



## Book Yourself Solid

Notes by Frumi Rachel Barr, MBA, Ph.D.

**Author:** Michael Port

**Publisher:** John Wiley & Sons

**Copyright year:** 2006

**ISBN:** 978-0-470-28190-1

**Author's Bio:** Michael Port is also author of *Beyond Booked Solid*. He's been called a "marketing guru" by the Wall Street Journal and is a renowned public speaker. A slightly irreverent, sometimes funny, knowledgeable, compassionate, and passionate performer, Michael hits his mark every time and leaves his audiences, readers, and clients a little smarter, much more alive and thinking a heck of a lot bigger about who they are and what they offer the world.

**Author's big thought:** Ninety-three percent of clients who have used the Book Yourself Solid system have increased the number of clients they serve by over 34 percent and increased their revenue by over 42 percent within the first year. There is no question that the Book Yourself Solid system can change our business and your life. The author will show you the way to a profitable, meaningful, and absolutely booked-solid business, overflowing with as many clients as your heart desires, clients who energize and inspire you, clients with whom you do your best work, clients who will pay you handsomely.

### Preface

- The Book Yourself Solid system is supported by both practical and spiritual principles. From a practical perspective there may be two simple reasons why you don't serve as many clients as you'd like 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. The Book Yourself Solid system is designed to help you solve both of these problems.
- From a spiritual perspective I believe that if you have something to say, if you have a message to deliver, if there are people you want to serve, then there are people in this world that you are *meant* to serve.
- Many talented and inspired service professionals run from marketing and sales because they have come to believe that marketing and selling is pushy and self-centered and borders on sleazy. This old-school paradigm is not the Book Yourself Solid way; it is the typical client-snagging mentality. And 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.

## **Module One: Your. Foundation**

- To be booked solid requires that you have a solid foundation. That foundation begins like this:
- Choose your ideal clients so you work only with people who inspire and energize you. Understand why people buy what you are selling.
- Develop a personal brand so you're memorable and unique.
- Talk about what you do without sounding confusing or bland.

### **Chapter 1: The Red Velvet Rope Policy**

- The *red velvet rope policy* allows in only the most ideal clients, the ones who energize and inspire you. If you don't currently have this policy, you will shortly.
- Why? First, because when you work with clients you love, you'll truly enjoy the work you're doing; you'll love every minute of it and when you love every minute of the work you do, you'll do your best work, which is essential to book yourself solid.
- Second, because you are your clients; they are an expression and an extension of you
- The first step in building your foundation is to choose your ideal clients, the individuals or businesses with whom you do your best work, the people or environments that energize and inspire you.
- **Dump the Duds** - .Your dud clients are those you dread interacting with, who drain the life out of you, bore you to tears, frustrate you, or worse, instill in you the desire do them—or yourself—bodily harm.
- Taking a Booked Solid Action Step is a bold action and requires courage. And courage is not about being fearless—it's about owning your fear and using it to move you forward, to give you strength.
- There is no more rewarding feeling than the pride you'll feel once you've moved past the fear to do what you set out to do. Maybe you'll find it easier to take it one step at time. Start by referring out just one of those dud clients. The feeling of empowerment you'll have once you've done it will motivate you to continue pruning your list of clients until the duds have all been removed.
- Clients who are not ideal for you are most likely ideal for someone else. There's nothing wrong with them, of course. They're just not right for you- So keep in mind that you don't need to fire clients; you just need to help them find a better fit.

### **Creating Your Red Velvet Rope Policy**

- The benefits of working with ideal clients are many and meaningful:
  - You'll have clean energy to do your best work.
  - You'll feel invigorated and inspired.
  - You'll connect with clients on a deeper level.

- You'll feel successful and confident
  - You'll know your work matter and is changing lives.
  - The magic of you will come to life!
- By knowing who your ideal clients are and selecting only those who have at least 75 percent of the qualities you identify, you will have more fun, accomplish greater results, and experience incredible joy and fulfillment in your business. ^
  - This is beneficial because you'll be able to identify other ideal clients you'd love to work with. People enjoy knowing how important they are to you, and if they know you do your best work with, and for, people like them, they are much more inclined to work with you. It raises the stakes for them.
  - Turn your requirements into client filters such as these:
    - I feel more energized and excited after working with my clients.
    - My clients seek open feedback, and better yet, they take action when they get it.
    - My clients do not procrastinate; they rapidly respond to new opportunities.
    - My clients are naturally optimistic and do not complain.
  - When you're fully self-expressed, fully demonstrating your values and your views, you'll naturally attract and draw to yourself those you're best suited to work with, and you 'll push away those you're not meant work with.
  - The process we've just worked through is one that you must do on a regular basis.
  - As Tom Peters has aid: "This is your fife. You *are* your clients. It is fair, sensible, and imperative to make these judgments. To dodge doing so shows a lack of integrity.'
  - Doing so is one of the best and smartest business and life decisions you can make. It's crucial to your success and your happiness. Prune regularly and before you know it you'll be booked solid with clients you love working with.

## **Chapter 2: Why People Buy What You re Selling**

- Taking the following four steps will help you keenly understand why people buy what you're selling, an essential component in creating relentless demand for your services.

### ***Step 1: Identify Your Target Market***

- Your ideal clients are those individuals who energize and inspire you; your target market is the demographics of the group you're most passionate about serving.
- Your target market and your niche are not the same. There's an important distinction between the two: Your target market is the group of people you serve, and your niche is the service you specialize in offering to your target market.
- If your target market isn't specific enough or the right one for you, the rest of the book won't be as effective.

- The ultimate benefit of identifying a target market is that it allows you to more easily determine where to find potential clients who are looking for what you have to offer. This way you know where to concentrate your marketing efforts and what to offer that is compelling and well received.
- Marketing and sales isn't about trying to convince, coerce, or manipulate people into buying your services. It's about putting yourself out in front of, and offering your services to, those whom you are meant to serve—people who already need and are looking for your services. In order to reach them you've got to know where to find them.
- You can serve your clients much better, offer them much more of your time, energy, and expertise, if you narrow your market so that you're serving only those who most need your services and who can derive the greatest benefits from what you have to offer.
- While it may seem counterintuitive to narrow your market in order to gain more clients, that's exactly what you need to do to successfully book yourself solid.
- Being known as an expert with one target market makes it much easier to successfully move into another.
- **Your Passions, Natural Talents, and Knowledge Are Key.** Consider what you're most passionate about, what excites you, and what you enjoy doing so much that it feels more like play than work and that will allow you to make the most of your natural talents and your knowledge.
- If you've been in business for a while, even if you may not have as many clients as you'd like, the clients you do have can help with this process. Look at the clients you're currently serving. Look for common elements among them
- Remember to tune into your intuition. Allow yourself to at least explore every possibility, no matter how wild, silly, or unrealistic it may seem on the surface.

### ***Step 2: Identify the Urgent Needs and Compelling Desires of Your Target Market***

- You must offer what your potential clients want to buy, not what you want to sell or think they want to buy. You must be able to look at your services from your client's perspective—their urgent needs and compelling desires.

