

Book Yourself Solid®

Welcome to the beginning of the rest of your life!

This workbook is your print-out-and-keep, fill-in-the-gaps guide to getting more clients than you can handle, even if you HATE marketing and selling.

If you need to fill in the gaps BETWEEN the workbook exercises, then you can grab your very own copy of Book Yourself Solid at your favorite tasteful place where books are sold.

- [Buy Book Yourself Solid Illustrated on Amazon](#)
- [Buy the third \(non-illustrated\) edition on Amazon](#)

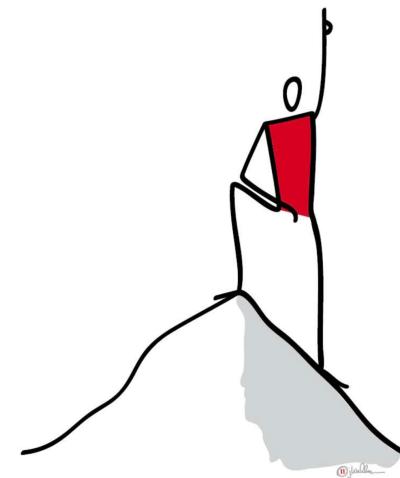
If you want real-time help with getting your business booked solid ...

1. Be sure to [join the Book Yourself Solid Facebook Group](#)
2. Write to questions@bookyourselfsolid.com if you'd like an introduction to a certified Book Yourself Solid coach.

And finally, if YOU want to become a Book Yourself Solid Coach yourself, we'd LOVE to talk to you.

Start your application at bookyourselfsolid.com/licensing today!

Michael Port

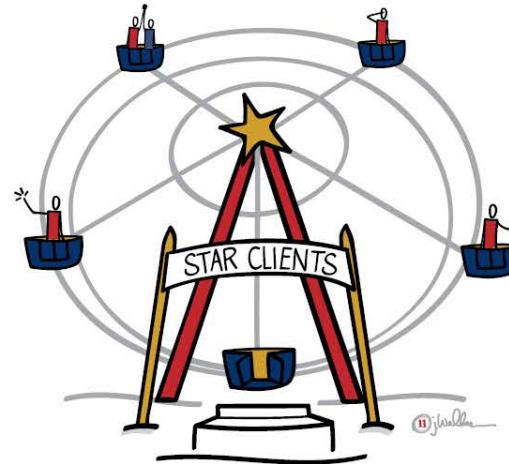


MODULE CHAPTER

1.1

THE BOOK YOURSELF SOLID

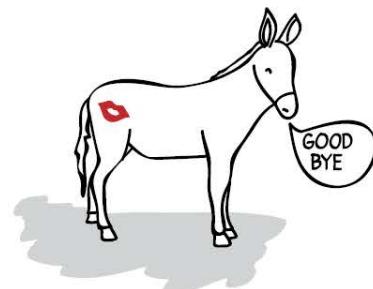
RED VELVET ROPE POLICY



1 DEVELOP A RED VELVET ROPE POLICY TO ATTRACT YOUR STAR CLIENTS AND ENSURE IT'S A FUN RIDE FOR EVERYONE



3 IDENTIFY YOUR MID-RANGE CLIENTS AND DUMP THEM OR DEVELOP THEM INTO STARS

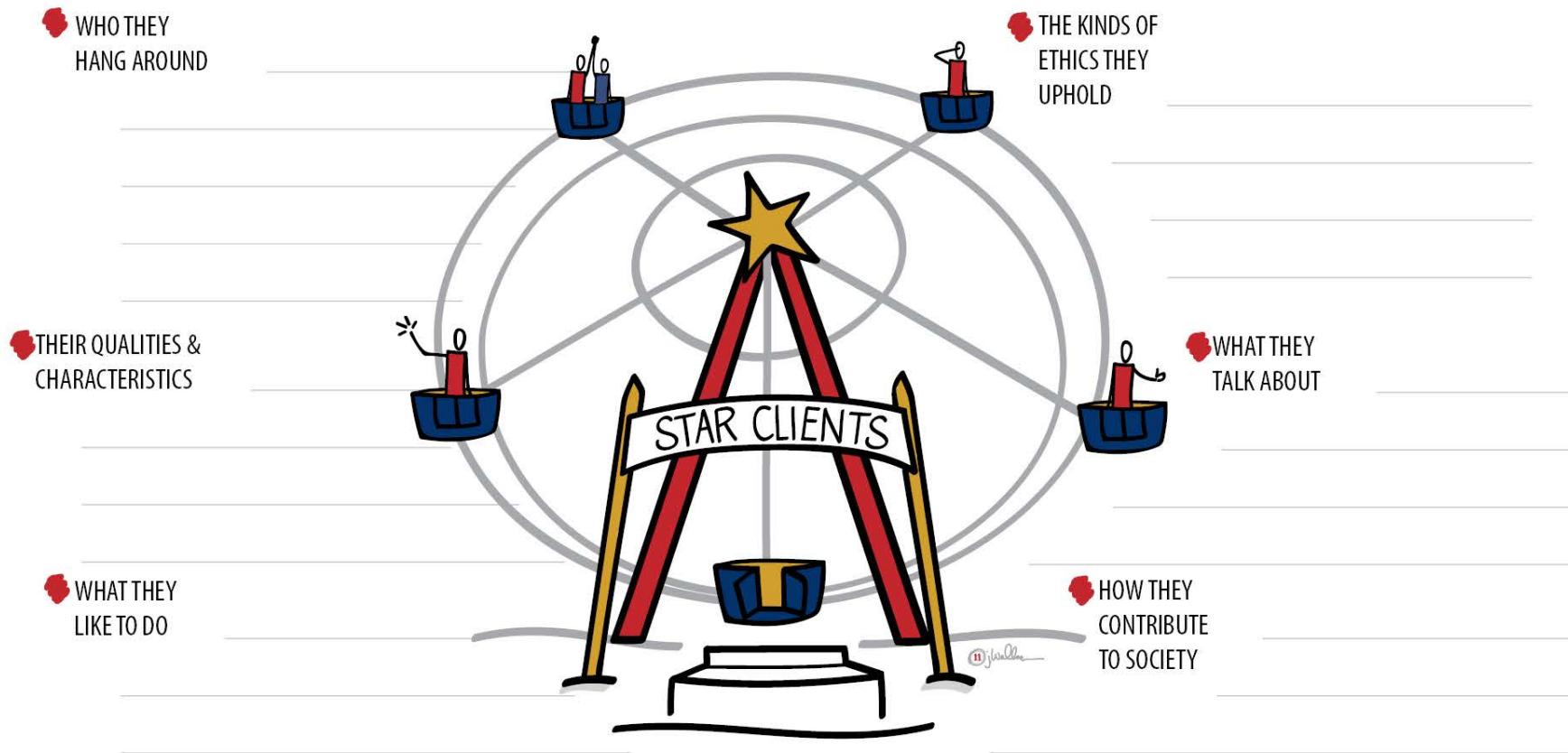


4 DON'T TRY TO PLEASE EVERYONE OR YOU CAN KISS YOUR ASS GOOD-BYE

WRITTEN EXERCISE 1A

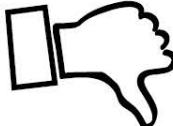
DEFINE YOUR STAR CLIENTS

LIST THE QUALITIES, VALUES, & PERSONAL CHARACTERISTICS
YOU WOULD LIKE YOUR IDEAL CLIENTS TO POSSESS



WRITTEN EXERCISE 1D

DUMP THE DUDS



IDENTIFY THE TYPES OF
CLIENTS YOU DON'T WANT

1 CHARACTERISTICS OR BEHAVIORS
I REFUSE TO TOLERATE

2 OF MY CURRENT CLIENT LIST
THOSE WHO SHOULDN'T GET PAST
MY RED VELVET ROPE



BOOKED SOLID ACTION STEP
DUMP THE DUD CLIENTS
YOU JUST LISTED

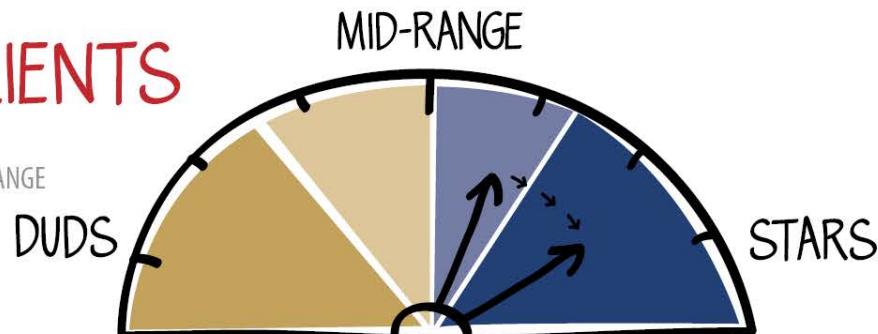
Dump the dud clients you just listed. It may be just one client, or you may need another two pages to write them all down. (Did I warn you that I'd push you to step out of your comfort zone? If I didn't before, I am now.) Is your heart pounding? Is your stomach churning at just the thought? Have you 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.

WRITTEN EXERCISE 1E

MID-RANGE CLIENTS

DIVIDE YOUR CLIENTS INTO 3 GROUPS

& THINK ABOUT MOVING UP THE MID-RANGE



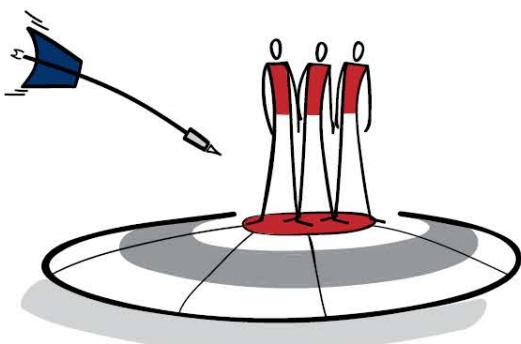
1 MY DUD CLIENTS:

2 MY MID-RANGE CLIENTS:

3 MY STAR CLIENTS:

WHY PEOPLE BUY WHAT YOU'RE SELLING

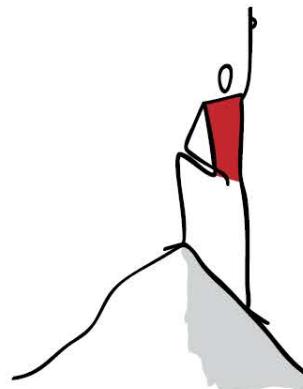
CREATE RELENTLESS DEMAND
FOR YOUR SERVICES



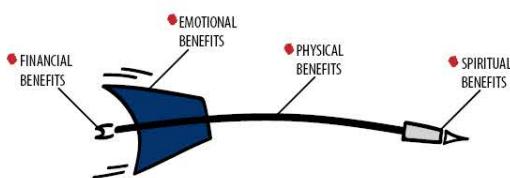
1 IDENTIFY YOUR
TARGET MARKET



2 UNDERSTAND YOUR
CLIENTS' URGENT NEEDS



3 DETERMINE THE
#1 RESULT YOU PROVIDE



4 DEMONSTRATE THE
BENEFITS OF WHAT YOU GIVE

WRITTEN EXERCISE 2A

CLUES

TO THE TARGET MARKET YOU
ARE BEST SUITED TO SERVE



1

THE DIFFERENT GROUPS OF PEOPLE WHO USE THE KIND OF SERVICES I PROVIDE

GROUP A:	GROUP B:	GROUP C:	GROUP D:	GROUP E:	GROUP F:
2 GROUPS I MOST RELATE TO, OR FEEL MOST EXCITED TO WORK WITH					
3 GROUPS I KNOW PEOPLE IN OR ALREADY HAVE CLIENTS IN					
4 GROUPS I HAVE THE MOST KNOWLEDGE ABOUT					
5 GROUPS I WOULD FIND FASCINATING TO LEARN MORE ABOUT					

