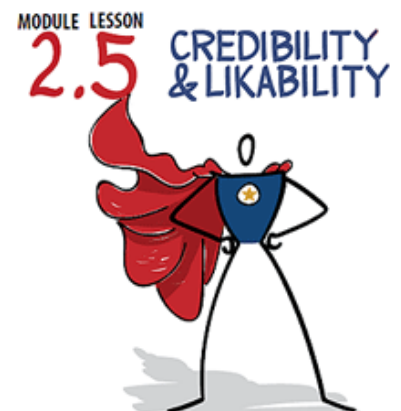
Once your potential client has decided that you could be the person to  
help them, it's time to show them that you're a credible category authority.

Start with **standard credibility builders**: a decent website, a professional  
email address, some good headshots, and well-made business cards.

(Nothing screams: “Don't invest in me!” louder than you not being  
bothered to invest in yourself.)

Make sure your **standards of service** are beyond reproach: Do you answer  
emails promptly? Do you show up when you say you're going to show up?  
Have you trimmed your fingernails?

The smallest things lose us thousand of dollars in business. If you can't  
show up to an appointment on time, what are the chances you won't



deliver your services to the deadline we agreed?

And finally, make sure you're a **category authority** in your area of expertise. Are you a lifelong student of your subject matter? Do you know enough about what you sell to be able to say, "The best thing for you would be me!"

(If you feel you can never become THE category authority in a particular area, focus on a sub-category - you can even *create* the category

"The best thing for you would be me!"

## Building A Sales Cycle

Now we get to the selling! Make sure that you have at least three offers, at three price-points, so that your prospects can invest in your services according to what they need and how much they trust you.

Your ideal clients - so long as they need what you're selling - will make investments that are directly proportional to the amount of trust that they have in you.

There are only two ways to build trust:

1. Do what you say you're going to do.
2. Deliver what you say you're going to deliver.

So if I don't know you so well just yet, I might be prepared to invest some TIME in what you have to offer. So how can I do that?

Simple: Make the first stage of your sales cycle a free event. Leverage your time, leverage your audience, and do something in group-format that is regular and FREE.

When you get asked, "*How can I find out more about you?*" instead of saying "*Let's have coffee*" or "*Buy my programs*" you can say, "*Come to my free*

### 2.6 THE SALES CYCLE PROCESS



Make the first stage of your sales cycle a free event.

## I call this your “Always Have Something To Invite People To”

*monthly coffee-morning*” or “*Come to my weekly conference call.*”

It can be *about* anything, but it should appeal to your target market.

For example, if you’re an accountant, it’s unlikely that your target market members - let’s say legal professionals in your neighborhood - are going to want to come to a monthly meeting about accountancy issues. But they might love to come to a monthly stand-up comedy event that pokes fun at lawyers.

If you organize this event, and you get to know them better each time they come, who are they going to come to when they need a good accountant?

**(Hint: you.)**

You should also have an offer that costs some money. How much is up to you, but it should appeal to those in your target market who are ready to commit to you *somewhat* financially.

And then you have your premium offer, for those who are ready to commit to you financially in a more meaningful way.

So your service offering should look like this:

Option 1: \$0

Option 2: \$\$

Option 3: \$\$\$

Feel free to add more options, but it’s a good idea to have at least these three offers in there. Some people will get started directly with your premium offer after knowing you for a week, or maybe even just after an hour of listening to you speak. Others will come to your free event for two years before upgrading to spend a couple of dollars on your book ...

“Come to my free  
monthly coffee-  
morning.”

And then you have your  
premium offer, for those  
who are ready to com-  
mit to you financially.

## Developing a “Keep In Touch” Strategy

Once people are in your sales cycle, **keep in touch** with them regularly. You should keep in touch with your prospects both one-to-one and in a group format.

I recommend a newsletter for your one-to-many keep in touch. Get started with something like AWeber or MailChimp and get into the habit of communicating with your leads (because that’s what they are once they’ve given you their email address) on a regular basis. Perhaps once a week or once a month. Find your own frequency.