### ***Step 3: Offer Investable Opportunities***

- If your potential clients are going to purchase your services and products, they must see them as investable opportunities; they must feel that the return they receive is greater than the investment they made.
- The return is almost always financial or emotional. And the potential return on investment for your clients must be evident before they purchase services from you.
- The secret to having a successful business is to know what your clients want. So rather than talking about what you do, focus instead on clear, specific, and detailed solutions that solve your clients' problems. People aren't buying what you do. *The* science, technique, or technical name that you use won't get clients to hire you! Clients who understand the distinct benefits and advantages you offer will jump at the chance to work with you.

### ***Step 4: Uncover and Demonstrate the Benefits of your Investable Opportunities***

- Benefits are sometimes tangible results, but more often they're intangible; they're the effects our services have on your clients' quality of life. They are what make your offer an investable opportunity. They are what people buy.
- Identifying benefits allows you to speak to and touch your target market on a much deeper and more personally and emotionally connected level. The more benefits you uncover, the quicker you will start to attract new clients. People buy results and the benefits of those results.
- Every time you communicate use words that you hear your clients use and express very specific solutions to their very prominent problems.
- **Relax, Be Playful, and Have Fun!** Look for the humor in everything you do and think of ways you can have fun and help your clients at the same time. Don't be afraid to
  - Be playful and quirky—be yourself.
  - Be full of energy—enthusiasm is contagious.
  - Help others laugh a lot—it's the best sales technique in the world.
- **Clients Want You to Help Them.** View your role with your clients as that of a highly important and trusted advisor. Start to view yourself as a leader in their life.
- We all want someone to believe in. Be that person and you can write your own ticket. If you view yourself as a trusted advisor, clients will never forget you.
- Always be communicating. Let everybody and anybody know how you help people:
  - Whom you serve (your target market).
  - What their urgent needs and compelling desires are.
  - The investable opportunities you have to offer them.
  - What the benefits of your investable opportunities are.
- **Market Research** – If you can provide what others in your field aren't providing, you'll very quickly create a demand for your services. Consider as well whether there are services you could improve on or unique advantages you can offer to your target market others that others can't offer or aren't offering.
- Surveys are another great way to identify potential target markets.
- Choosing a target market you can feel passionate about serving can be an enjoyable and immensely rewarding process if you approach this process with an open mind and an attitude of play, reaching out for help from family, friends, or a professional business coach to guide you.

### Chapter 3: Develop a Personal Brand

- A personal brand will serve as an important key to your success. A personal brand will help clearly and consistently define, express, and communicate who you are, whom you serve, and why you have chosen to dedicate your life and work to serving your target market so that you can attract your most ideal clients and repel those who are less than ideal.

- Personal branding allows you to distinguish yourself and what is unique about who you are and what you do from everyone else.
- This is about making yourself known for one skill or talent. Master one domain and then you can do just about anything you want.
- The more bold, authentic, and concise your personal brand is, the more easily you'll attract those you're meant to work with.
- A personal brand should be: clear, consistent, authentic, memorable, meaningful, soulful and personal.
- The greatest strategy for personal and business development on the planet is bold self-expression.
- How we brand ourselves is a reflection not only of how we want to be known but also our ability to work on our business, while working in our business and on ourselves.
- You can eliminate a lot of pain and surprise right now by acknowledging the issues you may have buried or have had a difficult time confronting in the past.
- Clear intentions allow you to gracefully and confidently move toward your goals. Conflicting intentions will undermine your success without you even knowing it.
- From a perspective of personal brand identity, conflicting intentions will eventually lead to a bland message and a less successful you.
- Your reality is created by your present intentions. If you want to change your reality, you must change your intentions.
- You Are Uniquely You – Often it's those qualities that make you uniquely you—the ones that come naturally to you that you don't even think about them—that become the best personal brands.
- Send a few questions such as "How am I unique?" to different people in your life to get their responses about you and your personality.
- When you're fully self-expressed, you will love marketing.
- There are two components to your personal brand.
  1. The first is your *who and do what* statement, which is based on
    - Specific problems you solve.
    - Who you solve them for.
    - What the results are.
  2. The second is your *why you do it* statement, and it's based on:
    - Who you are at your core.
    - Why you do what you do.
    - Why people should work with you.
- Those who resonate with your why you do it statement will feel it on a deep level and be strongly, almost magnetically, attracted to you.
- Your why you do it statement is something you'll never get tired of.
- Your why you do it statement lets others know what it's like to be around you. It says something about who you are at your core, and it's the essence of what you want to achieve in the world.
- Your why you do it statement is not about your target market; it's about the emotional connection you make with people. Many will resonate with those you're meant to serve.

- If you don't want to make a difference, consider making your living as something other than a service professional. The operative word is service.
- Creating a statement is a process and you need to just keep changing it until you get there.
- The process of booking yourself solid isn't about how to please as many people as possible. It's about how to convey your own unique message to those who are waiting to hear it. That can be achieved only through bold, no-holds-barred self-expression. It's about being uniquely you.

#### **Chapter 4: How to Talk About What You Do**

- A primary reason that many service professionals fail to build thriving businesses is that they struggle to articulate—in a clear and compelling way—exactly what solutions and benefits they offer.
- The Book Yourself Solid Dialogue is a dynamic, lively description of the people you help, what challenges they face, how you help them, and the results and benefits they get from your services.
- You must be sure that you can captivate and actively engage person you're talking to in a conversation that elicits questions rather just polite acknowledgment. You must talk with people, not at them.
- The long, medium, and short version of your Book Yourself Solid Dialogue will allow you to have conversations with different people in different situations, so you're always prepared.
- We hear the question "What do you do for a living?" all the time. Your professional category is the wrong answer.
- How much more are you than your professional title? Your Book Yourself Solid Dialogue will allow you to set yourself apart from everyone else whose professional title is the same as yours. It provides you with the opportunity to highlight the ways in which you and your services, products, and programs are unique – and do so with passion.
- The greatest breakthroughs in your business when you find out on a very deep and personal level exactly what your clients need.
- Ask yourself these questions: What is the deeper problem? What do they really want? What results do they want to achieve? How will their life be intrinsically better once they start working with me? These are the things that will grab the attention of those you're speaking with.

#### **Five-Part Book Yourself Solid Dialogue Formula:**

- *The Long Version:*
  - All you need to do is insert parts one through five from Written Exercise 1.4.1 into the following formula:
  - You know how [insert Part I] do, are, or feel [insert Part II]?
  - Well, what I do is [insert Part III].
  - The result is (insert Part IV).
  - The benefits are (insert lots of Part V).

