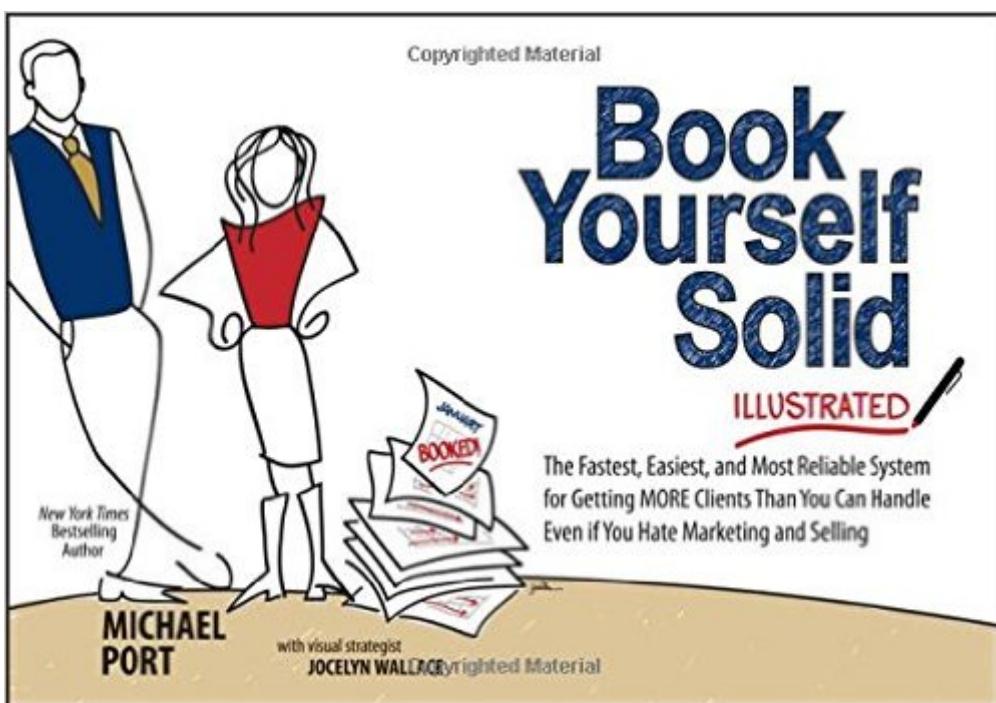


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Book Yourself Solid Illustrated: The Fastest, Easiest, And Most Reliable System For Getting More Clients Than You Can Handle Even If You Hate Marketing And Selling



Synopsis

A visual way to easily access the strategies and tactics in Book Yourself Solid Learning new concepts is easier when you can see the solution. Book Yourself Solid Illustrated, a remarkable, one-of-a-kind work of art, transforms the Book Yourself Solid system into a more compelling and easy-to-consume playbook for any business owner. You won't find business school graphs or mind maps. Instead, you'll find compelling, visual stories that reinvent old and tired business concepts, making Book Yourself Solid Illustrated a fun and playful book that you will revisit year after year as you get more clients than you can handle. There isn't a business book on the market that can show you how to apply the strategies, techniques, and skills necessary to generate new leads, add more clients, and increase profits through visuals. Previously you could only read or listen to advice, now you can see it and get it faster. This illustrated version is organized into four modules: your foundation, building trust and credibility, simple selling and perfect pricing, and the Book Yourself Solid 6 core self-promotion strategies. Reengineering the book with visual strategist, Jocelyn Wallace, has given author Michael Port new ways of explaining and expanding his gold-standard material. Author Michael Port has been called a "marketing guru" by the Wall Street Journal and "an uncommonly honest author" by The Boston Globe, and wrote Book Yourself Solid (in its 2nd edition), Beyond Booked Solid, The Contrarian Effect which was selected as a 2008 top ten business book by .com and the 2008 #1 sales book of the year by 1-800-CEO-READ, and The New York Times Bestseller, The Think Big Manifesto. Author is one of the most popular business coaches in the world and headlines events all over the world. Master the techniques in Book Yourself Solid Illustrated, and take your service business to the next level today. For the first time ever you can have the Book Yourself Solid Mobile app. Install it on any device and the Book Yourself Solid System comes to life. Do all of 49 exercises from the new book on any device, including your desktop computer. This thing rocks.

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Customer Reviews

Michael Port begins his book practically: "[T]here may be two simple reasons why you don't serve as many clients as you'd to today. You either don't know what to do to attract and secure more clients or you know what to do but you're not actually doing it" (p. xxvii). In the pages that follow, he unpacks his "Booked Solid System" to which he ascribes the power to solve both of those stated problems. Contrasting "old school" and "new school" marketing methods, he writes, "[Many] have come to believe that marketing and selling is pushy and self-centered and borders on sleazy ... You must never fall into the typical client-snagging mentality. If you do, you'll operate in a mentality of scarcity and shame as opposed to one of abundance and integrity" (p. xxix). Questions to ask yourself: How can I be fully self-expressed in my work to create meaning for me and those whom I serve? How can I work only in the areas of my greatest strengths and talents so that I can shine? How many relationships with people of purpose did I make and deepen? How can I better listen to and serve my ideal clients? How can I wow people with substance? How can I overdeliver on my promises to my clients? How can I cooperate with other professionals to create more abundance? Port's claim is a large one: "If you keep asking yourself these questions, if you set a solid foundation for your business, build trust and credibility within your marketplace, and use the seven core self-promotion strategies [offered later in the book], you'll be booked solid in no time" (p. xxx). His layout of information consists of 3 modules: Your Foundation, Building Trust and Credibility, and The Seven Core Self-Promotion Strategies.

Is this book worth \$30? That's really the only question that you're asking and the reason you're reading the reviews. You're trying to eliminate risk. I get it. I read reviews and trust them more than anything when making a buying decision. So is it worth \$30? The difference between that question with most books I buy and this one is that this book is about 3X what I usually spend on a book. It has trained me that books cost \$10, great ones cost \$13. So how good does a book need to be to cost \$30? Really good. The content has to be good and the book itself has to be materially solid. I read Michael Port's original version of Book Yourself Solid several years ago when it first came out

and it was a difficult book to read. It was difficult because it wasn't a "quick read" or "an inspiring message". BYS was about how to get more business so it had strategy, logic and lists of things I could do to book myself solid. It was more textbook than feel good story so while I did enjoy it immensely it frankly was a lot of work to go through. It's a lot of work to actually do what Michael Port teaches. It also works. Port's books are hard to read for one reason alone. They will remind you of the truth that you aren't living. They will remind you that there are things you should be doing but probably aren't. He will teach you practical four step processes to follow when you sell that if followed will work. They'll work by either aligning you with who you should work with or separating you from the people you shouldn't work with. Port actually coined the phrase "red velvet rope policy" that teaches us to make clients feel like they're getting something special when they work with us.

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