If you show up in their lives regularly, when they finally need you, you’ll be top of mind.

To get started with your one-to-one keep-in-touch efforts, get a free trial of the *Book Yourself Solid* Contactually app. It will make your life so much easier.



[Get your free trial of Book Yourself Solid Contactually here.](#)

## Brand Building Information Products

You can only show up so many times a week, though. That’s why it’s important to develop **brand-building information products** to spread your message while you sleep.

An information product, like a book, an ebook, an audio recording, or a series of videos will reinforce your brand, your message, your promise, and your expertise every time it’s read or listened to or watched ... even while you’re asleep. Brand-building information products are the ultimate way to leverage your time and your marketing efforts.

If you decide that you want to sell these products, they’re a smart way to generate passive revenue and scale your income.



## Perfect Pricing

In my [mentoring program](#), many of my clients come to me with questions about pricing. It can leave even the most experienced marketing professionals scratching their heads.

How much is too much? Is this too little?

The answers are different in every case (which is why I recommend getting personalized advice from an experienced business coach about pricing questions) but the principle remains the same in every case:

### WHY is it this price?

Now, that's not a question you want your client to be asking! They should be saying, "Wow! At that price it's definitely worth it!" ... but YOU should be able to explain to yourself why you have chosen a specific pricing strategy.

In Chapter 9 – **Perfect Pricing** - of *Book Yourself Solid Illustrated*, you'll find twelve individual pricing models to choose from, plus a guide to putting a dollar value on the benefits that your service delivers.



## Super Simple Selling

Selling is really simple when it's done right.

Unfortunately, most of us find it scary ... and would rather hide in a hole than actually *ask* for the sale.

But there is a very straightforward, hyper-effective, and not-at-all scary way of asking for the sale ... that often leads to, "Yes!" when you're using it at the right time with the right people.



My **super simple sales conversation** goes like this:

Question 1: **What is it that you're looking to achieve?**

Question 2: **How will you feel when you've achieved it?**

Question 3: **Would you like some help with that?**

Question 4: **Would you like that person to be me?**

Now ... like all sales conversations, it won't AUTOMATICALLY end in a "yes" ... but it's proven to work a whole lot more effectively than any other technique.

One of our Elite *Book Yourself Solid* Coaches (who graduated from the [Book Yourself Solid School of Coach Training](#)) puts her entire business success down to having exactly this conversation as frequently as possible.

Sales is NOT a numbers game. But if you don't ask your prospect to buy ... using the very technique above ... then you're depriving them of the opportunity to accept your invitation to work together.

Sales is NOT a  
numbers game.

## In summary

Marketing doesn't get you clients - it just builds awareness about who you are and what you have to offer the world.

When you build that awareness, people are going to check you out. They're going to check out your **Red Velvet Rope** Policy, and see if you truly understand them, and can give them a solid result that talks to their needs and desires.

If you can talk clearly about what you do, and your personal brand makes sense to them, then you'll have the opportunity to earn their trust, and keep in touch with them while they consider what they want to buy from you.

When your pricing is perfect, and you know how to have a simple sales conversation, you will **BOOK THE BUSINESS!**

BOOM!