WRITTEN EXERCISE 2B

PASSION, TALENT, KNOW-HOW

DISCOVER WHETHER YOUR TARGET MARKET MAY
HAVE ALREADY CHOSEN YOU

1 MY GREATEST PASSIONS
RELATED TO MY WORK

2 MY NATURAL TALENTS
I BRING TO MY WORK

3 THE ASPECTS OF MY FIELD
I KNOW MOST ABOUT

4 MY INTERESTS & Hobbies
THAT CONNECT WITH MY MARKET

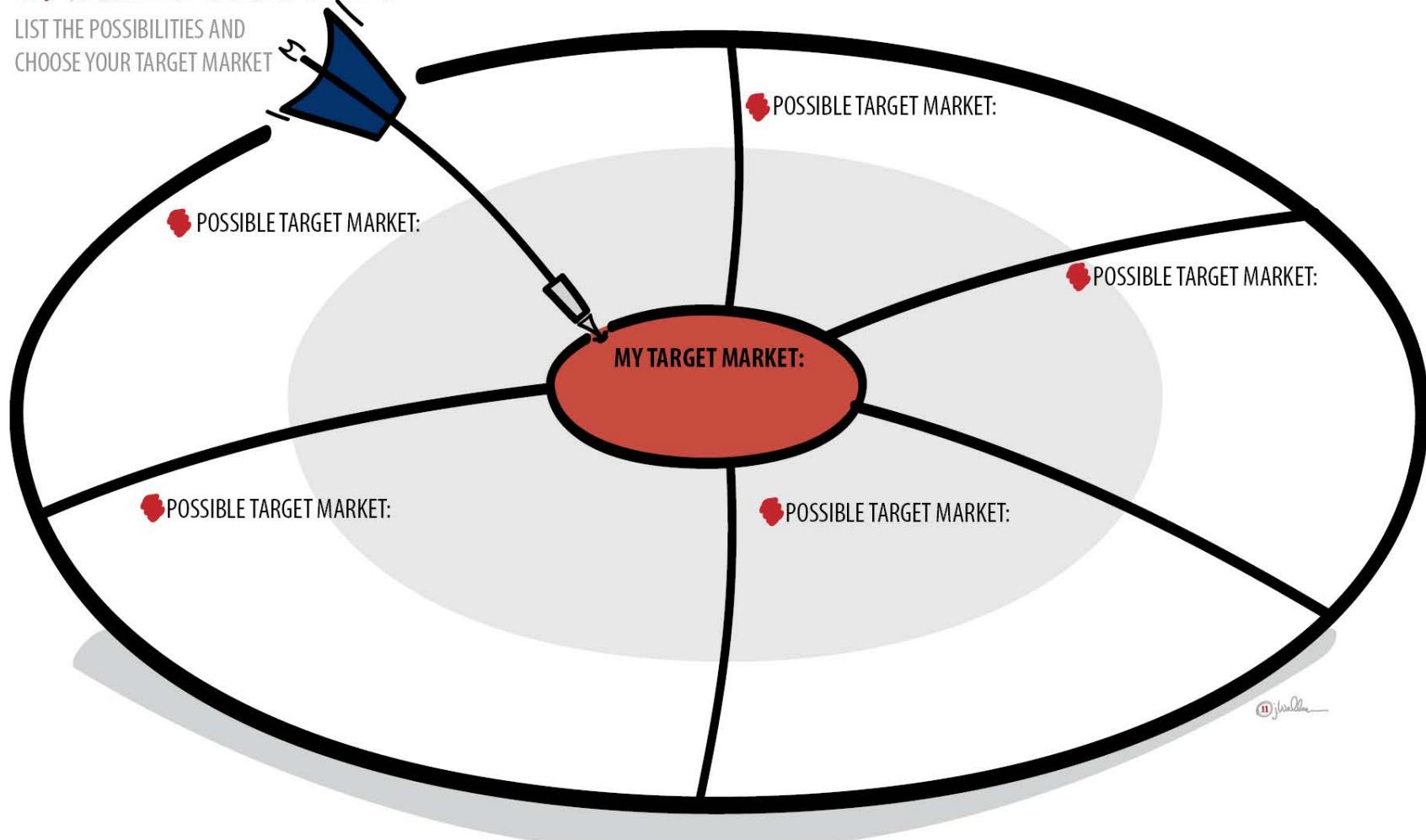
5 MY LIFE SITUATIONS OR ROLES
THAT MY MARKET MIGHT IDENTIFY WITH



WRITTEN EXERCISE 2C

TARGET MARKET

LIST THE POSSIBILITIES AND
CHOOSE YOUR TARGET MARKET



WRITTEN EXERCISE 2D

URGENT & COMPELLING

IDENTIFY YOUR CLIENTS' URGENT NEEDS
& COMPELLING DESIRES



MY CLIENTS' URGENT NEEDS
PROBLEMS TO SOLVE RIGHT AWAY

1. _____
2. _____
3. _____
4. _____
5. _____



MY CLIENTS' COMPELLING DESIRES
WHAT THEY WANT TO MOVE TOWARD

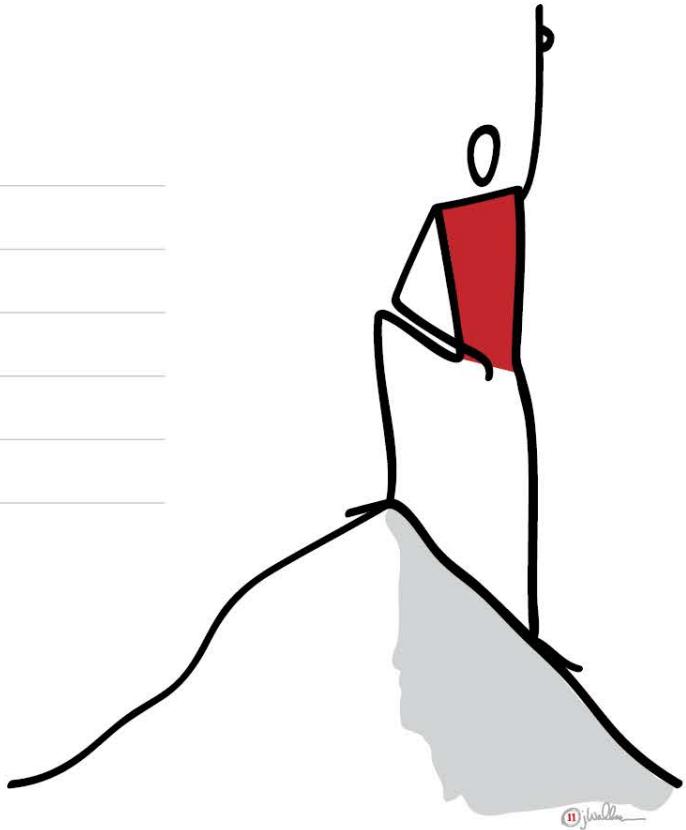
1. _____
2. _____
3. _____
4. _____
5. _____

WRITTEN EXERCISE 2E

BIGGEST RESULT

DETERMINE THE #1 BIGGEST RESULT YOUR
CLIENTS GET WHEN THEY WORK WITH YOU

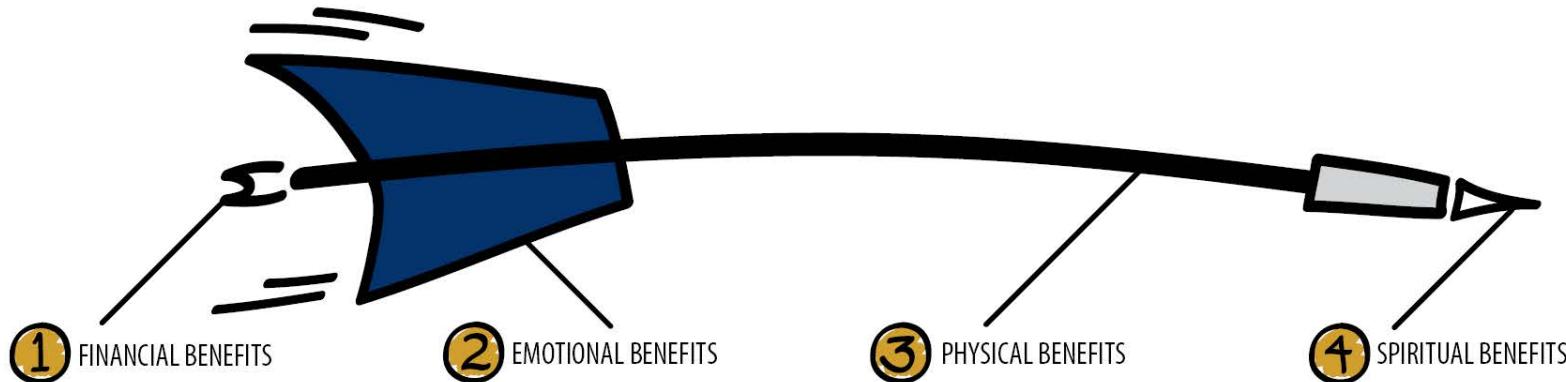
头脑 THE BIGGEST RESULT I PROVIDE TO MY CLIENTS IS:



WRITTEN EXERCISE 2F

Demonstrate the Benefits

IDENTIFY THE DEEP-ROOTED BENEFITS YOUR CLIENTS EXPERIENCE
AS A RESULT OF YOUR SERVICES



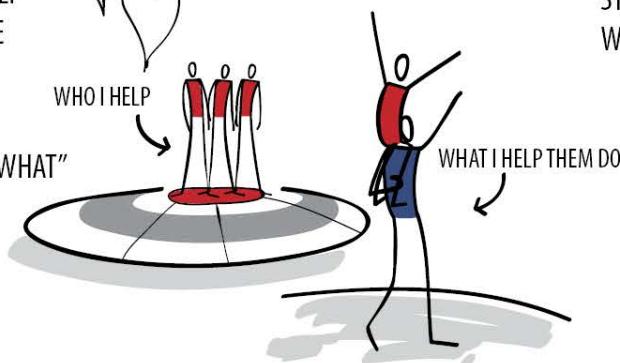
DEVELOP A PERSONAL BRAND

DEVELOP THE COMPONENTS OF YOUR PERSONAL BRAND
THAT DETERMINE HOW YOU WILL BE KNOWN IN YOUR MARKET



1 DISTINGUISH YOURSELF
FROM EVERYONE ELSE

2 DEVELOP YOUR "WHO AND DO WHAT"
STATEMENT: WHOM YOU HELP
& WHAT YOU HELP THEM DO



4 DEVELOP A TAGLINE THAT SAYS
SOMETHING ABOUT WHO YOU ARE

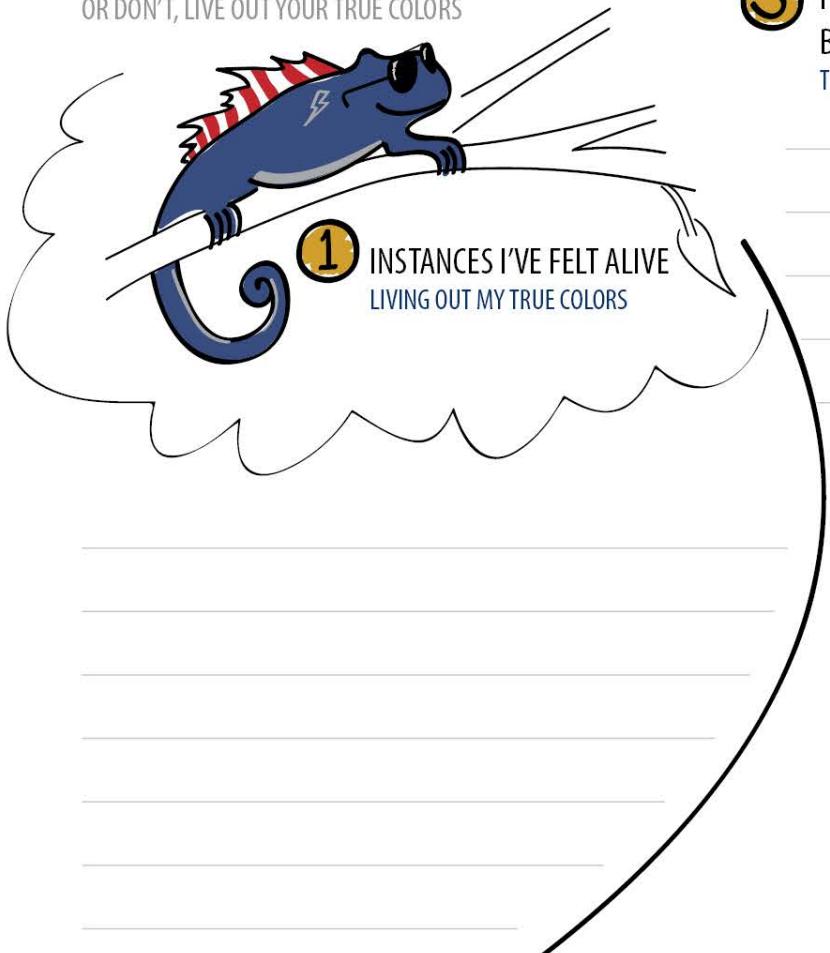
3 DEVELOP YOUR "WHY YOU DO IT"
STATEMENT: YOUR VISION FOR
WHAT YOU HOPE TO ACHIEVE



WRITTEN EXERCISE 3A

TRUE COLORS

WHAT HAPPENS WHEN YOU DO,
OR DON'T, LIVE OUT YOUR TRUE COLORS



3

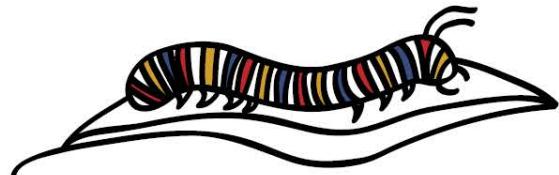
HOW I MIGHT CHANGE MY
BEHAVIOR OR COMMUNICATION
TO STOP COMPROMISING MYSELF



WRITTEN EXERCISE 3D

WAITING IN THE WINGS

DISCOVER YOUR SECRET QUIRK OR HIDDEN TALENT
THAT IS WAITING TO BRING YOU SUCCESS IN YOUR BUSINESS



1

MY SPECIAL TALENTS

THAT I'VE BEEN GOOD AT SINCE I WAS A KID

2

3 COMPLIMENTS

PEOPLE OFTEN GIVE ME

1. _____
2. _____
3. _____

3

3 THINGS THAT MAKE ME MEMORABLE

1. _____
2. _____
3. _____

4

IN MY PERSONAL LIFE

THINGS I NEVER GROW TIRED OF TALKING ABOUT

5

IN MY WORK LIFE

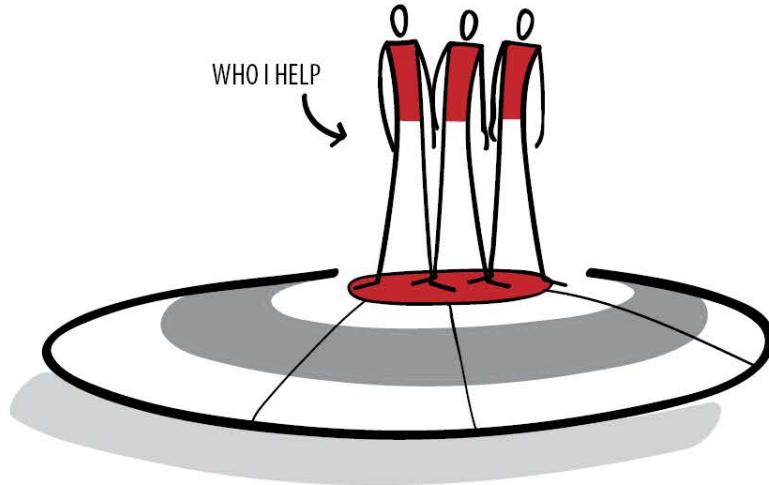
THINGS I NEVER GROW TIRED OF TALKING ABOUT

©jessica

WRITTEN EXERCISE 3E

WHO & DO WHAT

WRITE SOME POSSIBLE STATEMENTS TO EXPLAIN
WHO YOU HELP & WHAT YOU HELP THEM DO



WHO I HELP



WHAT I HELP THEM DO

1 I HELP...

2 WHAT I HELP THEM DO IS...

WRITTEN EXERCISE 3F

WHY YOU DO IT

WRITE ABOUT WHY YOU HELP THE PEOPLE YOU SERVE
& YOUR VISION FOR WHAT YOU HOPE TO ACHIEVE THROUGH YOUR WORK

1

WHY I DO WHAT I DO
FOR THE PEOPLE I SERVE

2

MY VISION FOR WHAT I HOPE TO ACHIEVE
THROUGH MY WORK



WRITTEN EXERCISE 3G

YOUR TAGLINE

DEVELOP A TAGLINE THAT SAYS SOMETHING
ABOUT WHO YOU ARE AT YOUR CORE



POSSIBLE TAGLINES

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

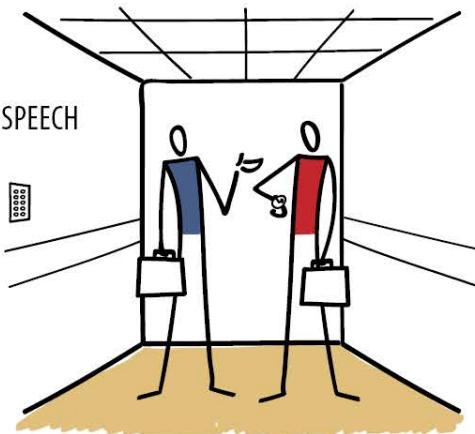
MODULE CHAPTER

1.4 HOW TO

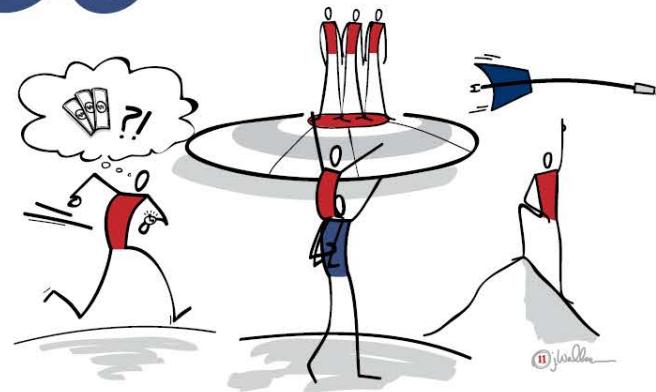
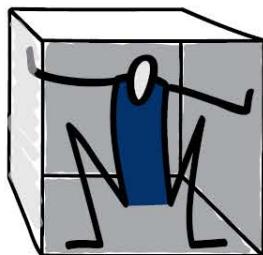
TALK ABOUT WHAT YOU DO