- If you're armed with all of these elements, you have the required ingredients for talking about what you do so you can cook up a sweet and tasty business, booked solid with high-paying, high-value clients.
- *The Mid-length Version*
  - You know how (insert Parts I and II)?
  - Well, what I do is (insert Parts III and V).
- *Short and Sweet:*
  - I help ( Part 1) ....(insert Part V)
- Once you've clearly identified your target market, understand their needs and desires, and can articulate how you help them by identifying the core benefits associated with the results of your services, you'll never be caught off guard again.
- Continue to hone and refine your message and then practice over and over.
- Practicing in this way will help you to become comfortable with the multitude of ways in which your Book Yourself Dialogue will unfold when you're speaking with a variety of people.
- Don't just use the Book Yourself Solid Dialogue when you speak with potential clients. Talk to everyone you know and meet because everyone knows someone who could potentially work with you. When you share this clear understanding of what you do and the problems that you solve, other people will get excited with and for you—and potentially want to refer people to you.
- Be sure to speak with lots of expression.
- When you're passionate and excited about what you do and you let it show, it's incredibly attractive. Real passion can't be faked and there's nothing more appealing and convincing than knowing when someone is speaking from the heart.
- Don't forget to:
  - Smile.
  - Make eye contact.
  - Be confident.
  - Listen!

## **Module 2: Building Trust and Credibility**

- To be booked solid requires that you are considered credible within your marketplace, that you be perceived as likeable, and that you earn the trust of the people you'd like to serve.
- Your strategy will be based on:
- Becoming and establishing yourself as a likeable expert in your field.
- Building relationships of trust over time through your sales cycle.
- Developing brand-building products and programs.
- Having sincere sales conversations that get results.

### **Chapter 5: Who Know What You Know and Do They Like You?**

- It's time to establish yourself as a category authority—a well-known, well-liked expert in your field.
- The standard credibility builders are the things that you need to do and have in place to appear credible and professional.
- The standard credibility builders may seem obvious, but without them you won't be taken seriously, so they're worth reviewing:
  - You must have a professional e-mail address
  - Invest in quality business cards.
  - If you don't have a web site, have one built now
  - Have professionally produced photographs taken.
  - Obtain and showcase specific testimonials rather than general testimonials
  - Establish an advisory board.
- The Mistake that many service professionals make is thinking that these standards of service are all that are necessary to help them stand out from the crowd. These standards of service will be what every savvy consumer will expect:
  - Quality of service.
  - Methods and tools.
  - Responsiveness.
  - Your credentials.
  - Client importance.
  - Lowest price. Offering the lowest price is not necessarily going to help you establish credibility. In fact, many potential clients may be leery if your prices are significantly below market value. "They're what every savvy consumer will expect.

#### **Becoming and Establishing Yourself as a Category Authority**

- Before you can establish yourself as a category authority you must be one by learning everything you possibly can about the one thing you've decided you want to come known for.
- For many of us, the leap into learning all we can about our field quickly becomes overwhelming.

- For some, the idea of putting yourself out in front of the people you'd like to serve in a big, bold, public way, where you'll be subject to public scrutiny, can trigger a multitude of insecurities.
- Like it or not, becoming a category authority, an expert in your field, isn't optional if you want your business to be as successful as it can be. It's a must.
- Becoming a category authority will:
  - Create the credibility and trust necessary for potential clients to feel comfortable and confident about purchasing your services, products, and programs.
  - Gain you the visibility you'll need to reach all of your target market
  - Allow you to get your message out to the world in a big way as it raises awareness of yourself and your business within your target market.
  - Help you gain clients and increase sales more easily and effortlessly while also allowing you to earn higher fees.
  - Make it much easier to move and expand into new markets of your choosing.
  - Increase your own confidence in your ability to provide the best possible services
- By identifying and focusing on the one thing you most want to become known for, you simplify and speed up the process, leaving no question in the minds of those in your target market about your area of expertise. This will allow you to create a synergy, not only among your services, products, and programs but among all the techniques you'll use to establish yourself as a category authority.
- To powerfully establish yourself as a category authority, you need to saturate your target market using a variety of techniques that demonstrate your expertise on a single subject. To do that you must focus, focus, focus!
- Even if you're already very knowledgeable about whatever it is you want to become known for, continuing to learn and staying up to date with the latest information in your field is not only a good idea but required to remain booked solid.
- Consider what you need to learn and what you need to do in order to establish your expertise so when the time comes to implement the Book Yourself Solid 7 Core Self-Promotion Strategies, you will be an expert. You will make the crucial mental shift of thinking of yourself as an expert. If you don't believe it, you'll have a hard time convincing anyone else of it.

### **Likeability Factor**

- If you're well-liked, if your likeability factor is high, you're more likely to be chosen and to get booked solid.
- If a potential client perceives you as the most credible and likeable, you're probably the one they'll hire. And even if all things are not equal, even if you aren't the candidate with the most experience or expertise, if your potential client likes you, it's your likeability that will win the day and the client.
- Your target market and your potential clients need a reason to deem your message important enough to sit up and pay attention, to listen to it. If you're likeable, they're much more likely to do so and to remember what they've heard.

- When someone is determining whether to believe you, your likeability is a critical factor in establishing trust.
- Your likeability factor can have an enormous impact on your perceived value. Develop your credibility, establish yourself as an expert, strive to be your best, most likeable self, and you'll quickly become the best and most obvious choice for your potential clients.

## Chapter 6: The Book Yourself Solid Sales Cycle Process

- If you want a perpetual stream of inspiring and life-fulfilling ideal clients clamoring for your services and products, then just remember – all sales start with a simple conversation and are executed when a need is met and trust is assured.
- In its most effective form, the Book Yourself Solid Sales Cycle not only turns strangers into friends and friends into potential clients but potential clients into current clients and past clients into current clients.

### The Book Yourself Solid Six Keys to Creating Connection: Who, What, Where, When, Why, and How

- Know your responses to these six keys and you will ensure that the offers you are making in your sales cycle process are right on target.
  1. *Key #1: Who Is Your Target Client or Customer?* You need to choose whom you'd like to bring into your cycle. The more specific you are the better; choose one person (or organization) within your target market to focus on. When you have made the effort to speak and write directly to your ideal client, he'll feel it. He will feel as though you truly know and understand his needs and desires.
  2. *Key #2: What Are They Looking For?* Work to truly understand what they are looking for. Then you can decide what you're going to offer them that will meet their needs.
  3. *Key #3: When Do They Look for You?* What needs to happen in their personal life or work life for them to purchase the kind of service that you offer? Make it easy for them to step into your environment and move closer and closer to your core offerings over time. When their stakes rise, they'll reach out to you and ask for you. But you've got to keep the conversation going.
  4. *Key #4: Where Do They Look for You?* If you don't know, survey your current clients.
  5. *Key #5: Why You? What makes you the best choice for them?* What is unique about you or the solutions you offer? While it may feel uncomfortable at first, you've got to get comfortable saying "the best thing for you is me!" Declaring your strengths, your skills, your expertise, and your ability to help is not bragging. It's what your potential clients expect, want, and need to hear from you.