## Even simpler: In checklist format (tick all that apply):

- ☐ 1. I have a strong Red Velvet Rope Policy
- ☐ 2. I understand why people buy what I'm selling:
  - ☐ a. I have a clear target market
  - ☐ b. I understand their needs and desires
  - ☐ c. I know what the single biggest result I deliver is
  - ☐ d. I know what financial, emotional, physical, and spiritual benefits are associated with that single big result
- ☐ 3. I have a strong personal brand identity
  - ☐ a. I have a "Who and Do What" Statement
  - ☐ b. I have a "Why I Do It" Statement
  - ☐ c. I have a tagline.
- ☐ 4. I can talk about what I do in a way that's not boring, bland, confusing or like anybody else ... and without EVER using an elevator pitch.
- ☐ 5. I am a trusted category authority with stellar standards of service and key credibility builders in place.
- ☐ 6. I have (at least) a three-part sales cycle in place
  - ☐ a. I have an "Always Have Something To Invite People To" Offer
  - ☐ b. I have a lower-priced offering
  - ☐ c. I have a premium-priced offering
- ☐ 7. I practice a regular keep-in-touch strategy.
- ☐ 8. I have brand-building information products that spread my message when I'm sleeping.
- ☐ 9. I have my pricing in place for a good reason.
- ☐ 10. I have regular, super-simple sales conversations

# The Book Yourself Solid

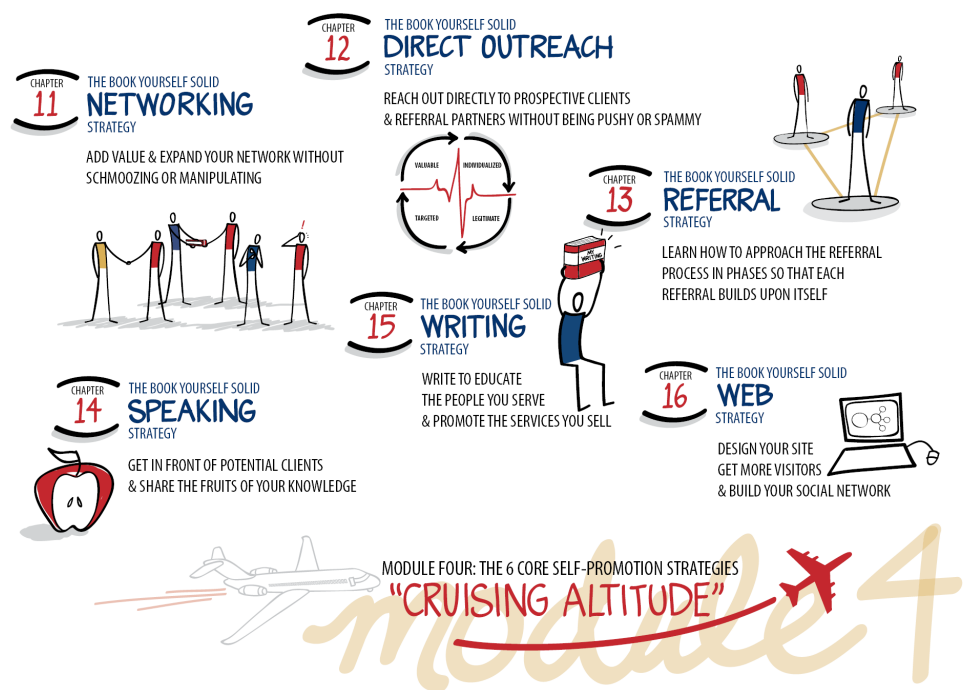
There are only six core marketing (or self-promotion) strategies that any of us need to be concerned with.

## Mandatory

- Networking
- Direct Outreach
- Referrals

## Optional

- Speaking
- Writing
- Web-based marketing



Not everybody wants to speak, or is good at it. Not everybody enjoys writing. And while it's true that you need a great website, advanced internet marketing (SEO, Pay-Per-Click, etc.) is entirely optional ...

... which means you don't have to do ANY of them if you don't want to. So you can breathe a deep sigh and relax ...

In fact, my clients, students, and members of my mentoring program are made to pick just ONE of the optional marketing strategies and really get good at it.

# The mandatory self-promotion strategies are

## Networking

You'll be pleased to hear that this has nothing to do with attending endless "NOTworking" (see how I took out the "e" and replaced it with an "o"? - pretty snazzy, eh?) events that are populated by salespeople clutching stacks of business cards.

The *Book Yourself Solid* Networking Strategy requires nothing more than up to 90 names and your email. Your **Network of 90** is made up of people you already know, with whom you want to have deeper relationships.