WITHOUT SOUNDING CONFUSING, BLAND,
BORING, OR IRRELEVANT

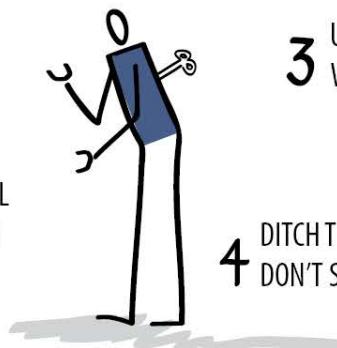
1 KILL THE ELEVATOR SPEECH



2 AVOID USING ONLY YOUR PROFESSIONAL CATEGORY SO YOU DON'T GET BOXED IN



3 USE THE 5-PART FORMULA TO TALK ABOUT WHAT YOU DO IN A WAY THAT IS ORGANIC & REAL



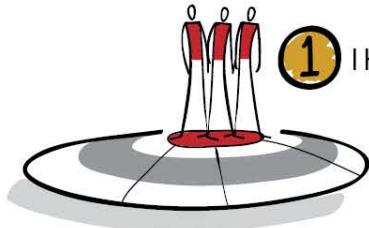
4 DITCH THE SCRIPTS SO YOU DON'T SOUND LIKE A ROBOT

WRITTEN EXERCISE 4A

5-PART DIALOGUE FORMULA

PREPARE TO TALK ABOUT WHAT YOU DO

BY PULLING TOGETHER THE POSSIBLE COMPONENTS OF YOUR DIALOGUE



1. I HELP...

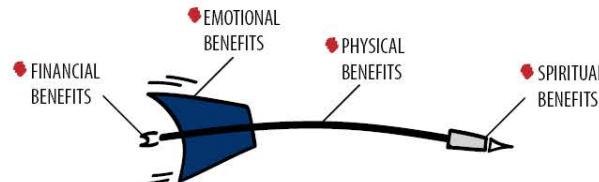
2. THEIR 3 BIGGEST URGENT NEEDS ARE...

1. _____
2. _____
3. _____



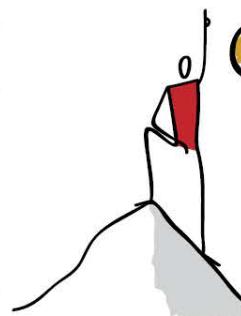
3. SO I HELP THEM WITH THOSE THINGS BY...





5. WHAT'S MORE, THEY EXPERIENCE SOME DEEPER CORE BENEFITS LIKE...

4. I'D SAY THE #1 RESULT THEY EXPERIENCE WHEN THEY WORK WITH ME IS...

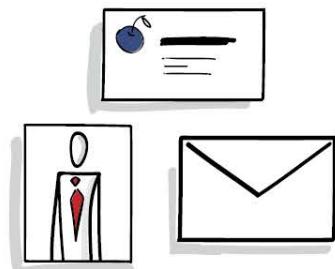


MODULE CHAPTER

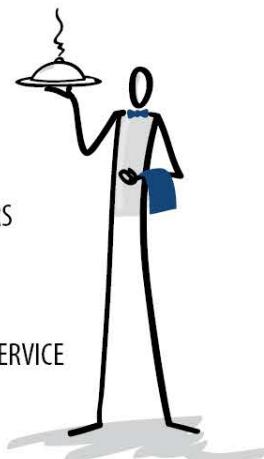
2.5

CREDIBILITY & LIKABILITY

ESTABLISH YOURSELF AS A CATEGORY AUTHORITY & UNDERSTAND HOW YOUR LIKABILITY WILL HELP YOU GET BOOKED SOLID



1 ENHANCE YOUR PROFESSIONALISM WITH THE STANDARD CREDIBILITY BUILDERS



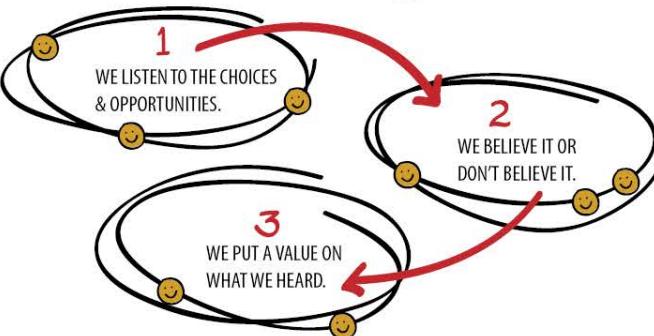
2 UPHOLD THESE 6 STANDARDS OF SERVICE TO MAINTAIN YOUR CREDIBILITY



3 BECOME A CATEGORY AUTHORITY & DETERMINE WHAT YOU WANT TO BE KNOWN FOR

4 UNDERSTAND HOW YOUR LIKABILITY INFLUENCES THE PROCESS OF DECISION MAKING AMONG POTENTIAL CLIENTS

DECISION MAKING & LIKABILITY



WRITTEN EXERCISE 5A

BECOME A CATEGORY AUTHORITY

DETERMINE THE ONE THING YOU WOULD LIKE TO BE KNOWN FOR
& HOW YOU WILL ESTABLISH YOURSELF AS A CATEGORY AUTHORITY

WHERE I AM TODAY	WHERE I WOULD LIKE TO BE	HOW I'M GOING TO GET THERE
<p>① I'M CURRENTLY AN EXPERT IN THE FOLLOWING AREAS:</p>	I NEED TO DEVELOP MYSELF IN THE FOLLOWING AREAS:	TO DEVELOP MYSELF, I WILL:
<p>② I CAN CURRENTLY MAKE THE FOLLOWING PROMISES THAT POSITION ME AS AN EXPERT:</p>	I WOULD LIKE TO MAKE THE FOLLOWING PROMISES IN THE FUTURE, BUT DON'T YET FEEL COMFORTABLE:	IN ORDER TO FEEL COMFORTABLE MAKING THOSE PROMISES, I WILL:
<p>③ I AM CURRENTLY KNOWN FOR:</p>	THE ONE THING I WOULD LIKE TO BE KNOWN FOR IS:	IN ORDER TO BECOME A CATEGORY AUTHORITY FOR THAT ONE THING, I WILL:

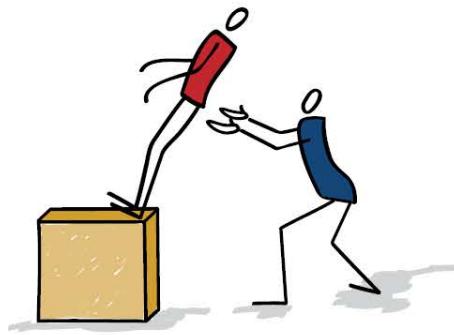
MODULE CHAPTER

2.6

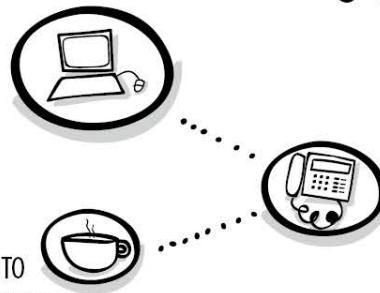
THE BOOK YOURSELF SOLID

SALES CYCLE PROCESS

TURN SIMPLE CONVERSATIONS INTO RELATIONSHIPS OF TRUST
WITH YOUR POTENTIAL CLIENTS OVER TIME



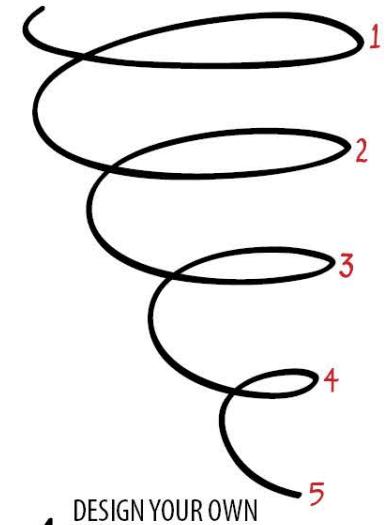
- 1 LEAD PEOPLE INTO YOUR SALES CYCLE
BY FIRST BUILDING TRUST



- 2 APPLY THE 6 KEYS TO
CREATING CONNECTION



- 3 CONSIDER THE 6 CORE
SELF-PROMOTION STRATEGIES



- 4 DESIGN YOUR OWN
TRUST-BUILDING SALES CYCLE

WRITTEN EXERCISE 6A

THE 6 KEYS TO CONNECTION



KNOW YOUR RESPONSES TO THESE SIX KEYS TO MAKE SURE THE OFFERS IN YOUR SALES CYCLE ARE ON TARGET

1 MY TARGET CLIENT
DESCRIBED IN DETAIL

2 WHAT THEY ARE LOOKING FOR
EXAMPLES OF WHAT THEY SEEK, NEED, WANT

3 WHERE THEY LOOK
WHEN THEY WANT THE SERVICE I PROVIDE

4 WHEN THEY LOOK
EVENTS LEADING UP TO NEEDING MY SERVICES

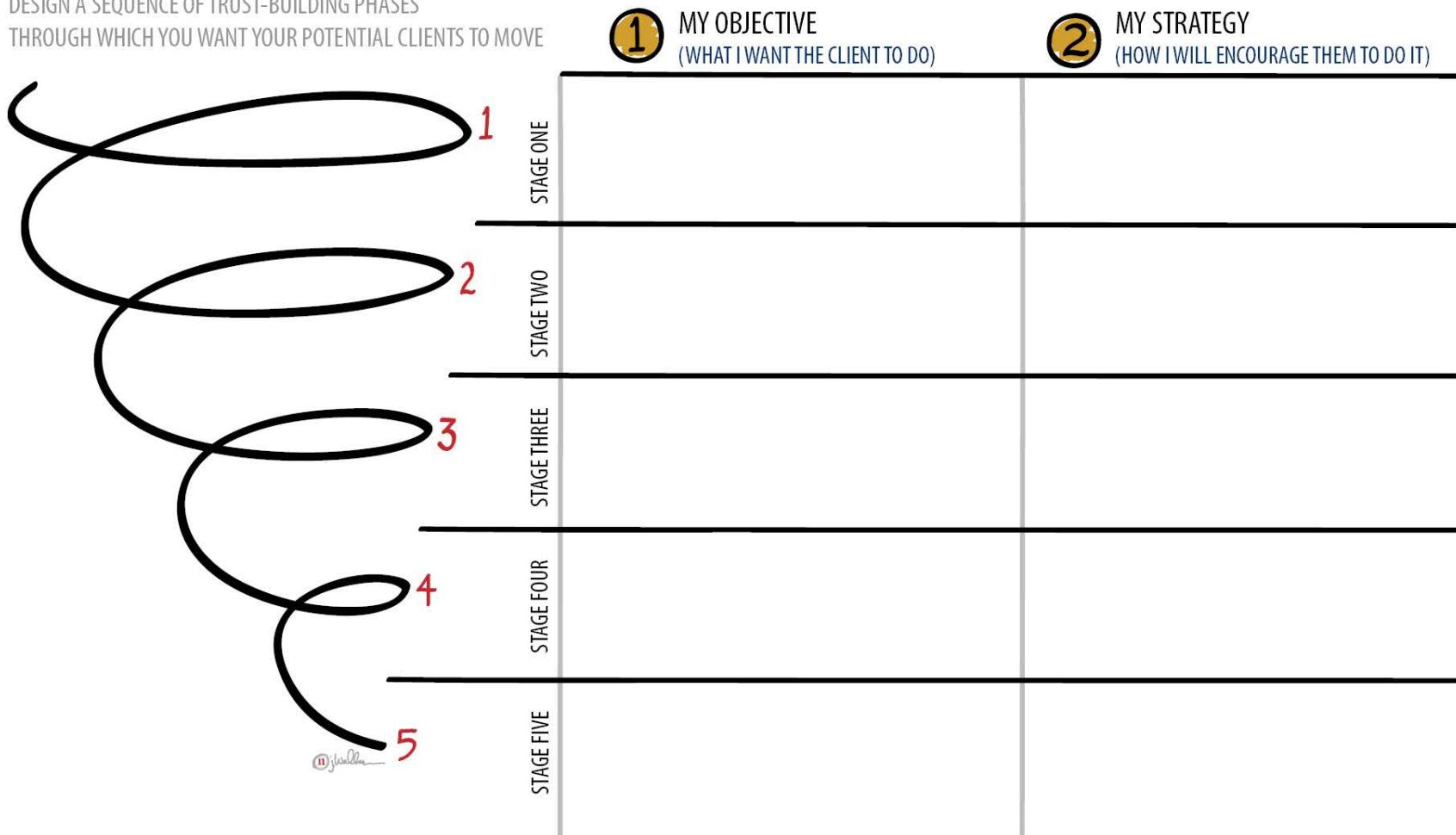
5 WHY THEY SHOULD CHOOSE ME
WHY I'M THE BEST CHOICE, WHY I'M UNIQUE

6 HOW I WANT THEM TO ENGAGE WITH ME
WHAT I WANT THEM TO DO

WRITTEN EXERCISE 6B

THE SALES CYCLE

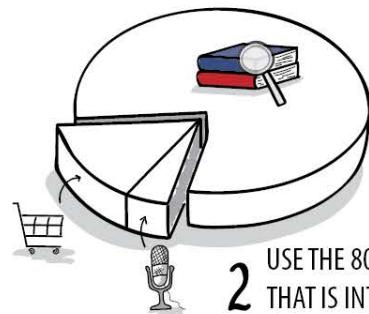
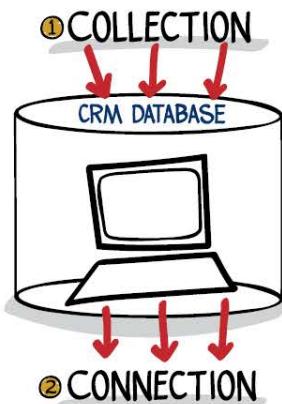
DESIGN A SEQUENCE OF TRUST-BUILDING PHASES
THROUGH WHICH YOU WANT YOUR POTENTIAL CLIENTS TO MOVE