6. Key # 6: How Do You Want Them to Engage with You? What is it that you want potential clients to do? They need to be eased gradually toward what they may perceive to be your high-risk offerings.
- It's often said that, on average, you will need to connect with a potential client seven times before they'll purchase from you. Not always, but if you understand this principle you will be on the road to booking yourself solid a lot faster than if you try to engage in one-step selling.
  - Clearly defining these six keys will help you to determine what you want to offer your potential clients in each stage of your sales cycle and will help you craft the most effective sales cycle possible.
  - The Book Yourself Solid Sales Cycle begins by making no-barrier-to-entry offers to potential clients. A no-barrier-to-entry offer is one that has no risk whatsoever for a potential client so that he can sample your services.
  - This strategy works! Of the 93 percent of the author's clients who successfully book themselves solid, all of them use it in one form or another.
  - The value you add in your offer meets the needs and desires of the people you serve. This no-barrier-for-entry offer is an essential component of the Book Yourself Solid Sales Cycle. Then as you continue to build trust over time by offering additional value and creating awareness for the services you provide, you'll attract potential clients deeper into the sales cycle, moving them closer to your core offerings.
  - Please give away so much value that you think you've given too much and then give more.
  - Your potential clients must know what you know. They must really like you and believe that you have the solutions to their very personal, specific, and urgent problems. The single best way to do that is to invite them to experience what it's like to be around you and the people you serve.

### **The Book Yourself Solid Sales Cycle Process**

- The sales cycle works in a way that allows buyers to enter at any point in the process, depending on their situation. A client hires you when the circumstances in his or her life or work match the offers that you make.
- The Book Yourself Solid Sales Cycle is a sequence of phases that a client moves through when deciding whether to buy your services or products.

#### *Book Yourself Solid Sales Cycle—Stage One*

- To book yourself solid, you must perform daily tasks that will keep your name in front of potential clients. In stage one your objective is to create awareness for the services, products, and programs you offer through the Book Yourself Solid 7 Core Self-Promotion Strategies
- You will have your choice of:
  1. The Book Yourself Solid Networking Strategy.
  2. The Book Yourself Solid Direct Outreach Strategy.
  3. The Book Yourself Solid Referral Strategy.
  4. The Book Yourself Solid Web Strategy.
  5. The Book Yourself Solid Speaking and Demonstrating Strategy.
  6. The Book Yourself Solid Writing Strategy.

## 7. The Book Yourself Solid Keep-in-Touch Strategy.

- Your objective for stage one of the Book Yourself Solid Sales Cycle should be simple and measurable, like driving prospective clients to your web site. Or once you've chosen an objective, you'll choose the strategies you would like to use to achieve it.
- The Book Yourself Solid Sales Cycle is most effective when used in conjunction with a keep-in-touch plan.
- Work diligently on building up your database (your list). Your list is made up of people who have given you permission to communicate with them on an ongoing basis. They are made up of your potential, current, and past clients, as well as your colleagues and referral sources.
- Building a large list and having permission to communicate with them will make it easy to secure new clients whenever you need to.

### *Book Yourself Solid Sales Cycle—Stage Two*

- In this stage you will demonstrate your knowledge, solutions, and sincere desire to provide value to your target market free of charge, with no barrier to entry and at no risk to them. The benefits include increased trust— you may provide a special report or white paper that addresses their urgent needs and compelling desires. You might give a discount coupon for your initial session. It could be your always-have-something-to-invite people-to offer, like the author's Think Big Revolution. No matter what you select, it should be something that speaks not only to their needs but also to how you want to be known.

### *Book Yourself Solid Sales Cycle—Stage Three*

- In stage three of the sales cycle your objective is twofold: to continue to add value by helping your potential clients incorporate the information that you gave them in stage two of the cycle and to make a sale.
- You should also offer them something that will surprise them. It could be a complimentary pass to a workshop you're doing or a personal note on your stationery or branded postcard with a list of books on your area of expertise that you know will speak to their urgent needs. Remember, the value you add doesn't have to be all about you.
- This is the first stage of the sales cycle where you also offer your potential clients a service or product that will cost them money: an in-person seminar or intake session, an e-book, published book, CD, or tele-seminar.
- When you send your follow-up e-mails, you will let your potential clients know of the opportunities you have for them that speak directly to their urgent needs and compelling desires, and you'll continue to add value without expecting anything in return. What's important to understand is that the monetized offer you are making does not have a very high barrier to entry.

### *Book Yourself Solid Sales Cycle—Stage Four*

- Your focus now is to help your potential clients move to the next level of your sales cycle.
- Now is the time to over-deliver on the product or service he purchased.

- When he has received great value from that service or product, you then offer your next level of product or service, something that requires more of an investment than the previous product or service he purchased.
- Notice how this client is moving closer and closer to your core offering and your higher-priced offerings. This is usually the case but only after you've increased the client's trust factor and proven that your solutions work and that you deliver on the promises that you make.
- Your goal throughout the sales cycle is to help people move closer and closer to your core offerings by ensuring that they are getting the results they need at each stage of the cycle.
- Your sales cycle will have as many stages as is appropriate for you and your business right now. It will evolve as your business evolves.

#### *Book Yourself Solid Sales Cycle—Stage Five*

- Your objective in stage five is similar to the previous one: to help potential clients move to the next level of your sales cycle by offering them a higher-level product or service. What's important to understand about this process is that not every person or organization that enters into your sales cycle will move all the way through it, and the time that each potential client takes to do so will be different as well.
- As a professional service provider you don't want to try to convince people that what you're offering is right for them. You want to provide value upon value until they know that your services are right for them. They will get better results that way and be more satisfied with your services, a factor that is way too important to forget about
- Use the Book Yourself Solid Sales Cycle to Unconditionally Serve Your Clients
- You can have as many stages to your sales cycle as you need in order to build trust with potential clients for the kinds of offers you make. Just thinking about your sales cycle will help you clarify and expand your offerings. Gone are the days when you can simply have one offering and be guaranteed to book yourself solid. The marketplace is too competitive and diverse.
- Expanding your offerings in order to create a Book Yourself Solid Sales Cycle may just enhance your business model—the mechanism by which you generate revenue—from only one offering with one stream of revenue to multiple offerings with multiple streams of revenue. The Book Yourself Solid Sales Cycle is not just about getting new clients to hire you. It is designed to unconditionally serve your current clients as well.

### **Chapter 7: The Power of Information Products**

- Nothing helps to build your credibility like products and programs designed to serve your target market's very specific urgent needs and compelling desires.
- You are in the business of serving other people as you stand in the service of your destiny and express yourself through your work.
- You can follow a simple step-by-step system that leads you to the production of the kind of revenue and satisfaction that comes from bold self-expression.
- Products create opportunities for multiple streams of passive or leveraged income.

- Having a product enhances your credibility with your prospects, your peers, meeting planners, and the media because it establishes you as an expert in your field and sets you apart from your competitors.
- Products can help you land more clients because they speed up the sales cycle. Having a product to offer based on your services gives potential clients the opportunity to test you out without having to take a big risk.
- If you use public speaking as one of your marketing strategies, having a product at the back of the room when you speak gives you credibility, and you also have a relatively low-cost way to introduce prospects into your business and generate ancillary revenue at the same time.
- Products leverage your time.

