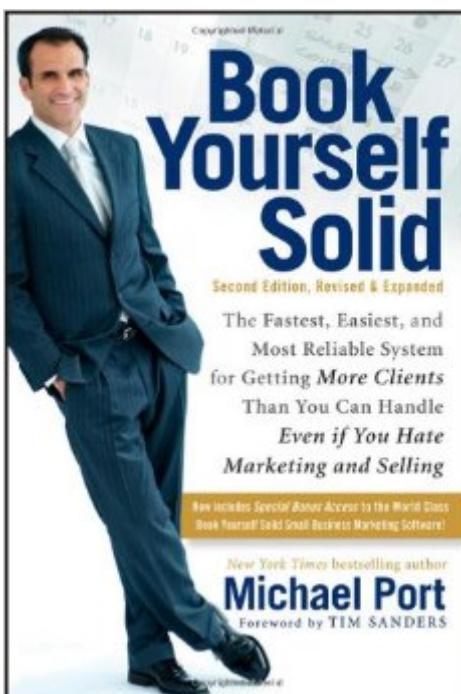


The book was found

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



Synopsis

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!

Book Information

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Customer Reviews

I met Michael Port live at a conference and have heard him on several teleseminars. I've seen him on Sex and the City (he got to give a somewhat brotherly kiss to Sarah Jessica Parker after they lounge around the cushions of Bed Bath and Beyond). Therefore I read BYS knowing that Michael Port is good-looking, charismatic and smart, with a warm, well-trained voice. He could read the phone book and sound convincing. And he's a brilliant marketer. Who wouldn't kill for package

names like Book Yourself Solid and Think Big Revolution. So readers approaching Book Yourself Solid may well be wondering, "Will hanging out with the Beautiful People make me beautiful too? If we take Michael's courses and buy his books, will we also become charismatic and wildly successful?" Maybe. BYS works best as an overview: what's involved if you're thinking of starting a client-driven website-based business. For a true newbie, or even someone in the started-but-struggling phase, BYS will give glimpses of what might be, not a stand-alone how-to. I recommend starting Book Yourself Solid (BYS) on page 31. Chapters 3 and 4 are the best in the book and I would recommend the book to my own clients just to get those chapters. Chapter 2, Branding, takes readers through a set of self-awareness exercises that (while a bit touchy-feeling) can help newbies differentiate themselves from the pack. Chapter 4, how to talk about what you do, showcases Port's strongest point: relate your business to the client's needs not your own processes. Skip the pages of testimonials, which don't seem to come from people who actually used the BYS program as clients.

This is the pre-"I'm finished with the book" review. I'll write an updated review after I've completed all the lessons. This is one of the best marketing books I ever have read AND used. I'm continuously implementing the advice given, not simply reading and saying "Oh, that sounds nice", then doing nothing with the information given. Book Yourself Solid will drive you into taking constructive conscious action, as opposed to throwing tons of things together in order to create a quick profit. This isn't the type of marketing book for someone who is: 1. Looking to make tons of cash ASAP and could care less about their customers. 2. Running their own business because it seems like an interesting idea and they're out to impress others. 3. Not doing what they love yet expect to rake in the riches and all the side effects of success. I have to STRONGLY stress #3. I know business owners who hate what they do, yet feel trapped by the business. They think they can't leave and start all over again. They run around trying to find the latest info on how to make something that isn't working work (the business). Look into your heart and be honest. If you know that it's time to let your business go, let it go. Don't continue to force yourself to do something you know you don't like. If you read Book Yourself Solid, it just could be the thing to get you out of the door and into something more profitable and enjoyable. Do what you love, it's the first step to success. This book provides the type of information that's valuable to people who know who they are, what they stand for, and what they want to create even more social value in the world.

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