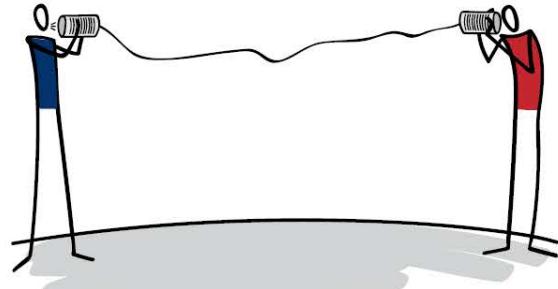
KEEP IN TOUCH STRATEGY

DEVELOP AN AUTOMATED KEEP IN TOUCH STRATEGY
THAT DELIVERS CONTENT TO YOUR LIST
IN A WAY THAT BUILDS TRUST & CREDIBILITY

- 1 SEE HOW THE BYS STRATEGIES
WORK TOGETHER & RELY UPON
YOUR CRM DATABASE TO HELP YOU
COLLECT & CONNECT



- 2 USE THE 80/20 RULE TO DEVELOP CONTENT
THAT IS INTERESTING & VALUABLE



- 3 CHOOSE HOW TO BEST DELIVER YOUR CONTENT
FROM THE MOST COMMONLY USED TOOLS



- 4 USE E-ZINES TO BUILD YOUR LIST,
SELL YOUR PRODUCTS, AND POSITION
YOURSELF AS AN EXPERT IN YOUR FIELD

WRITTEN EXERCISE 7A

KEEP IN TOUCH CONTENT STRATEGY

BRAINSTORM CONTENT IDEAS
FOR KEEPING IN TOUCH WITH YOUR LIST



1 HELPFUL INFORMATION

INDUSTRY INFO:

TIPS & TRICKS:

FROM EXPERTS:



2 MY OFFERINGS

MY SERVICES:

MY PRODUCTS:

SPECIAL DEALS:



3 SHOW & TELL

ANNOUNCEMENTS:

COOL SELF-EXPRESSION IDEAS:

MODULE CHAPTER

2.8

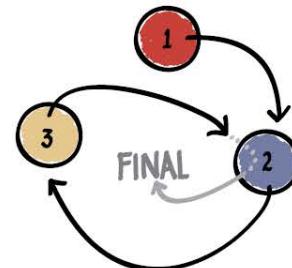
THE BOOK YOURSELF SOLID

INFORMATION PRODUCTS STRATEGY

BUILD PRODUCTS & PROGRAMS
DESIGNED TO SERVE YOUR TARGET MARKET



1 DEFINE YOUR PRODUCT
OR PROGRAM



3 CREATE YOUR FIRST DRAFT USING
THIS 3-PART FORMULA



4 LAUNCH YOUR INFORMATION PRODUCT
USING THIS SIMPLE 3-STEP SEQUENCE

WRITTEN EXERCISE 8A

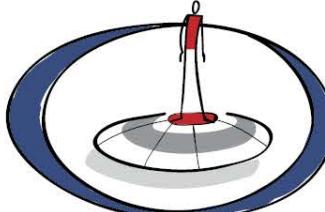
DEFINE YOUR PRODUCT

JOT DOWN YOUR INITIAL THOUGHTS

& CHOOSE THE PRODUCT IDEA THAT MOST EXCITES YOU



THE TYPE OF PRODUCT
I WOULD MOST LIKE TO CREATE



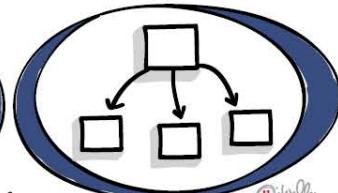
THE TARGET MARKET
WHO WILL RECEIVE MY OFFER



THE RED HOT BENEFITS
MY PRODUCT WILL GIVE THEM



THE LOOK/FEEL
OR EMOTION IT WILL CONVEY



HOW I WILL LEVERAGE
THIS CONTENT INTO DIFF. FORMATS

WRITTEN EXERCISE 8B

ASSESS THE NEED FOR YOUR PRODUCT

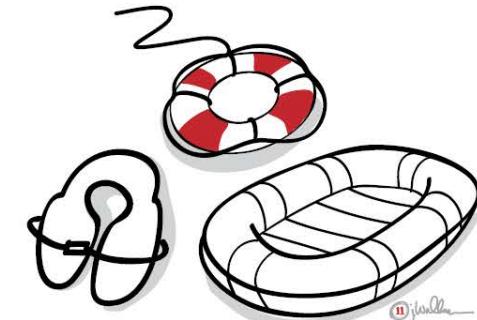
ENSURE YOUR PRODUCT OR PROGRAM
MEETS THE NEEDS OF YOUR TARGET MARKET



WHY MY TARGET NEEDS
MY PRODUCT RIGHT NOW



WHAT MY PRODUCT DELIVERS
TO MEET MY TARGET'S NEEDS



HOW MY PRODUCT DIFFERS
FROM OTHER SIMILAR PRODUCTS

WRITTEN EXERCISE 8C

DEVELOP YOUR PRODUCT

CHOOSE THE ROLE YOU WILL PLAY, THE FRAMEWORK YOU WILL USE,
BRAINSTORM TITLES, & WRITE YOUR TABLE OF CONTENTS

1 THE ROLE I WILL PLAY:

- EXPERT
 - INTERVIEWER
 - RESEARCHER
 - REPURPOSER
 - OTHER

WHY:

THE FRAMEWORK I WILL CHOOSE:

- PROBLEM/SOLUTION
 - NUMERICAL
 - CHRONOLOGICAL
 - MODULAR
 - COMPARE/CONTRAST
 - REFERENCE
 - OTHER

WHY:

THE TYPE OF TITLE THAT BEST FITS:

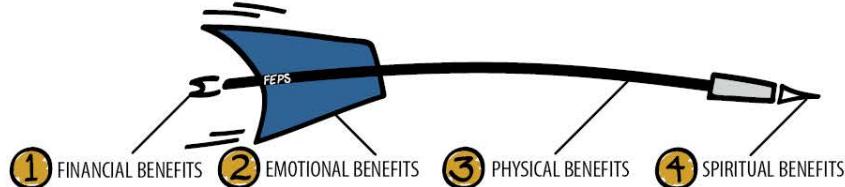
- SUSPENSE
 - TELL A STORY
 - ADDRESS A PAIN OR FEAR
 - GRAB THE READER'S ATTENTION
 - SOLUTIONS TO PROBLEMS
 - EMOTIONAL CONNECTION
 - OTHER

TITLE IDEAS:

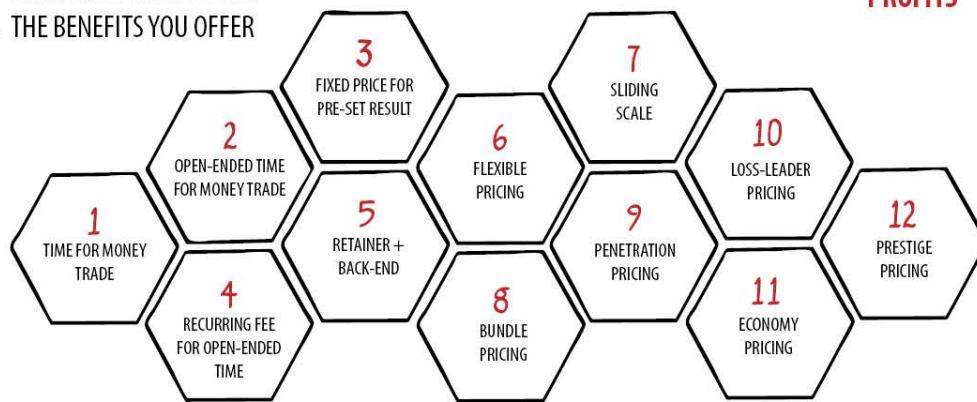
4 MY TABLE OF CONTENTS OUTLINE:

PERFECT PRICING

ASSESS THE VALUE YOU PROVIDE
& SELECT PRICING MODELS
THAT FIT YOUR OBJECTIVES



1 DETERMINE THE VALUE OF
THE BENEFITS YOU OFFER

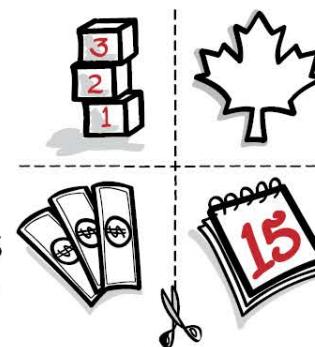


2 CHOOSE FROM 12 DIFFERENT
PRICING MODELS

MAXIMIZE
SHORT-TERM
PROFITS



3 MATCH YOUR OBJECTIVE TO THE
APPROPRIATE PRICING MODEL



4 OFFER DISCOUNTS & SPECIALS
THAT GIVE EXTRA INCENTIVES

WRITTEN EXERCISE 9A

BENEFITS CONVERTED TO \$

THINK OF A PREVIOUS CLIENT, LIST THE BENEFITS THEY RECEIVED FROM YOU, & ESTIMATE THE DOLLAR VALUE OF EACH BENEFIT

1. _____ \$ _____
2. _____ \$ _____
3. _____ \$ _____

1. _____ \$ _____
2. _____ \$ _____
3. _____ \$ _____

1. _____ \$ _____
2. _____ \$ _____
3. _____ \$ _____

1. _____ \$ _____
2. _____ \$ _____
3. _____ \$ _____

MODULE CHAPTER

3.10

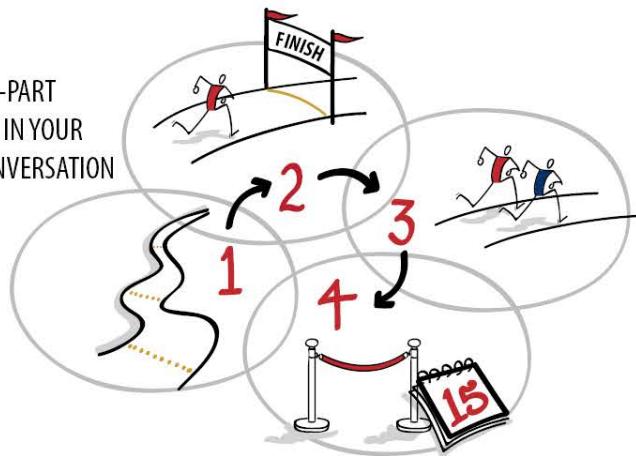
SUPER SIMPLE SELLING

HAVE A SUCCESSFUL SALES CONVERSATION
THE BOOK YOURSELF SOLID WAY

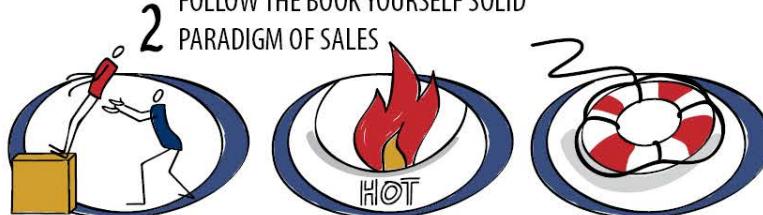


1 LET GO OF LIMITING BELIEFS &
SAY IT WITH CONFIDENCE

3 USE THE 4-PART
FORMULA IN YOUR
SALES CONVERSATION



4 TRASH THE PITCH OF THE DAY
& DON'T BE A SLEAZY SALESPERSON



WRITTEN EXERCISE 10A

THE SALES CONVERSATION

USE THE BOOK YOURSELF SOLID 4-PART FORMULA
TO HAVE A SUPER SIMPLE SALES CONVERSATION

YOUR QUESTIONS: GOAL:	1 UNCOVER WHAT THEY NEED	2 IDENTIFY WHAT SUCCESS LOOKS LIKE	3 ASK IF THEY WANT HELP	4 SAY WHY THEY ARE AN IDEAL CLIENT & SET A TIME TO MEET
	<p>• WHAT ARE YOU WORKING ON?</p> <p>• WHAT IS • BY WHEN? YOUR GOAL?</p>	<p>• HOW WILL YOU KNOW WHEN YOU HAVE ACHIEVED IT?</p> <p>• WHAT RESULTS OR FEELINGS WILL YOU HAVE?</p>	<p>• WOULD YOU LIKE SOMEONE TO HELP YOU WITH THAT?</p> <p>• WOULD YOU LIKE THAT PERSON TO BE ME?</p>	<p>• YOU ARE AN IDEAL CLIENT FOR ME BECAUSE... • SHALL WE PLAN A TIME TO GET STARTED?</p>
YOUR NOTES FOR THEIR RESPONSES:				