### **Start with the End in Mind**

- Here are a few thoughts on your first self-expression product:
  - Keep it simple.
  - Don't overwork it or feel that it needs to be perfect.
  - Don't worry about being wildly original.
  - Tips, guides, or resource manuals are great formats.
  - Continually strive to add value to your clients' lives in any way you can.
- *Define Your Product or Program* - Choose the one product idea that you're most passionate or excited about right now—and most important, one that is in fine with your current business needs.
- As you define your product, you will need to consider not only the type of product you will create but to whom you're selling it, the promises it makes, the benefits and solutions it offers, the look and feel you want your product to convey, and the ways in which you can leverage the content.
- *Assess the Need* - It's important to be clear about your intentions for your product or program, and it's critical that your product or program meet the needs of our target market.
- If you're unsure of your target market's need for a particular type of product or program, doing market research will help you ensure you're creating something your target market will find valuable.

### **The Five Steps to Developing Your Content**

#### *Step 1: Choose the Role You Are Playing*

- Expert.
- Interviewer. Compile information from other experts.
- Researcher. Go out and gather information to serve the needs and desires of your target market. Compile the results to create a product at meets those needs and desires.
- Repurposer. Use and modify existing content (with permission) for a different purpose.

#### *Step 2: Choose Your Product Framework*

- Here are six of the most common ones:

1. *Problem/Solution*. State a problem and then present solution; to the problem.
2. *Numerical*. Create your product as a series of keys or lessons.
3. *Chronological*. Present information in a particular order because that is the only way it would make sense.
4. *Modular*. Like this book
5. *Compare/Contrast*. Showcase your creation in terms of presenting several scenarios or options and then compare and contrast them.
6. *Reference*. Refer compilation of information is best showcased in a reference format.

*Step 3: Choose a Title That Sells* – it's the title that initially catches consumers' attention determines whether they look any further.

- Here are six types of titles:
  1. *Suspense*: The Secret Life of Stay-at-Home Moms
  2. *Tell a story*: The Path of the Successful Entrepreneur
  3. *Address a pain or a fear*: The Top 10 Fears Every Leader Has and How Overcome Them
  4. *Grab the reader's attention*. Caught! The Six Deadliest Dating Mistakes!
  5. *Solutions to problems*: Focus: The Seven Keys to Getting Things Done Even If You Have ADD
  6. *Emotional connection*. What My Son's Tragedy Taught Me about Living Life to the Fullest

*Step 4: Build Your Table of Contents* The table of contents should be very well organized and professional.

- It should be easy to scan through your table of contents to gain an understanding of the concept and the main points. Creating a table of contents allows you to break your content into manageable pieces.

*Step 5: Create Your Content*

- Using your table of contents, create a schedule for completing the first draft of each section.
- Creating a product or program is a powerful—and possibly necessary— step in your business development.

## **Chapter 8: Super Simple Selling**

- Becoming comfortable with the sales process requires that you let go of any limiting beliefs you may have about being worthy of the money you're earning and requires a shift in your perspective of the sales process itself.
- If you've been feeling like you can't, or shouldn't, be paid to do what you love, you must let that limiting belief go if you're to be booked solid.
- If you don't believe you are worth what you are charging, it is unlikely that a lot of people are going to hire you based on those fees. You need to resonate fully with the prices you are quoting so that others will resonate with them as well. To do so, you may need to work on shifting your beliefs that you feel more comfortable with charging higher fees, rather than lowering your fees to eliminate the discomfort.

- Once you're comfortable quoting your fees, other people will feel that comfort and that energetic resonance, and they'll happily pay you what you're worth.
- Thinking in terms of solutions and benefits is the ah-ha to the selling process. It's the key to shifting your perspective.
- When you have fundamental solutions and a desire to help others, it becomes your moral imperative to show and tell as many people as possible.
- Selling is based on pure emotion. Your potential clients respond to the issue you're uncovering because it creates an emotion pull and a positive charge for them.
- Placing your attention on the negative drains your energy, robs you of your power, and keeps you stuck.
- When you place your attention on the positive, on what you want rather than on what you don't want, on all the many benefits of making a change and the positive outcome you'll achieve, you raise your energy, empower yourself, and are inspired to make positive changes.
- The beauty of the Book Yourself Solid Super Simple Selling System—you're simply helping your potential clients to feel better about themselves and their lives by showing them that they can take control and make changes. The conversation becomes a super simple selling system with the addition of just one easy question: *Would you like a partner to help you achieve these goals?* With that one question you make yourself the key to the solution.
- If a client says no, or doesn't say yes, don't assume you did something wrong. What is actually happening is that the client still has unanswered questions. Once you find out what they are and answer them, then you can start working together.
- When you hear a no, you get a green light to dig deeper and find the true objection. Every time you uncover and answer one, you may find another.
- If you set your intention and outcome, you will absolutely change your results for the better.

### **The Super Simple Selling System Made Even Simpler:**

- *Inquire:* What is your goal?
- *Show:* the benefits after they reach the goal.
- *Offer:* Would you like a partner to help you with that?

**Keep in Touch** - For a next step, get a commitment.

- Move the relationship forward.
- Follow up and ask for small commitments.
- Don't give in and don't give up if you know you can help.
- Eventually the benefits you provide will someday be a priority. Something in your clients' life will change. If you haven't pt in contact with them and followed up, they'll look to someone else to help them reach their goals.

### **Module Three: The Book Yourself Solid 7 Core Self-Promotion Strategies**

- Don't let the multitude of strategies, techniques, and exercises in

- Module Three overwhelm you. Pick the strategies that are most aligned with your strengths and run with them.
- Any one of these techniques can seriously book you solid.
- The Book Yourself Solid 7 Core Self-Promotion Strategies:
  1. Networking Strategy.
  2. Direct Outreach Strategy.
  3. Referral Strategy.
  4. Web Strategy.
  5. Speaking and Demonstrating Strategy.
  6. Writing Strategy.
  7. Keep-In-Touch Strategy.

## Chapter 9: The Book Yourself Solid Networking Strategy

- With the Book Yourself Solid Networking Strategy, the focus is on sincerely and freely giving and sharing, and by doing so, building and deepening mutually beneficial relationships with others. It's all about making lasting connections.
- Replace networking with the word *connecting*. We make *connections* with real people.
- A connection with another human being means that you're in sync with, and relevant to, each other. Let that be our definition of networking.
- Your marketing success is also determined by other people.
- Follow the Book Yourself Solid Networking Strategy and you'll create a large and powerful network built on compassion, trust, and integrity, a network that is priceless and will reap rewards for years to come.
- The Book Yourself Solid Networking Strategy employs the 50/50 networking rule, which requires that we share our networking focus evenly between potential clients and other professionals.
- Networking with other professionals provides you with an opportunity to connect and share resources, knowledge, and information. Bear in mind that working solo does not mean working alone. You can create so much more value when other talented people are involved.
- Networking requires that you consciously integrate intangibles such as your knowledge, your network, and your compassion until they become a natural part of your daily life. Networking isn't something you do only at networking events. It's an ongoing process that will bring terrific benefits.
- *Share what you know*. This means everything you've learned—whether through life experience, observation, conversation, or study—and everything you continue to learn.
- *Share whom you know*. This is everyone you know. Everyone in your network is potentially a good connection with someone else.
- *Share how you feel*. This is all of your compassion, the quality that makes us most human.
- Give each of these three intangibles freely and with no expectation of return. While it may seem calculated to plan a strategy around them, the fact remains that when you're smart, friendly, and helpful, people will like you, will enjoy being around you, and will remember you when they or someone they know needs your services.