They can be potential clients, for sure, but try to think a bit bigger: Who are the people who can introduce you to potential clients? Who are the people who can spread your message for you? Who are your joint venture partners? Build stronger relationships with them by making sure you're in touch with them - in a meaningful way - at least once a month.

To solve the dreaded "what should I say to this person" conundrum, use this formula for sharing your intangibles with them.

**You can share:**

- 1. Your knowledge:** send them a copy of an article that's relevant to them.
- 2. Your network:** introduce them to somebody else.
- 3. Your compassion:** reach out and say, "Hey, just thinking about you!"

Do these three things every day, reaching three different people each time, and you'll cycle through your Network of 90 every month!



What should I say to this person?

# Direct Outreach

This is all about building relationships with people who don't know us yet.

Identify 20 people who you want to know, and tell them that you exist!

Your **Direct Outreach List of 20** is made up of people who *should* be in your network of 90, but aren't yet.

Time to get to work!

Reach out to just ONE of them each working day and start to build that relationship.

Depending on whom you've put on this list, it might take a day or it might take six months to see some results.

If you want to get to know the local librarian, just go straight in and introduce yourself. If you're keen to build a relationship with your favorite author, then start with some blog commenting and perhaps progress to emails via Twitter... you'll be amazed at the results if you make a concerted effort.

## 4.12 OUTREACH STRATEGY



# Referrals

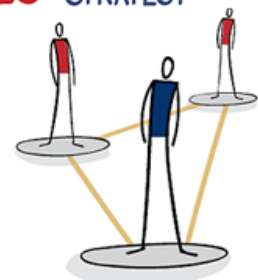
There are two key ways to get more referrals ... and the first is to give them!

Draw up a list of five service providers who also serve your target market (but do different things) and make a concerted effort to send business their way.

Your **Gang of Five** will soon start to realize that you're a good source of business and will - if and when appropriate - reciprocate by sending you some business.

The second approach is to set up an "asking for referrals" strategy. This

## 4.13 REFERRAL STRATEGY



[Grab a copy of \*Book Yourself Solid Illustrated\* and get to work](#)

The Optional Marketing Strategies - speaking, writing and web strategies - are those that are really fun to get deeply stuck into ... but only if they resonate with you.

We find that a lot of our time and energy in the *Book Yourself Solid* Mentoring Program is spent honing our chops and perfecting our performances, making our writing work wonders for us, or learning new and often highly-effective web strategies that drive traffic and create conversions.

We also work deeply on advanced business building ... so ... as a teaser ... read on to see what kinds of things you can expect when you join us.

## Optional Marketing Strategies

## Advanced Strategies: How To Guarantee Continuous, Systematic Business Growth

What you've just read will get you booked solid ... but only if you do the work.

Every day of the year, the members of my mentoring program are busy doing the work. It's easier to show up and do it right when others are supporting you and doing it themselves.

My clients have systematically set up the *Book Yourself Solid* system for their own businesses, and they put the daily networking, direct outreach and referral strategies in place. They hold regular and frequent "Always Have Something To Invite People To" Offer Events, and their keep-in-touch strategies are meticulous and effective.

So what I do with clients in my mentoring program is put these strategies on steroids.

What comes next is a very high-level overview of the advanced formulas I put into play with my best clients ... members of the [\*Book Yourself Solid\*](#)



[Mentoring program.](#)

Don't worry if they're not for you right now. The previous steps are the ones that are crucial to getting booked solid ...

... but, if you want go BEYOND BOOKED SOLID, for EXPONENTIAL

## Special Announcement

If you need help with any of the strategies or topics discussed in this guide, then take advantage of a **FREE COACHING** session with one of my most senior coaches that I'm giving you as a **GIFT** for having gotten this far ... keep reading to the end to find out how to claim your spot!

## The Four Magical Pillars Of The 90-Day Plan

Business plans are, by and large, not worth the paper they're written on.