MODULE CHAPTER

4.11 THE BOOK YOURSELF SOLID

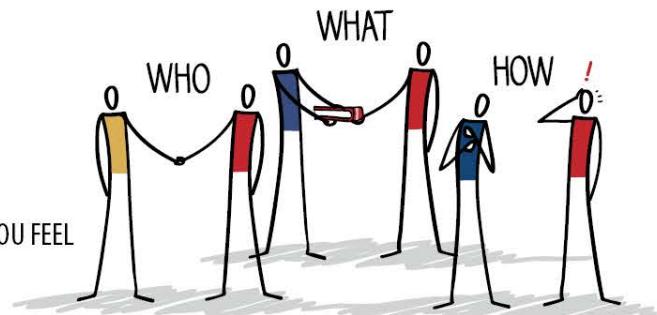
NETWORKING STRATEGY

ADD VALUE & EXPAND YOUR NETWORK
WITHOUT SCHMOOZING OR MANIPULATING



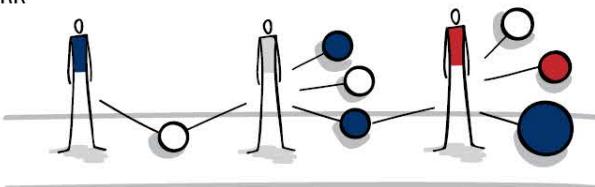
- 1 USE THE 50/50 NETWORKING RULE
& YOU WILL HAVE MULTIPLE WINNERS

- 2 SHARE WHO YOU KNOW,
WHAT YOU KNOW, & HOW YOU FEEL



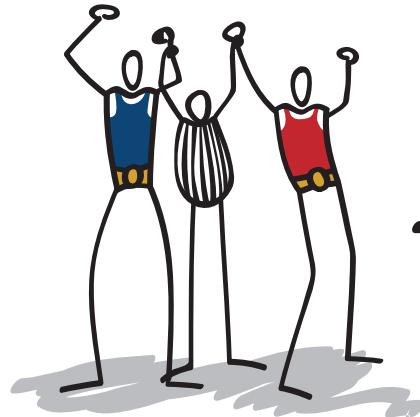
- 3 TAKE IT UP
A NOTCH BY SENDING BOOKS &
ARTICLES OF INTEREST TO YOUR NETWORK

TAKE IT UP A NOTCH

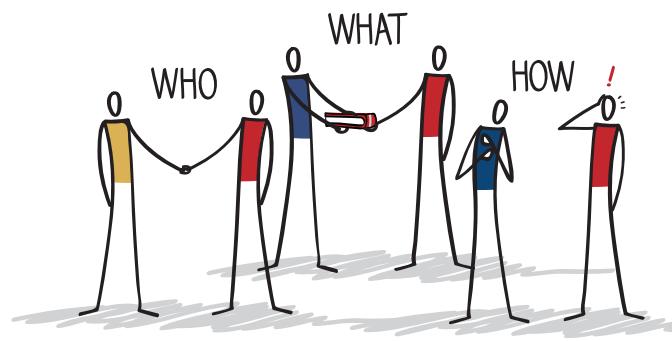


- 4 USE FORMAL & INFORMAL NETWORKING
TO ENHANCE YOUR CONNECTION FACTOR

NETWORKING STRATEGY



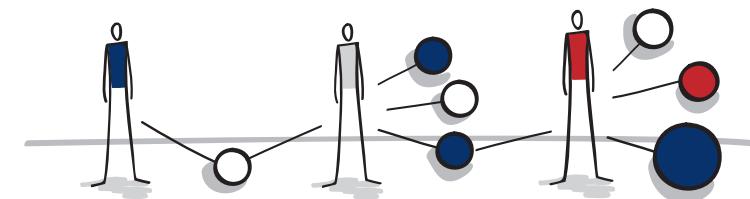
**1 USE THE 50/50 NETWORKING RULE &
YOU WILL HAVE MULTIPLE WINNERS**



**2 SHARE WHO YOU KNOW,
WHAT YOU KNOW, & HOW YOU FEEL**



**3 TAKE IT UP
A NOTCH BY SENDING
BOOKS & ARTICLES OF INTEREST
TO YOUR NETWORK**



**4 USE FORMAL & INFORMAL NETWORKING
TO ENHANCE YOUR CONNECTION FACTOR**

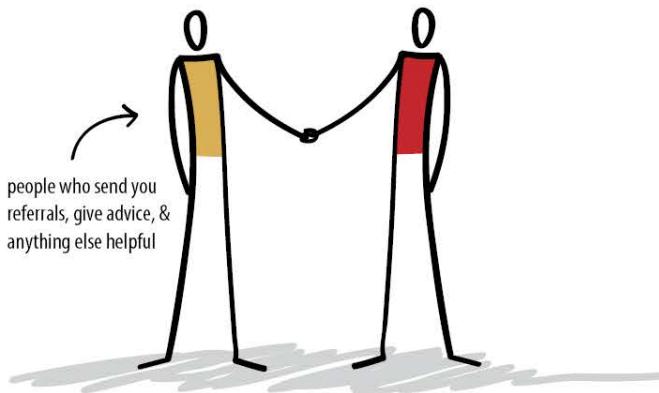
WRITTEN EXERCISE 11A

SHARE YOUR NETWORK

THINK OF PEOPLE WHO SUPPORT YOU WITH REFERRALS & ADVICE
AND CONNECT THEM WITH THOSE WHO COULD BRING THEM VALUE

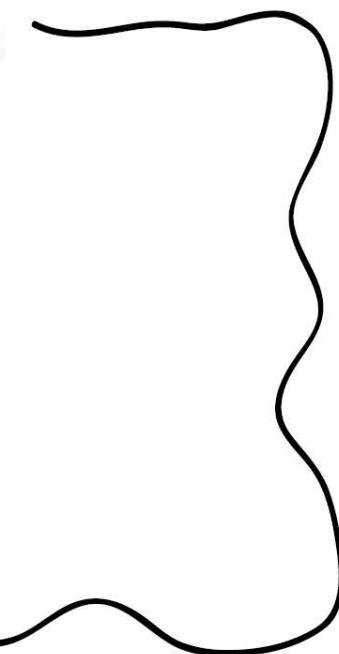
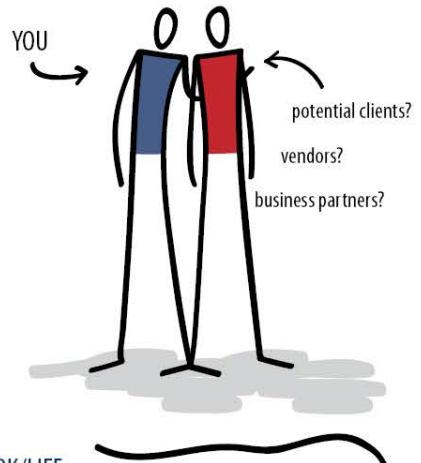
① 5 PEOPLE IN MY NETWORK WHO CONSISTENTLY SUPPORT ME

1. _____
2. _____
3. _____
4. _____
5. _____



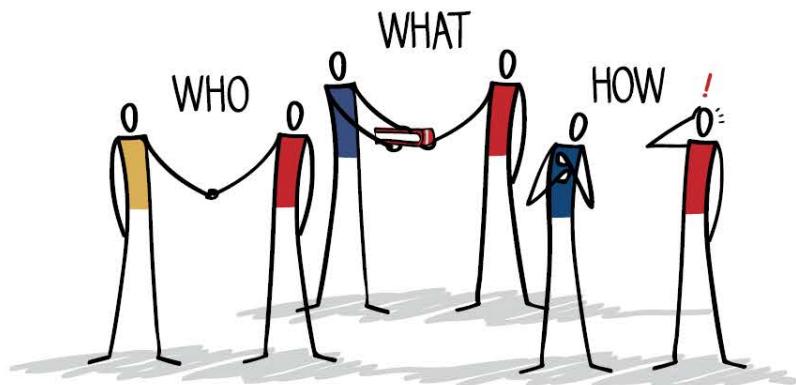
② 5 PEOPLE IN MY NETWORK WHO COULD ADD VALUE TO THEIR WORK/LIFE

1. _____
2. _____
3. _____
4. _____
5. _____





1 USE THE 50/50 NETWORKING RULE
& YOU WILL HAVE MULTIPLE WINNERS

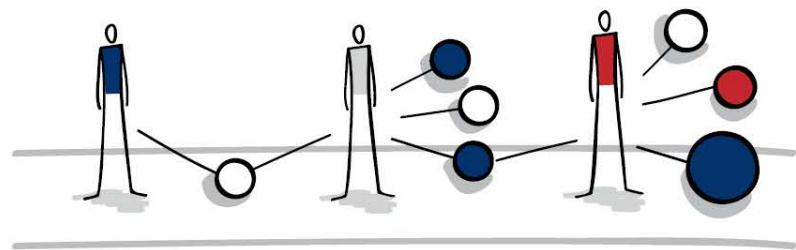


2 SHARE WHO YOU KNOW,
WHAT YOU KNOW, & HOW YOU FEEL

© j. welch

↑ TAKE IT UP A NOTCH

3 TAKE IT UP A NOTCH BY SENDING BOOKS &
ARTICLES OF INTEREST TO YOUR NETWORK



4 USE FORMAL & INFORMAL NETWORKING
TO ENHANCE YOUR CONNECTION FACTOR

MODULE CHAPTER

4.12

THE BOOK YOURSELF SOLID

DIRECT OUTREACH STRATEGY

REACH OUT DIRECTLY TO PROSPECTIVE CLIENTS & REFERRAL PARTNERS WITHOUT BEING PUSHY OR SPAMMY

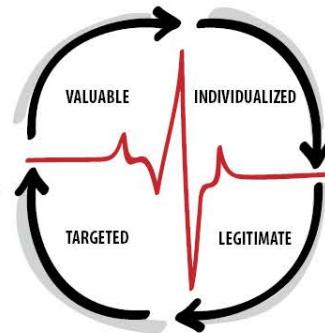


1 DON'T BE THE NOISE THAT
INTERRUPTS THEIR QUIET

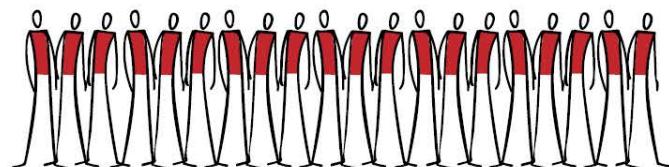


2 AVOID SENDING AN OUTREACH
MESSAGE THAT BREAKS DOWN

3 USE THE VITL
OUTREACH APPROACH
TO ENSURE YOUR MESSAGES
ARE ACTED UPON

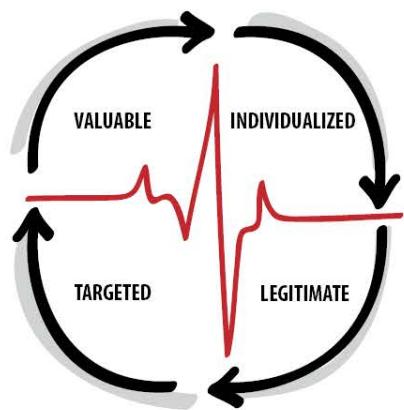


4 CREATE YOUR BYS LIST OF 20, REACH OUT,
TRACK YOUR EFFORTS, & FOLLOW UP

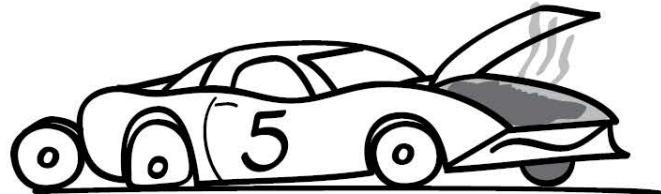




1 DON'T BE THE NOISE THAT
INTERRUPTS THEIR QUIET

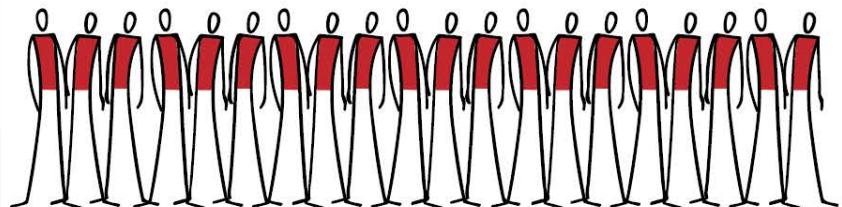


3 USE THE VITAL OUTREACH APPROACH
TO ENSURE YOUR MESSAGES ARE ACTED UPON



2 AVOID SENDING AN OUTREACH
MESSAGE THAT BREAKS DOWN

@jwillis



4 CREATE YOUR BYS LIST OF 20, REACH OUT,
TRACK YOUR EFFORTS & FOLLOW UP

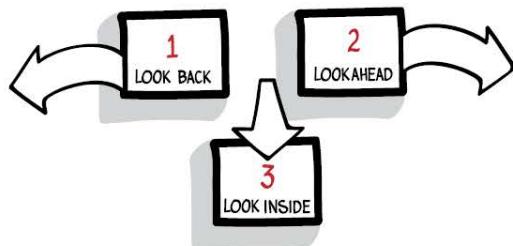
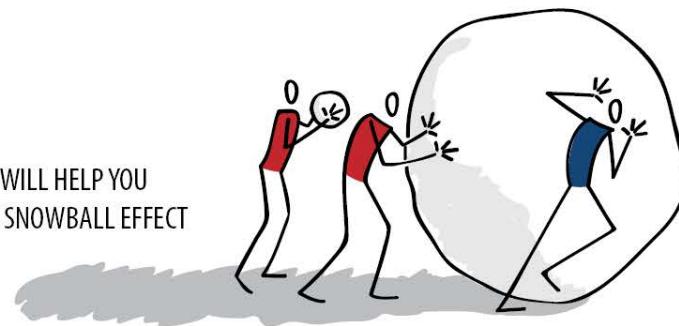
MODULE CHAPTER

4.13 THE BOOK YOURSELF SOLID

REFERRAL STRATEGY

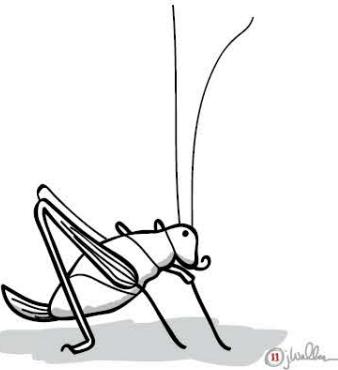
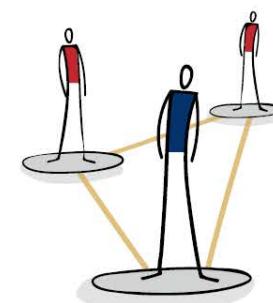
LEARN HOW TO APPROACH THE REFERRAL PROCESS IN PHASES SO THAT EACH REFERRAL BUILDS UPON ITSELF