### **Share What You Know**

- Reading books is, by far, the best and most efficient way to increase your knowledge. Reading a book on a topic that is related to the services you provide offers an easy way to start a conversation with potential clients or contacts. And what better way to get into your Book Yourself Solid Dialogue than to explain why you're reading the particular book you're holding in your hand.
- You're just finding opportunities to add value to those you meet by sharing what you know.
- Ask yourself what knowledge, once acquired, would add the greatest value and make you more attractive to potential clients and business partners, and then go after learning it.

### **Share Whom You Know**

- Whom do you want to give your business to or recommend to other members of your network? It's the people who have served you in some way; the people who are friendly, nice, smart, and helpful; the people who will go the extra mile, give that little bit more than anyone expects, and who genuinely strive to provide the best service they can with integrity. It's the people who are upbeat, always have a ready smile, and from whom you walk away feeling supported and energized.
- If you are that person in each and every interaction you have with others, whether business or personal, your network is going to grow exponentially, and those people are going to remember you and want to do business with you. They're going to link you with others in their network with whom you can make beneficial connections, and they're going to refer you to everyone they know who could possibly use your service or products.
- There is one thing that is essential to consider with respect to sharing your network. You must do what you say you're going to do—these habits of commitment making and fulfilling are essential to developing yourself into a masterful connector who truly and meaningfully adds value to the lives of others.
- Everyone you meet has the potential to connect you (through his network and his contacts' networks) to someone or some piece of information that you need.
- Make a sincere effort to connect with people you might not normally interact with. The more diverse your network of connections, the more powerful and effective your network becomes.

### **Share How You Feel**

- In the service business people will generally not hire you unless they feel you have compassion for what they're going through.
- Listen attentively. Be fully present when making connections, smile as often as possible, make eye contact, and ask engaging, open-ended questions that express your curiosity and interest.
- Take the time to add value to the person you're connecting with by offering information or resources that speak to her needs. If you don't have what she needs, think about who in your network would meet her needs and how to go about acting as the link for them. Remember, this is done with no expectation of any immediate return.

### **Networking Opportunities**

- Informal Networking Opportunities are the ones that we might not think of as networking e.g. a casual chat in line at the grocery store.
- Online Networking Opportunities - networking sites, discussion groups and communities etc.
- Formal Networking Opportunities - These are the more formal, business meet-and-greet opportunities

### **Networking Events—What to Do**

- Do arrive on time.
- Do relax and be yourself. Don't be afraid to be fully self-expressed.
- Do smile and be friendly.
- Do focus on giving.
- Do prepare for the event. Learn the names of the organizers and some of the key players. Identify what and how you can share with others at the function.
- Do introduce yourself to the person hosting the event.
- Do introduce yourself to the bigwig. Don't forget that successful and busy people always have more on their plate than they can reasonably handle. They're always looking for talented people to help make their life easier. If you can help reduce someone's stress level, you've made a friend for life.
- Do offer something when first meeting someone, whenever possible. If you can leave him feeling even better, more uplifted, and energized after his interaction with you, he's going to remember you.
- Do start conversations by asking questions.
- Do identify two or three things you'd like to learn from the people at the function. People are drawn to others who are curious and interested.
- Do make eye contact. It expresses respect and interest in the person you're speaking with.
- Do wear comfortable clothing.
- Do take the initiative. Go up to people and make friends.
- Do offer a firm handshake. Don't think you need to shake hands differently with a woman than you do with a man. A firm handshake (not a death grip) is always appropriate.
- Do be inclusive. Ask others to join your conversations. Don't monopolize people, especially those who are in high demand, if you want to be helpful, ask the speaker if there is anybody you can introduce her to, or simply be sure to keep including people in your conversations with her.
- Do ask for a business card and then keep in touch. It's your responsibility to ask for a card if you want one, and it's your responsibility to follow up. Remember, just because someone gives you his business card does not mean you have permission to add him to your mailing list or e-zine list.
- Do have a pen with you always. When you receive a business card, write a little note about any commitment to follow up. Be sure to include the date and name of the function where you met.

### **Networking Events—What Not to Do**

- Don't try to be cool. Don't brag about your success; this is a major turn-off.

- Don't let "What do you do?" be the first question you ask.
- Don't sit with people you know for the majority of the event.
- Don't juggle multiple items – travel light
- Don't complain about networking or the event you're attending
- Don't complain about anything.
- Don't take yourself too seriously. Remember to relax and have fun.
- With the Book Yourself Solid Networking Strategy, the prospect of creating a phenomenal network of connections doesn't have to be overwhelming or intimidating. We all network constantly, with everyone, every day. Now we just need to do it consciously, with greater awareness, until doing so becomes a natural and comfortable part of our daily lives.
- Then follow up. Keep in touch. It is imperative that you get every one of your connections into your database and act on each connection. If the contact isn't in your database or you don't take the action necessary to keep in touch, your networking is pointless.

## **Chapter 10: The Book Yourself Solid Direct Outreach Strategy**

- Ideally, all of your customers and clients will come looking for you.
- Realistically, there may be times, especially in the beginning, that you'll need to proactively reach out to potential customers and clients and make offers.
- You'll want to reach out to other professionals, organizations, and associations to network, cross-promote, and offer your services.
- Direct outreach is not spam, which Michael considers unsolicited mail or e-mail of any kind, sent indiscriminately to mailing lists or newsgroups.
- You must be very careful and discerning with respect to how you use the Book Yourself Solid Direct Outreach Strategy. Make sure that your efforts are targeted, individualized, valuable, and legitimate so they are not perceived as spam and instead are appreciated and acted upon.
- Using the Book Yourself Solid Direct Outreach Strategy is all about taking personal connections.

### **When to Use Direct Outreach**

- To an ideal client or others within your target market to let them know how you can serve them.
- To the decision maker at an organization or association to cross-promote, secure speaking engagements, submit articles for publication, and more.
- To the press.
- For myriad other business development opportunities.

### **Direct Outreach Tools**

- *Letters* – The letter is a great tool to begin the direct outreach process. You will then follow up with a phone call or e-mail. The most important aspect of your direct outreach letter is personalization. Find out everything you can about the person you're trying to connect with. First tell your reader why you're writing so she'll feel comfortable reading on. She needs to

know if it's worth her time to read your letter. Next step is to expand upon your reason for writing and make your case. Finally, make sure that your suggested next steps are very clear. You must let the reader know exactly how to take advantage of your offer, what you want him to do, and when you want him to do it.

- *Calls* – The good-old-fashioned phone is not to be underestimated for making real, personal, and emotional connections with potential clients and business contacts. Following up using the phone and make the call brief, direct, and straightforward. Be very clear and concise with your communication. Speak confidently and with a full voice.
- *E-mail* - use e-mail in conjunction with the other direct outreach tools. Think of it as a way to bridge each one of the outreach tools we're discussing.
- *Postcards* - Postcards can quickly encourage people to take action on something direct and simple like going to your website
- *Brochures and flyers* – You can wait on brochures until you've found that the way you talk about what you do, your offers, your prices, and so on have been holding strong for at least a year. If you are going to create flyers yourself, just make them very simple, clean, and information - based.
- *Whatever-it-takes direct outreach* - think creatively about what kind of fun, outrageous, no-rules attention-grabbing direct outreach strategies would work for you.