They're fantastical dream-documents designed to make outlandish promises to investors and banks and business partners.

They contain "5-year projections" ... which is madness!

Who knows what will really be happening six months from now, let alone five years!

What's worse - most small businesses who don't apply the *Book Yourself Solid* system fail at the end of the first couple of years.

Here are the four pillars of the 90-day plan that I work to, and that my clients work to. Feel free to swipe it for your own purposes ... or better yet, join forces with me through the [Book Yourself Solid Mentoring Program](#) and get my input every step of the way.

# The Powerful 90-Day Plan explained:

**Pillar 1: Your Business Model** is how much revenue your company will generate over the next 90 days, with specifics about the sources of revenue.

For example:

*Over the next 90 days I will sell the following products or services:*

*Product 1: \$49 (75 units)*

*Product 2: \$5000 (5 units)*

*Service 3: \$15,000 (2 units)*

*Total: 82 individual sales for a gross revenue of \$58,675*

Pillar 1:  
Your Business Model

**Pillar 2: Your Marketing Plan** is a day-by-day account of what marketing activity you need to perform in order to achieve your sales goals from the previous steps, and is typically focused on lead generation and conversion activity.

For example:

*In order to sell 82 units of the above products and services, I estimate that I will need to generate around 500 new leads over the next 90 days, or an average of just under 6 new leads a day.*

*I will do this through a combination of paid Facebook advertising (100 leads) and 2 joint-venture webinars with promotional partners (300 leads) and one speaking event (100 leads).*

Pillar 2:  
Your Marketing Plan

**Pillar 3: Your Systems Design** is a quarterly focus on *removing yourself* from your business, documenting operating procedures, and getting rid of

Pillar 3:  
Your Systems Design

repetitive work and the potential for human error in your business.

For example:

*I will entirely systematize my customer-service operating procedures, implement a customer-helpdesk tracking tool, and recruit and train a virtual assistant to take control of all incoming customer enquiries.*

**Pillar 4: Your Project Plan** ties the first three steps together into a diarized schedule with start-dates and end-dates, so that you always know what you should be working on at any one time. It can be made up of a number of smaller projects, with each one broken down into milestones and tasks ... each one with a deadline.

## Pillar 4: Your Project Plan

This “to-do-list-on-steroids” becomes the backbone of your business growth. Over time you’ll get better at putting realistic, achievable, and ever-more-ambitious projects, systems, and sales results into place.

- You will eliminate overwhelm (it’s impossible to be overwhelmed when you know exactly what you need to do next.)
- You will be able to measure what’s working and what needs improvement.
- You will get crystal clear on how you are spending your time in your business.

You will achieve results that you never thought possible.

**But it’s not easy to do it alone**

That’s why ... whether you decide to join the [Book Yourself Solid Mentoring Program](#) or not, I want to hook you up with some of the best help you can possibly get. See the next page for your free gift from me: **a private business-growth consultation with one of my top coaches.**



## Your Free Gift: A Private Business Growth Consultation With A Certified Book Yourself Solid Coach

Nobody can achieve fantastic results on their own. Behind every business success, there's a story of teamwork and collaboration.

The most successful entrepreneurs - who all started off like you - count mentorship, counsel, good advice, and education as their most valuable experiences.

I can't give you that every day - not outside my mentoring programs - but I *can* give you a kick-start by gifting you a one-to-one coaching session with one of my top coaches, a \$275 value.

There are a couple of criteria to be eligible. You'll need to complete a detailed questionnaire to fully prepare yourself and your coach for your meeting. You also need to show up on time and ready to go. If you snooze, you lose. There's no rescheduling if you miss it, and no waiting for these calls to begin.

Here's what you can expect:

After you have completed your questionnaire, you'll be given details on how to schedule your session.

Your session will take place either by telephone or by Skype. Your coach will call you at the number or Skype address you specify at the time of booking.

Your gift: a one-to-one coaching session with one of my top coaches, a \$275 value.

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