1 REFERRERS WILL HELP YOU
CREATE THE SNOWBALL EFFECT



2 PRE-REFERRAL WORK:
BEFORE YOU ASK FOR A REFERRAL, THINK IT THROUGH

3 SEIZE THE DAY REFERRAL WORK:
DON'T DELAY—ASK FOR THE REFERRAL

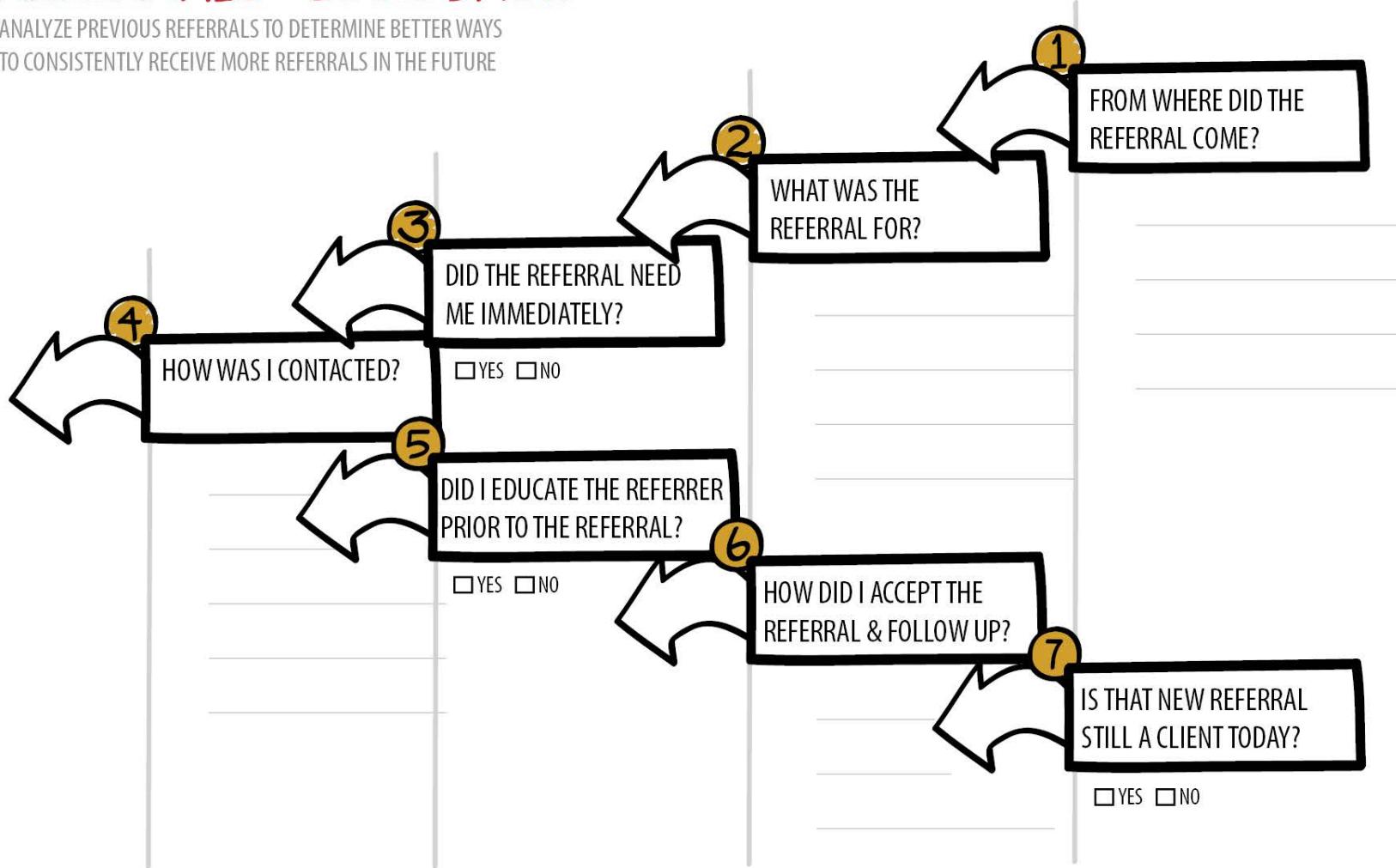


4 POST-REFERRAL WORK: FOLLOW UP OR YOU'LL HEAR
NOTHING BUT THE CRICKETS CHIRP

WRITTEN EXERCISE 13A

REFERRALS-LOOK BACK

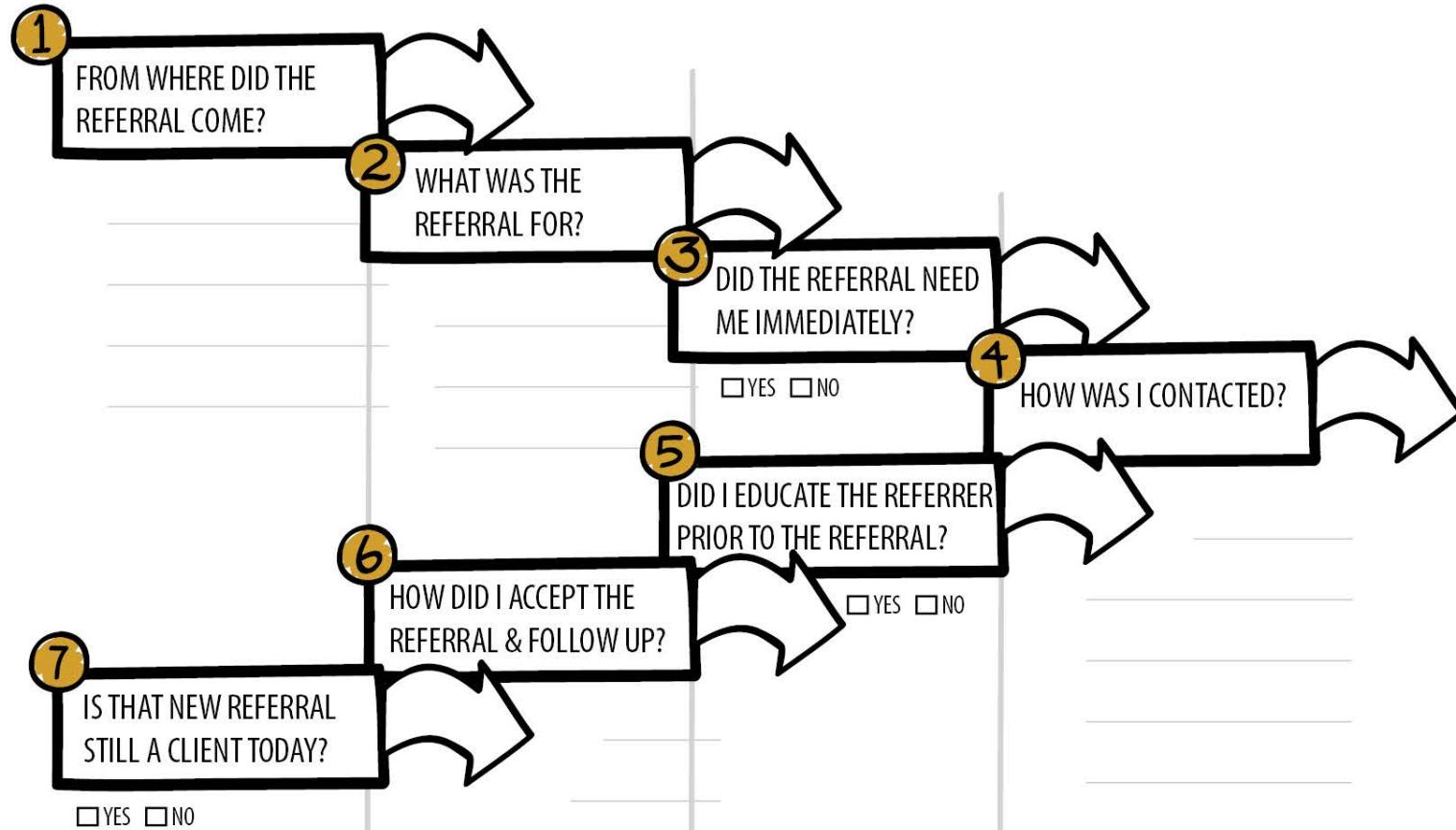
ANALYZE PREVIOUS REFERRALS TO DETERMINE BETTER WAYS
TO CONSISTENTLY RECEIVE MORE REFERRALS IN THE FUTURE



WRITTEN EXERCISE 13B

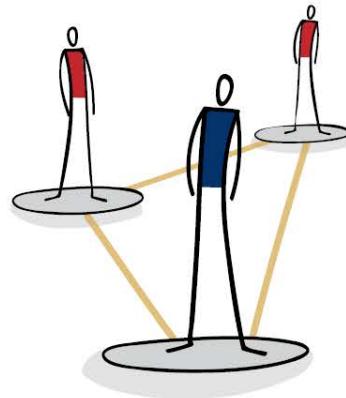
REFERRALS-LOOK AHEAD

GOING FORWARD, LOG ACTIVITY AS NEW REFERRALS COME
TO CONSISTENTLY RECEIVE MORE REFERRALS IN THE FUTURE

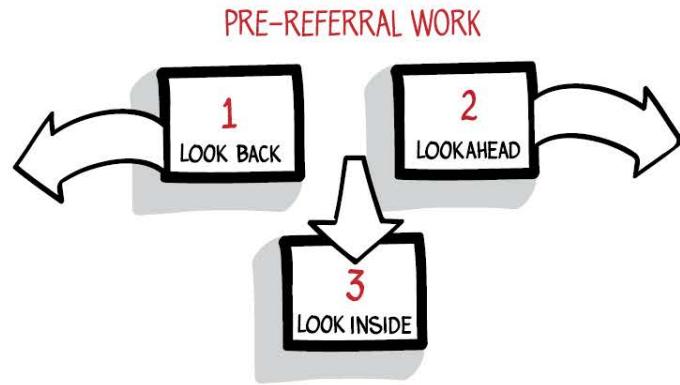




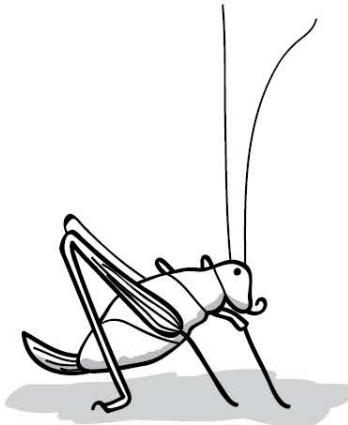
1 REFERRERS WILL HELP YOU
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3 SEIZE THE DAY REFERRAL WORK:
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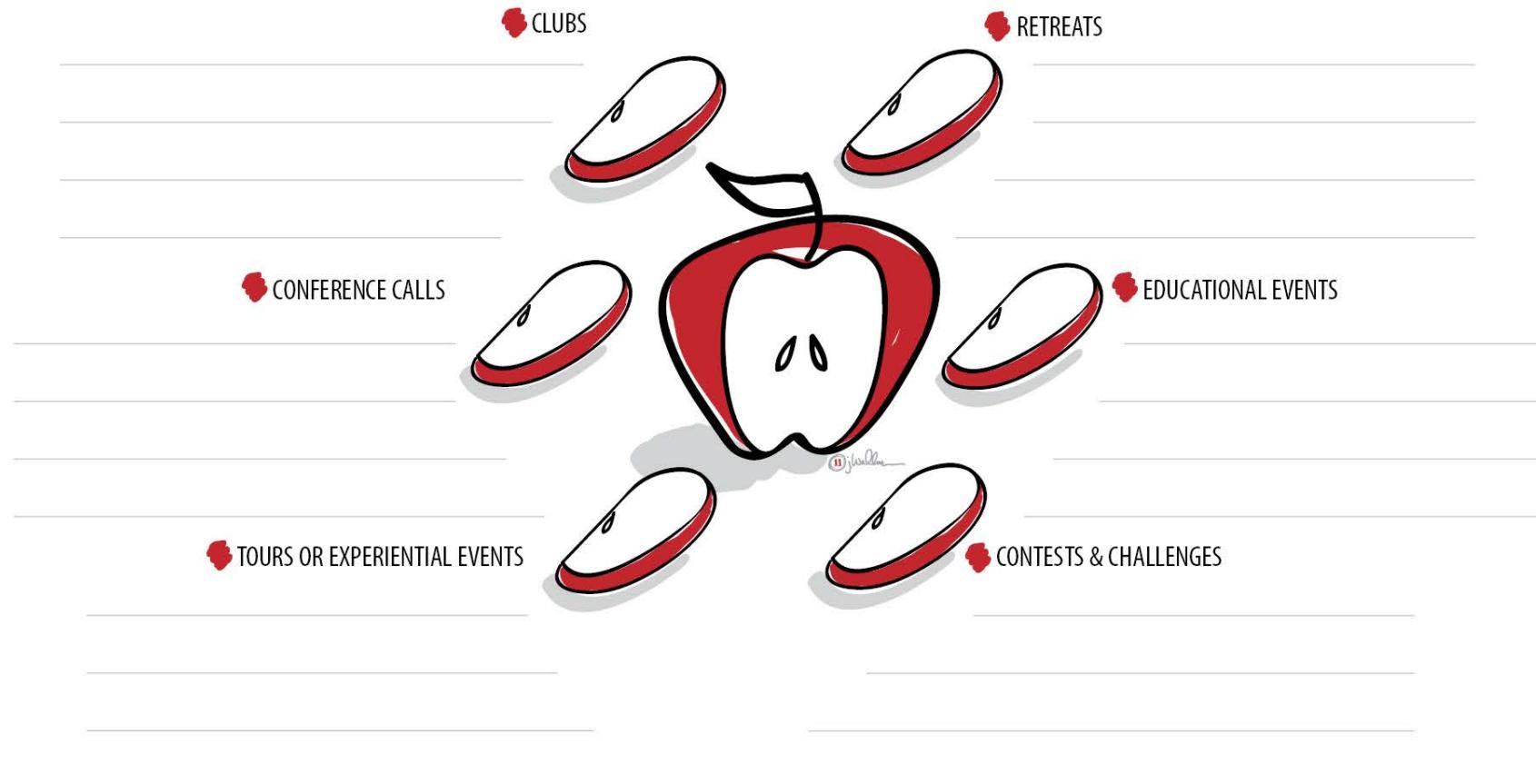


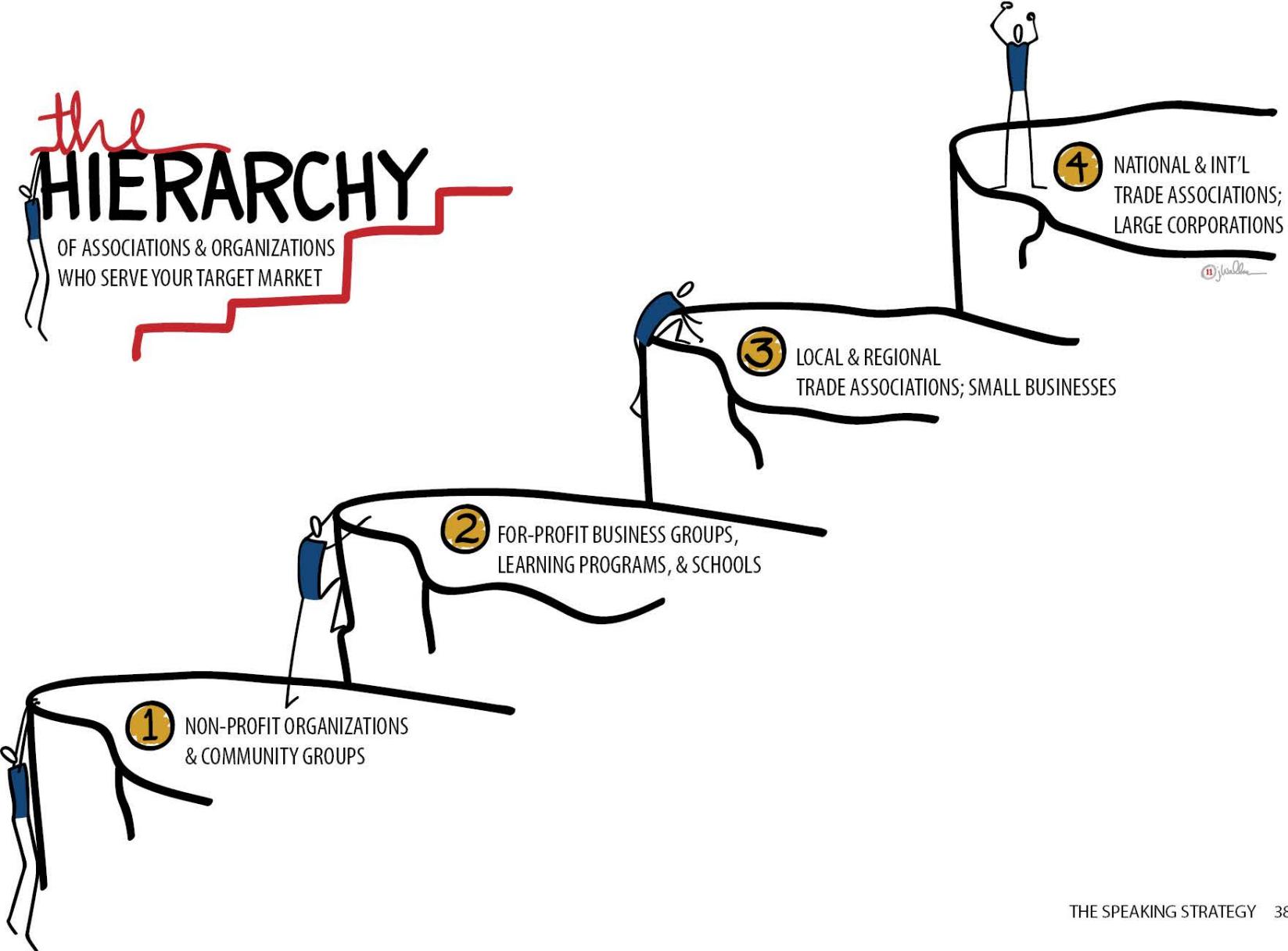
4 POST-REFERRAL WORK: FOLLOW UP OR YOU'LL HEAR
NOTHING BUT THE CRICKETS CHIRP

WRITTEN EXERCISE 14A

ADD VALUE BY WAY OF INVITATION

BRAINSTORM IDEAS FOR INVITING YOUR TARGET MARKET TO SIMPLE EVENTS
WHERE YOU CAN PROMOTE WHAT YOU OFFER & SHARE YOUR FRUIT OF KNOWLEDGE





Written Exercise 14B

LEVEL 1: NON-PROFITS & COMMUNITY GROUPS

Your entry point to speaking and demonstrating is with local not-for-profit community groups or organizations like the community center, churches, YMCA and YMHA, service clubs, or political action groups and chambers of commerce. Some of these groups serve a particular target market, but most are made up of individuals who share similar interests. They're good places to find potential clients and great places to work on your material and practice speaking and demonstrating in front of other people.