### **Promoting Through the Press**

- Typical examples include feature stories and product or service announcements published in either print or broadcast media. People give more credibility to what they read or hear when it comes from news sources,
- Be your own PR agent. The do-it-yourself PR resources Michael recommends are [www.rtir.com](http://www.rtir.com), [www.PRweb.com](http://www.PRweb.com), and [www.bacons.com](http://www.bacons.com).
- As with all marketing, it may take a number of attempts to make a connection with an editor, producer, or writer, even at your local paper or radio station. However, the energy, time, and money you spend on promoting through the press can really jump start your business.
- The Six Steps to Planning and Executing Your PR Campaign
  1. Clarify your goals.
  2. Identify whom you want to reach and connect with.
  3. Choose which media outlets you're going to target.
  4. File the press release that makes your announcement.
  5. Prepare for interviews.
  6. Submit your press release by fax and email to your list of media outlets.

### **Direct Outreach Plan**

1. Identify the individual you're going to reach out to.
2. Choose the steps you'll take to connect with her.
3. Create a schedule for your initiatives.

4. Execute the plan. :
5. Evaluate it.

### **Patience and Persistence Pay Off**

- There is no trick to direct outreach. It is a consistent course of action throughout the life of your business. Direct outreach is something that must become a part of your regular routine. It takes time, but if you're patient and persistent, you will book yourself solid.

### **Chapter 11: The Book Yourself Solid Referral Strategy**

- By starting an organized referral program, you can immediately and effortlessly connect with an increasing number of potential new clients.
- Most people don't have a program in place to benefit from all the word-of-mouth promotion that they could be receiving.
- Referral-generated clients are often more loyal, consistent, and better-suited to you than any other category of potential clients you could find.

### **Quick Referral Analysis**

- Look at how you've already received referrals. By identifying a situation in the past where a client or colleague, or someone else altogether, referred a client to you, you will recognize patterns that will help you consistently produce the results you desire.

### **Finding Referral Opportunities**

- Start by choosing one day of the week that you can focus on where and when you could be asking for referrals. Your objective in using an opportunities log is to focus on the details of your referral interactions
- The log will help you see what works and what doesn't work in the referral process. You can learn from them and adjust your behavior accordingly while significantly increasing your referral quotient

### **Beginning the Referral Process**

#### *Step 1: Identify Your Clients' Benefits –*

- These are the reasons they work with you and why.
- *Step 2: Identify Why Others Would Refer Clients to You*
- *Step 3: Identify the Types of Referrals You Seek*
- *Step 4: Identify the Places Where Your Referrers Meet Ideal Referrals*
  - You are helping them get a clear picture of the people in their lives who must meet you and work with you.
- *Step 5: Clarify and Communicate How Your Referrers Make a Referral*
- *Step 6: Ask for Referrals –*

- If you want to increase your referral quotient by 50 percent, the best strategy is to ask for referrals. Once you get clients talking, ask them about the value they get from your sessions. Use this as an open door to have them talk about how your services could benefit other people or organizations they have relationships with.
- *Step 7: Facilitate the Referral Connection*
  - Hand out a card or send an e-mail that clients will pass on to friends and family.
  - Ask them to write down the names of these people and ask them how you should best get in touch with them. If you actually make the connection and do the follow-up, it's sure to happen. When you meet someone you really connect with and who has expressed interest in your services, you call him
- *Step 8: Follow Up with Referrals and Referrers*
  - Learn about any past experience with your type of services or products that they may have had and, most important, what they hope to achieve.
  - Tell them what to expect, how you work, and the benefits they will experience.
  - Invite clients to work with you, and remember the Book Yourself Solid Super Simple Selling System. Offer a specific date and time that suits their schedule.
- *Practice Your Referral Presentation*
  - Once you start speaking with our potential clients on a deep and personal level, they will see you as far more than just your title. This meaningful connection is the key to achieving a greater level of prosperity and personal satisfaction.
- *Who Wants What You Want?*
  - When someone has a positive effect on one's life, even in small ways, it feels good to give something back, and referrals are a great way to do it.
- *Other professionals – The Other Source of Referrals*
  - Other Professionals who offer services and products that are complementary to your own, and work with your target market, are ideal sources of referrals. By joining an organization you'll greatly extend your reach and build your reputation having others talk about you and your services.
- Talk to anyone who comes into contact with a large number of people who could be potential clients for you.
- *Affiliate Fees and Rewards*
  - Create rewards for those who refer others to you. A reward could be anything from a formal affiliate program, where you pay cash for referrals, to coupons for discounts on your services, products, or programs, or a basket of gourmet food.
- Nurture the relationships you develop with those who refer others to you, and always follow up right away on any referrals you get. You'll then create not merely satisfied clients but raving fans by delivering your best work.

## **Chapter 12: The Book Yourself Solid Web Strategy**

### **If You're Not Online, You're Out of Line**

- To carry on marketing conversations with potential clients, you must be able to follow up with the potential clients who come to you interested in your services or products.
- If you don't have a web site, you're missing out on the best and most efficient way to start these kinds of marketing conversations.
- The effectiveness of your web site is directly proportional to how solution oriented your offers are.

### **Purpose and Benefits of Having a Web Site**

- Positions you as an expert
- Builds your brand identity
- Reaches a global marketplace
- Creates a 24x7 passive-revenue profit machine
- Builds your database
- Allows for filtering out unsuitable clients
- Provides an opportunity for bold self-expression and learning
- Your goal is to convert your visitors into potential clients and then into current clients.
- If your primary objective is to offer extraordinary value up front in exchange for an e-mail address and permission to follow up, then you can make relevant and proportionate monetized offerings later on, once you've built trust.

### **Content and Structure**

- Your content and structure are the key elements in determining whether your web site is effective. The content has to be relevant to your target market and the layout should make it obvious where the visitor needs to go and what the visitor needs to do.

### **Web Site Basics**

- The homepage of your web site is the most important real estate on your site.
- You have only three seconds to create a connection with a new visitor to your site or they move on.
- Make sure your homepage includes these basics:
  - Choose a client-centric and easy to remember web site name.
  - Speak to your target market.
  - Declare your call to action.

