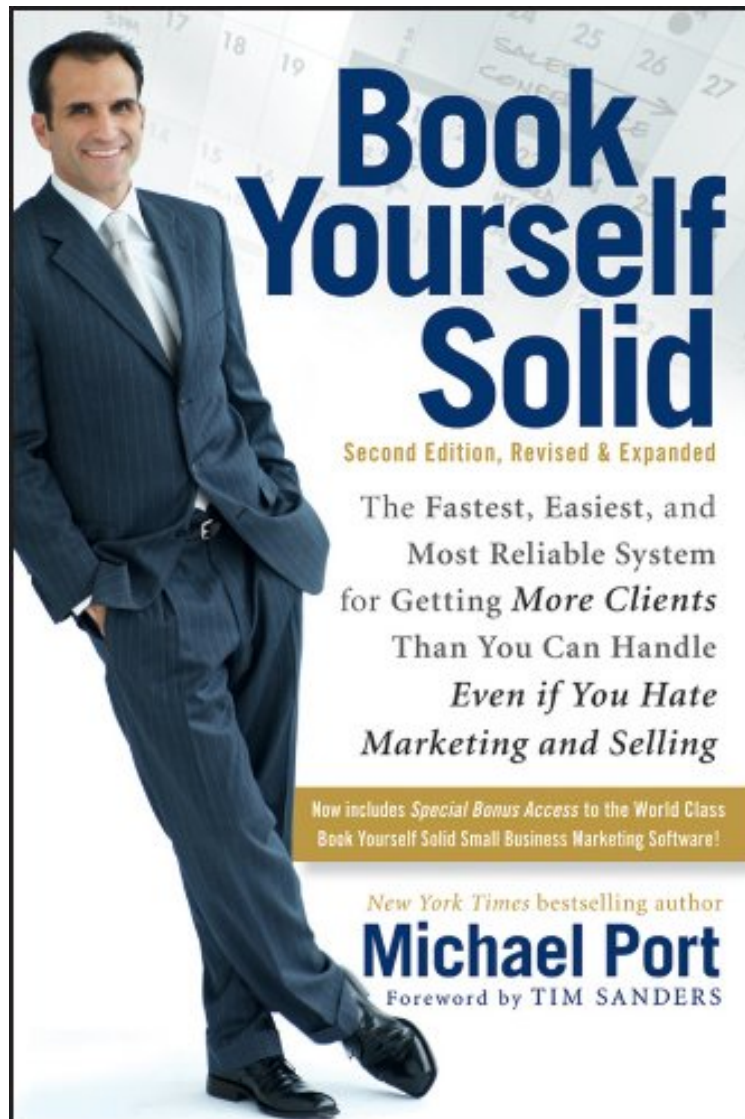


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## **Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling**

*Michael Port*

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**Michael Port : Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling** before purchasing it in order to gage whether or not it would be worth my time, and all praised Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling:

2 of 2 people found the following review helpful. Book Yourself Solid is a Godsend By Kristine M. Smith As an author and freelance copywriter, one of my bugaboos has always been self-promotion and networking. Although I'm a terrific promoter of other people's products and services via the written word as a copywriter, I've always found the idea of stepping out of my comfort zone and networking for additional business (or to sell the six books I've written) scary and daunting. I guess that's because I've met too many people who "network" the wrong way! I never wanted to be seen as one of them: pushy and "in your face." (Then again, maybe the others I've met who network do so with such finesse, as shown in this book, that it never occurred to me that they were "networking" or "pushing" their products, book or services at all!) Of course my aversion to talking about what I do for a living left me on the outside looking in. IF/WHEN people found out what I do, by way of another person introducing me, they always seemed surprised and delighted. But even then I'd deflect the conversation to something else--anything else!--to keep the attention off myself. (Confession time: I hated my own birthday parties as a kid. Too much focused attention! And when teachers would read what I'd written in class, I would want to melt, run under someone's shoe and disappear!) So BOOK YOURSELF SOLID seemed to be something I "needed" to read. It has revolutionized my way of thinking. It has given me the mindset I need to recognize that what I do is extremely valuable (to small business owners who can't afford paying a fortune for a copywriter, and for readers who love the kinds of subjects I tackle in my books) and that there is no shame in letting people know (like the Whos in Whoville) "I'm here! I'm here!" If I could give BOOK YOURSELF SOLID more stars, I would. But then you'd see nothing but stars! There's much more to BOOK YOURSELF SOLID than I've mentioned here. LOTS more. This is just the primary way in which the book has served my immediate, most pressing needs. It has turned this shy gal into a professional who networks with the best of them the RIGHT way. It's becoming less alien each time I do it. I'm still a work in progress, but I'm getting there! Thank you so much, Michael Port, for this helpful, amazing, step-by-step guide to booking myself solid! BRAVO!!! Kristine M Smith Copywriter, Author of 5 books at Serval Son: Spots and Stripes Forever DeForest Kelley: A Harvest of Memories : My Life and Times With a Remarkable Gentleman Actor Let No Day Dawn That the Animals Cannot Share Floating Around Hollywood: And Other Totally-True Tales of Triumph Purposeful Christianity: Sharing the Verve and Value of the Prince of Peace

1 of 1 people found the following review helpful. Solid book written by a solid communicator By Customer I saw Michael Port on a video once, and his personality drew me to his work. He is a down to earth, everyday person, with tons of experience in both film and public speaking and he makes the information he is sharing easy to understand and easy to use. He is constantly reinforcing his techniques, and always injecting humor to keep your interest. The things he brings out sometimes appear to go against convention, hence his "break the rules" motto, yet he gives much respect to the rules of speaking, which provide for an entertaining and captivating speech, especially when you do things that are unexpected and different. Great Book! Highly recommended for anyone in Public Speaking or wishing to grow your business, because business is relationships, and relationships are built on trust and communication. Michael Port delivers on both.

0 of 0 people found the following review helpful. Just the knock in the head that I needed By Customer I purchased and am reading not only this book, with all the words, but the other one with the pictures also. The picture book is easier to read but words help add depth and meaning to the pictures. I recommend both. My only issue with this book is that as I was starting my business I was in a big hurry to bowl people over with my awesomeness and take orders for my highest revenue services. This book was, and is, a bit of a wake up slap upside the head that my bull in a china shop approach isn't the best approach for me or my customers. There have been times when I felt like, and still do, that I just need to throw this book away and go knock on doors, however, there's little question the exercises I'm going through are worthwhile. As additional evidence, every fellow 'consultant' I talk to about some of the things I'm reading here, and doing, is blown away by the volume of 'great ideas' I have. Yes, Michael, I attribute them all to you.

The new edition of the bestselling business development guide *Book Yourself Solid, Second Edition* reveals why self-promotion is a critical factor to success, giving you a unique perspective that makes this guide much more than an ordinary "how to" manual for getting more clients and raising a business profile. *Book Yourself Solid, Second Edition* enables you to adopt the right promotional perspective and provides the strategies, techniques, and skills necessary to get more clients and increase profits. Through verbal and written exercises, you'll discover the keys to developing a strong marketing plan and brand image. Features unique, personalized, updated social media marketing strategies for service professionals Provides new pricing models and sales strategies for simpler selling Delivers fresh networking and outreach strategies guaranteed to take only minutes a day Offers new solid product launch strategies and tactics for creating instant awareness Author a New York Times bestseller, TV personality, and highly recognized professional speaker Get the proven tools you can put into effect today with *Book Yourself Solid, Second Edition*, and watch your business grow exponentially!