WRITTEN EXERCISE: Identify several Level One groups or organizations that you can contact.

LEVEL 2: FOR-PROFIT BUSINESS GROUPS & LEARNING PROGRAMS

Seek out local for-profit business groups, learning programs, and schools, including schools of continuing education and networking groups like The Learning Annex, Business Network International, colleges, and others.

These organizations are higher up the value scale for you because they serve more targeted groups of people who are really there to learn what you have to offer. Furthermore, they tend to be slightly more prestigious than the local not-for-profit community groups.

WRITTEN EXERCISE: Identify several Level Two groups or organizations that you can contact.

LEVEL 3: LOCAL & REGIONAL TRADE ASSOCIATIONS

There are more local and regional trade associations than you can count or ever speak to in a lifetime. Do a quick search on Google to find them. Local and regional trade organizations are excellent opportunities because you know the exact makeup of your audience.

Another avenue to consider, depending on your target market and the kind of services you provide, is businesses, both large and small. I put the smaller businesses on Level Three and the larger corporations on Level Four. Many companies offer educational workshops, programs, and conferences just for their employees.

WRITTEN EXERCISE: Identify several Level Three local or regional trade associations or small businesses that you can contact.

LEVEL 4: NATIONAL & INTERNATIONAL TRADE ASSOCIATIONS

From here you're just going to keep moving up the trade association ladder, from local and regional trade associations to national trade associations and then to international trade associations. There's even a Federation of International Trade Associations (FITA).

Also think about the larger corporations who may bring in a speaker for a lunchtime session. Other times, the setup is more formal, and you'll speak to large groups of people at a conference center. Just be clear on why you're targeting a particular business. Know what you have to offer them that will serve their needs and what opportunities the business or the individuals who make up the business offer you.

WRITTEN EXERCISE: Identify several Level Four national or international trade associations or large corporations that you can contact.



1 SPEAK TO SELF-PROMOTE
& SHARE THE FRUITS OF YOUR KNOWLEDGE



3 USE THE 6 STEP GUIDE TO
ORGANIZING YOUR PRESENTATION



2 GET BOOKED TO SPEAK BY IDENTIFYING THE
ORGANIZATIONS WHO SERVE YOUR TARGET MARKET

© jessie lane



4 DELIVER YOUR MESSAGE
& MAKE IT SIZZLE

MODULE CHAPTER

4.15 THE BOOK YOURSELF SOLID

WRITING STRATEGY

WRITE TO EDUCATE THE PEOPLE YOU SERVE
& PROMOTE THE SERVICES YOU SELL



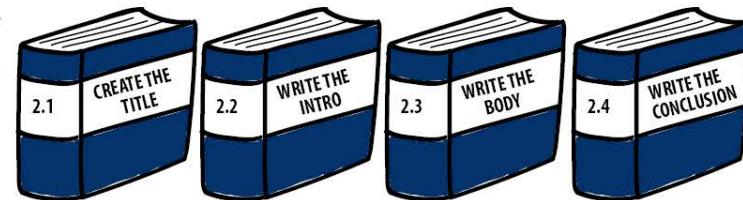
1 YOU CAN GET A LOT OF
MILEAGE OUT OF WRITING



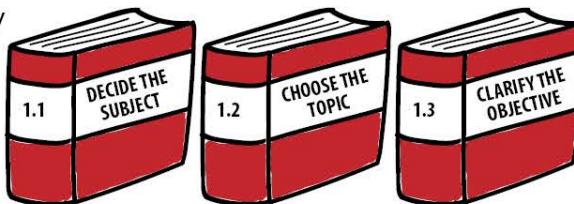
4 WRITING STRATEGY
PART 3: SHARE IT



3 WRITING STRATEGY
PART 2: CREATE IT

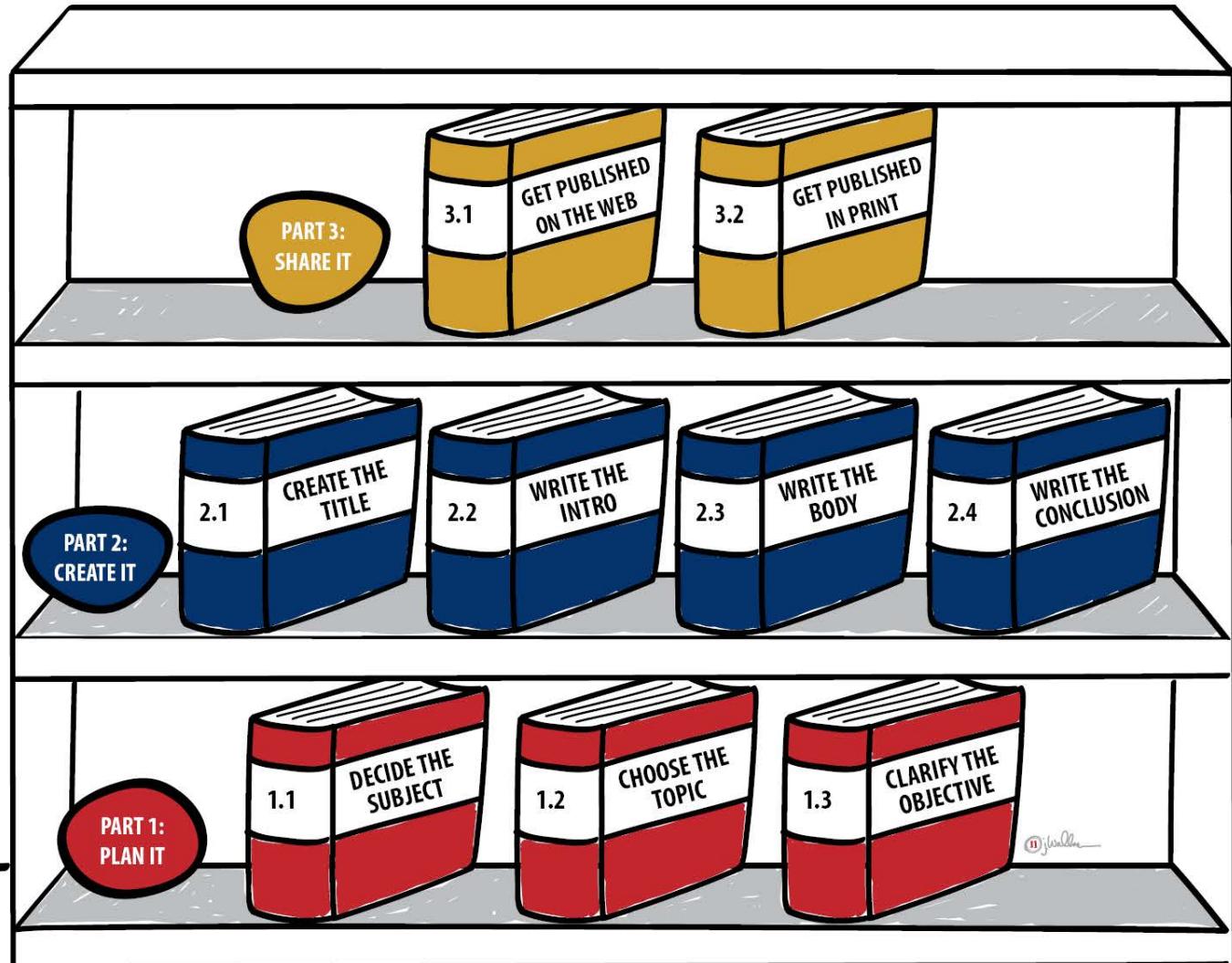
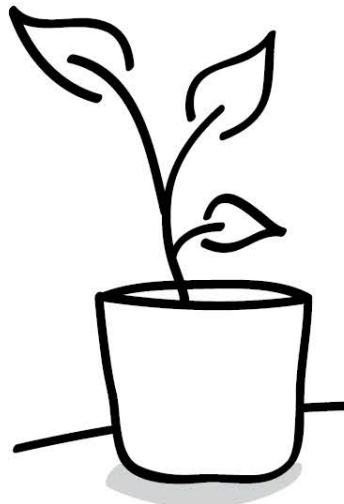


2 WRITING STRATEGY
PART 1: PLAN IT



THE BOOK YOURSELF SOLID

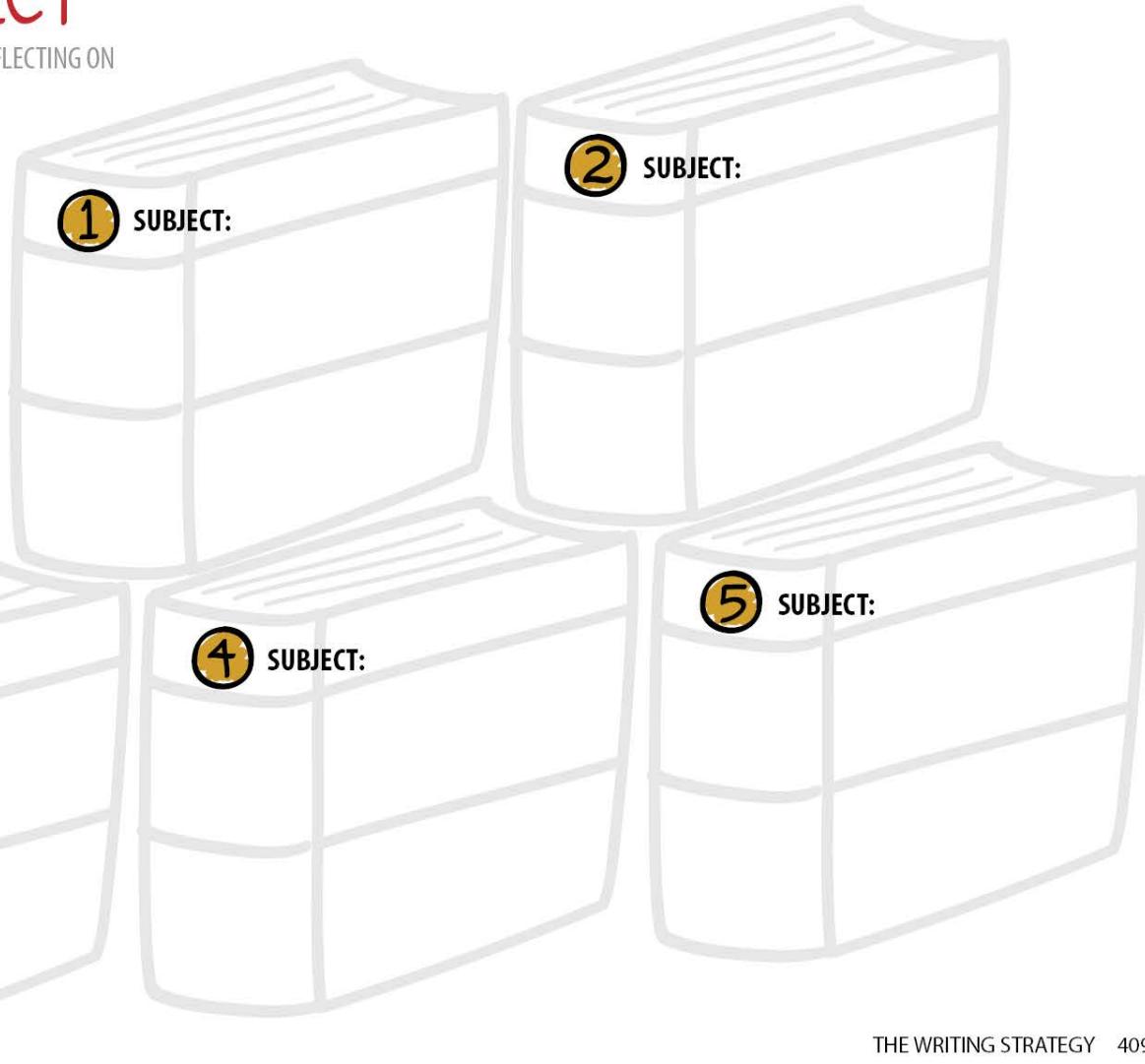
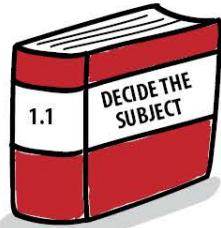
WRITING STRATEGY



WRITTEN EXERCISE 15A

DECIDE THE SUBJECT

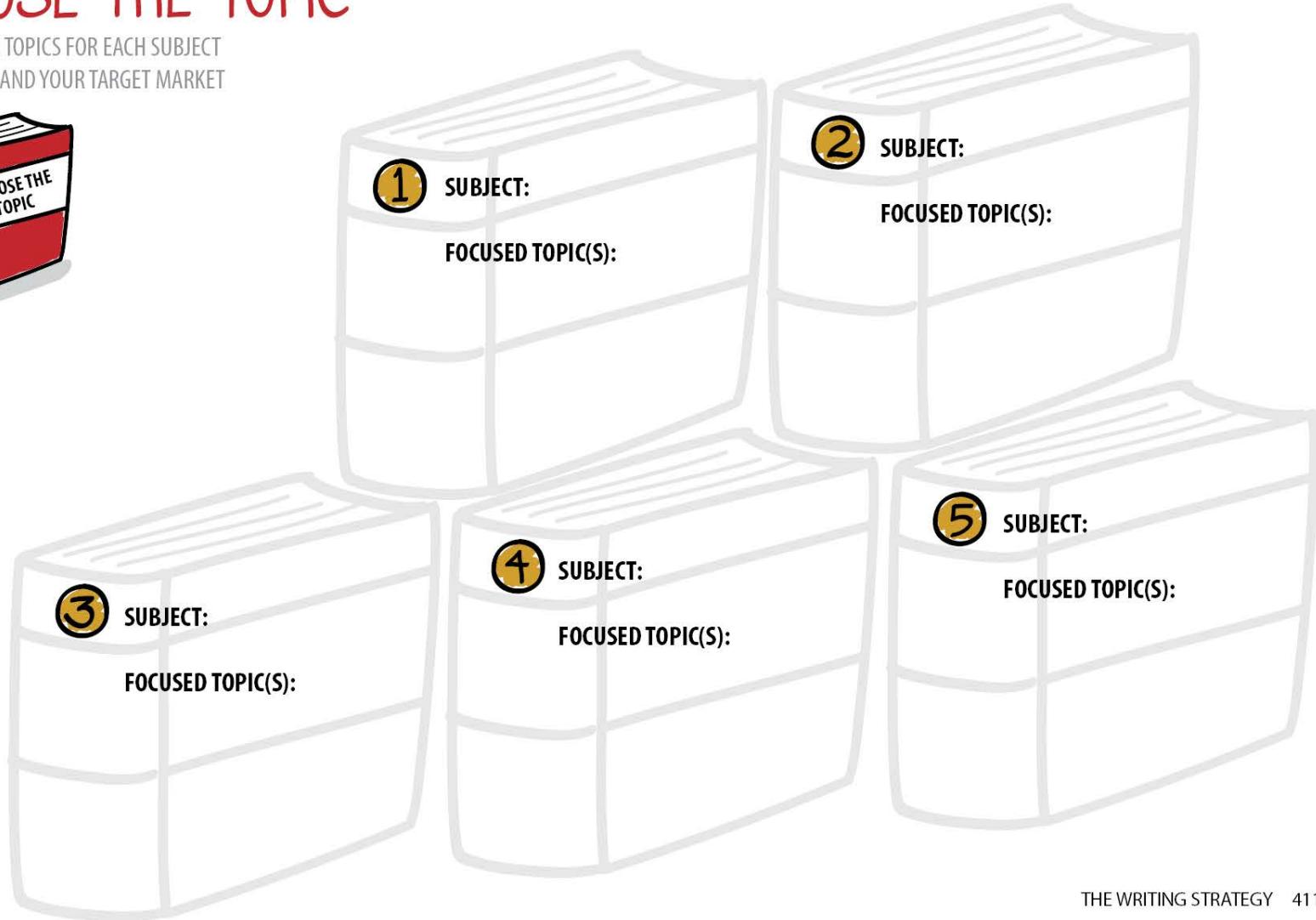
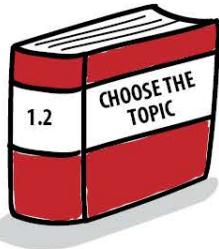
LIST 5 POSSIBLE SUBJECTS FOR YOUR WRITING BY REFLECTING ON
WHAT FITS YOU & WHAT FITS YOUR TARGET MARKET



WRITTEN EXERCISE 15B

CHOOSE THE TOPIC

LIST FOCUSED TOPICS FOR EACH SUBJECT
THAT FIT YOU AND YOUR TARGET MARKET



WRITTEN EXERCISE 15C

CREATE THE TITLE

CREATE ATTENTION-GRABBING TITLES

FOR YOUR TOPICS USING POPULAR KEYWORDS

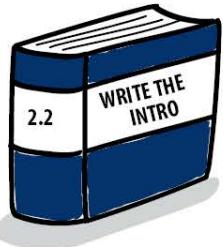


<p>1</p> <p>SUBJECT:</p> <p>FOCUSED TOPIC(S):</p> <p>POPULAR KEYWORDS:</p> <p>ATTENTION-GRABBING TITLES:</p>	<p>2</p> <p>SUBJECT:</p> <p>FOCUSED TOPIC(S):</p> <p>POPULAR KEYWORDS:</p> <p>ATTENTION-GRABBING TITLES:</p>	<p>3</p> <p>SUBJECT:</p> <p>FOCUSED TOPIC(S):</p> <p>POPULAR KEYWORDS:</p> <p>ATTENTION-GRABBING TITLES:</p>
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WRITTEN EXERCISE 15D

WRITE THE INTRODUCTION

WRITE A COMPELLING INTRODUCTORY PARAGRAPH
THAT TELLS THEM WHAT THEY WILL GAIN



SUBJECT:

FOCUSED TOPIC:

ATTENTION-GRABBING TITLE:

WHAT THE READER WILL GAIN:

INTRODUCTORY PARAGRAPH:

Written Exercise 15E

WRITE THE BODY

The body of your article is where you fulfill the promise made in your title and lead-in paragraph by expanding on your theme. Here are a few tips to make the writing of this, the longest part of your article, easier:

- **USE CONCISE INFORMATION.** Try to stick to one idea in each sentence and two or three sentences in each paragraph. Concise bits of information are much easier for your readers to handle and are much less intimidating than long blocks of writing.
- **USE SUBHEADINGS.** These are like mini-titles that explain what's coming next and help break up the writing into manageable sections. Subheadings also help you organize the presentation of your information, somewhat like an outline. Put them in bold text or all capitals to make them stand out.
- **USE LISTS.** Giving your readers information formatted with bulleted lists, numbered lists, or any other visual device also makes the writing easier to read. The bottom line is that even the people who are very interested in your topic are in a hurry and want to get the goods fast.
- **BE CONSISTENT WITH YOUR LAYOUT.** If the first item on your list of bullet points starts with a verb, make sure the first word of every item starts the same way. For example, in this list of five points, each opening sentence—the one in bold red capitals—starts with the imperative form of a verb: use, be, optimize.
- **OPTIMIZE YOUR BODY COPY.** The keyword phrases you selected for your title must also appear throughout the body of your article if you want searchers to have a better chance of finding it. Repeating these phrases just often enough to be effective without going overboard is an art form, so aim for a level of keyword frequency that reads naturally.

Going to the trouble of optimizing your article's body is worth the effort for two reasons:

1. It helps your article get listed higher in the search engine results than other content, especially if other writers don't include relevant keyword phrases in their articles.
2. It will satisfy people doing the search because you've helped them find information that speaks directly to their needs. And people (you) who help other people (your readers) get what they need are often thought of very highly and remembered!

So you can see that adding relevant keyword phrases to the title and body of your article helps both you and your readers.

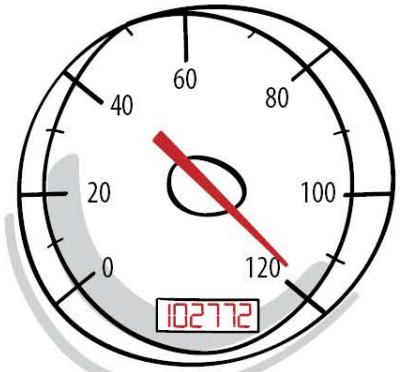


WRITING STRATEGY PART 2.3

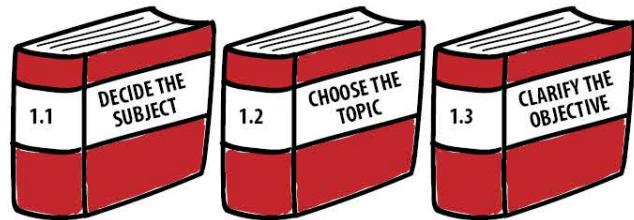
I know you love the visual worksheets, but now it's time to get out your journal or your laptop and get cracking.

STEP 1: Review your work from Written Exercise 15D.

STEP 2: 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.

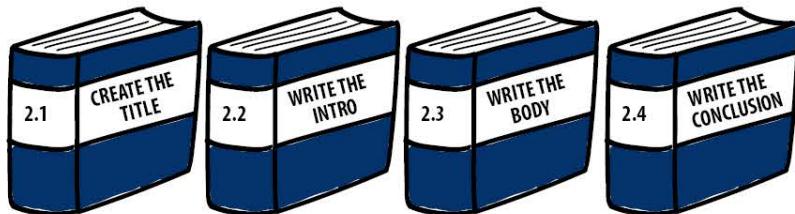


1 YOU CAN GET A LOT OF
MILEAGE OUT OF WRITING

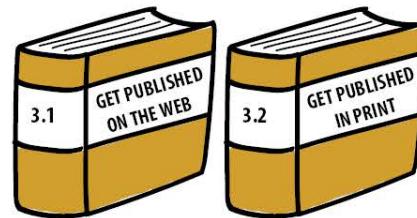


2 WRITING STRATEGY
PART 1: PLAN IT

 J. Walker



3 WRITING STRATEGY
PART 2: CREATE IT

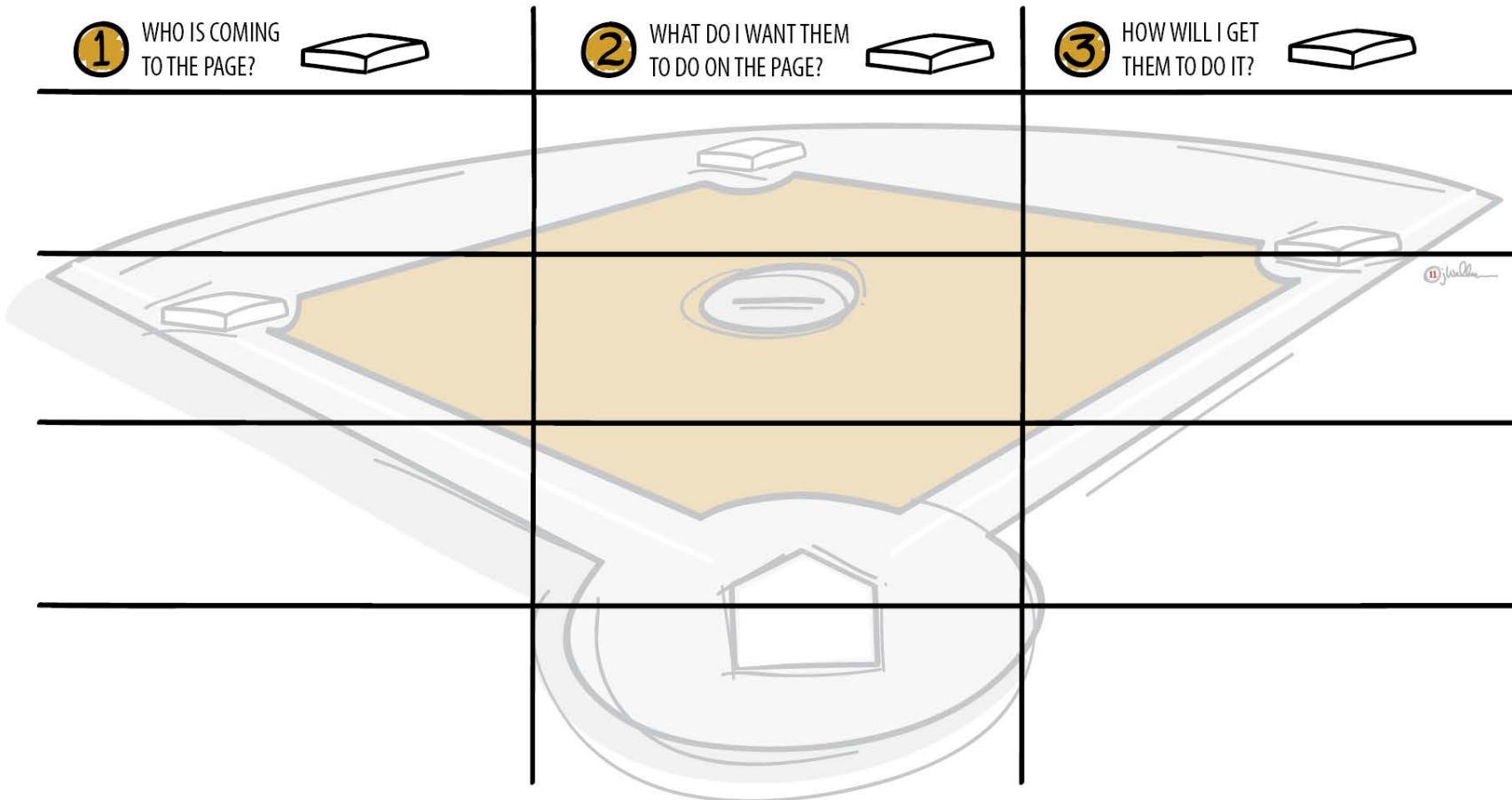


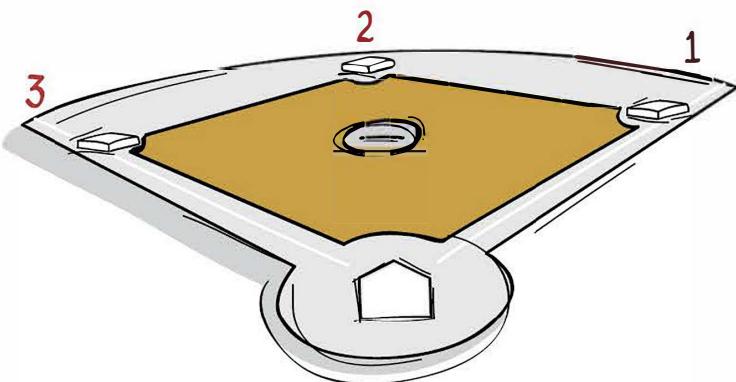
4 WRITING STRATEGY
PART 3: SHARE IT

WRITTEN EXERCISE 16A

WEB PAGE CONTENT & STRUCTURE

BUILD A WEB SITE WITH PAGES THAT FOCUS ON YOUR TARGET MARKET,
WHAT ACTIONS YOU WANT THEM TO TAKE, & HOW YOU WILL GET THEM TO DO IT





1 BUILD IT (RIGHT)
AND THEY WILL COME

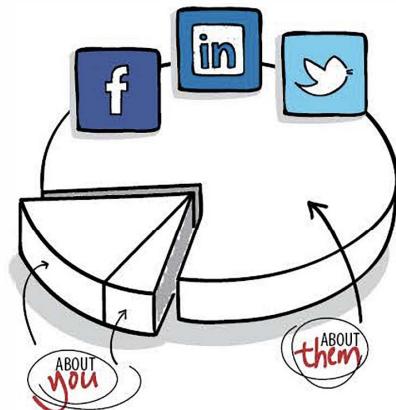


3 CONVERT THEM TO CLIENTS WITH THE
PRINCIPLE OF ENTICEMENT & CONSUMPTION



2 USE THE 6 TECHNIQUES TO GET
MORE VISITORS TO YOUR WEB SITE

© J. Walker



4 USE SOCIAL MEDIA, FOLLOW THE 80/20 RULE,
& SET A SCHEDULE TO BE CONSISTENT

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Michael Port