### **The Ten Most Effective Web Site Homepage Formats for Service Professionals**

1. The Brochure

2. The E-mail Converter
3. The One-Page Sales Letter - designed to elicit a direct response from the reader. They're designed to be scanned. The important point here is this: Know your market.
4. The Menu of Services
5. The Assessment
6. The Testimonial
7. The Portal
8. The Content Generator
9. The Viral Entertainment Site
10. The Blog

### **Nine Book Yourself Solid Web Traffic Strategies**

- If you plan on successfully using your web site to help you get clients, you need to learn how to create a steady flow of traffic to your site. That's called generating traffic.
  1. Get Listed in Search Engines and Optimize Your Site
  2. Boost Your Link Popularity -
  3. It improves your search engine ranking.
    - Provides a way for more quality traffic to find your site.
    - Leverage Your E-mail Signature
  4. Promote Your Site Using Article Directories
  5. Participate in Discussion Boards and Listserve Groups
  6. Cross-Promote through Marketing Partners
  7. Use Tell-a-Friend Forms
  8. Take Advantage of Thank-You Pages
  9. Profit from Pay-per-Click Advertising

### **The Five Essential Principles of Visitor Conversion**

- You want to attract visitors to your web site and turn them into friends, then potential clients, and finally, current clients.
- There are five essential principles of visitor conversion. Understand them, implement them, and profit from them, but never abuse them
  1. Enticement
  2. Consumption
  3. Endowment
  4. enhancement
  5. Abandonment

### **Chapter 13: The Book Yourself Solid Speaking and Demonstrating Strategy**

- The Book Yourself Solid Speaking and Demonstrating Strategy can be used by virtually any service professional to get in front of potential ideal clients based on your knowledge, talents, and strengths.

- To get in front of your target market you can promote yourself or have others promote you. When you promote yourself, you're inviting your target market to something that is going to help them solve their problems and move them toward their compelling desires. When you are promoted by others, they put you in front of your target market. You may want to travel both routes.
- *Self-Promotion* - These types of speaking and demonstrating events might fall into the category of an always-have-something-to-invite-people-to offer or you may charge admission.
- *Conference Calls* - Start a monthly or weekly call for clients to learn the benefits of working with you. Prepare a new, timely, and relevant topic every time. The conference line won't cost you a dime. Then you record each call to your computer or digital recorder and upload it to your web site using [www.AudioTestimonialsOnline.com](http://www.AudioTestimonialsOnline.com). Those who couldn't make the actual call will still have the opportunity to listen to it and benefit from it. Archiving the calls on your web site is also a remarkable way of immediately establishing trust and credibility with new web visitors.
- *Demonstrations and Educational Events* are an excellent way to reach potential ideal clients if your services are physical or location-based or if the people you serve are all located in the same town or city. Don't just invite your potential clients but also your current clients, friends, or colleagues who know the value of your services and are willing to talk about their experiences. You want to invite as many people as possible to these events for three important reasons:
  1. You want to leverage your time so you're connecting with as many potential clients as possible in the shortest amount of time.
  2. You want to leverage the power of communities. When you bring people together, they create far more energy and excitement than you can on your own. Your guests will also see other people interested you can on your own. Your guests will also see other people interested in what you have to offer, and that's the best way to build credibility.
  3. You'll be viewed as a generous connector. If you're known in your marketplace as someone who brings people together, it will help you build your reputation and increase your likeability.
- *Getting Promoted by Others* - If you're speaking for exposure, you probably won't be paid up front for most of the speaking and demonstrating you do, except possibly an honorarium and travel costs. You're doing it for the opportunity to address potential clients and to interest them in your offerings.
- *Booking Your Way Up* - If you would like to be promoted by others, you need to develop trusting relationships with decision makers at associations and organizations that serve your target market. Trade associations and networking groups all need speakers to address their memberships. The most potentially rewarding venues will offer:
  - Large audiences.
  - Audiences that include potential buyers for your products and services.
  - Name recognition that is prestigious.
  - The opportunity to sell products at the event (books and CDs for example).
- Start the list with the lower-level organizations and associations and work up to the highest-level organizations and associations.

- *Level One* - Your entry point to speaking and demonstrating is with local not-for-profit community groups or organizations.
- *Level Two* - Seek out local for-profit business groups, learning programs, and schools, including schools of continuing education and networking groups. They tend to be more prestigious than the local not-for-profit community groups.
- *Level Three* - Speaking at local and regional trade associations. Local and regional trade associations and organizations are excellent opportunities for you to connect with your target market because you know the exact makeup of your audience.
- *Level Four* – 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.

### **How to Find Your Audiences**

- Most of the information you'll need is on the Internet. Pick up a copy of the NTPA: National Trade and Professional Associations of the United States. Reference the Directory of Association Meeting Planners and Conference/Convention Directors.

### **Get Booked to Speak**

- If you're going to contact a meeting planner or education director, make sure you know as much as you possibly can about their organization.
- Send a letter or appropriate materials first and follow up with a call. As always, be friendly, be relevant, be real and have empathy.

### **The Book Yourself Solid Guide to Putting four Presentation Together**

- Start by considering your venue, the primary learning objectives, and the amount of time you have with your audience. Consider delivering minimal content and you will actually offer more value. Never run overtime.
  - *Plan Your Presentation* - Knowing how to organize your information is the key to success when making any kind of presentation.
  - *Define Your Message* - Your entire presentation should focus on delivering the takeaway message in a clear and convincing way.
  - *Know Your Audience* - Work to understand the culture of the group you're speaking to so you can understand how to best communicate with them. Your audience will influence your choice of vocabulary (technical jargon) and may even influence how you dress. Knowing your audience well will also help you decide how much background material you need to deliver in order to effectively communicate your message.
  - *Know Your Material* means that you should understand your subject well and be able to answer related questions.
  - *Be Prepared*
  - *Organize Your Information*

- Even if you're feeling stage fright at the thought of speaking, that doesn't mean you don't have the ability to be a good speaker
- If you feel called to share a message, it's because there are people in the world who are waiting to hear it.
- The Book Yourself Solid Speaking and Demonstrating Strategy is a great way to get your message out to the world in a bigger way, allowing you to reach more of those you're meant to serve.

## Chapter 14: The Book Yourself Solid Writing Strategy

- Writing articles and publishing them online and offline will help you establish your reputation as an expert while generating interest in your products, program and services. By publishing online and offline, you will imprint your position as a category authority as widely as possible.
- Even if writing isn't one of your natural talents, it's a skill that can be learned well enough for you to master the Book Yourself Solid Writing Strategy and can be improved upon through practice.
- There are two other ways to gain the benefits that article writing provides without going anywhere near a keyboard:
  1. Hire a ghostwriter.
  2. Collaborate with a writer.
- Once you've got it, you can use it in many different ways:
  - Distribute it to online article directories.
  - Send it to related web sites and newsletters that accept submissions.
  - Publish it in your own electronic newsletter (e-zine).
  - Upload it to your own site and announce it to your mailing list.
  - Submit it to print publications that cater to your area of expertise.
- You can get a lot of mileage out of one article.

### The Five-Part Book Yourself Solid Writing Strategy

- **Part 1: Deciding on the Subject**
- **Part 2: Choosing an Ideal Topic** – A topic is a specific, narrow focus within your subject area. Narrow a broad subject area to reach a focused topic:
  - *Determine Your Objective for Writing* – Are you writing to inform, persuade, explore new territory, or to express your personal opinion? Knowing your objective will help you zero in on the content of your article. Providing links within your item to good resources (perhaps pages of your own web site) is a great way to help your readers while establishing yourself as a reliable source of information
  - *Understand Your Target Audience* – a group of people united in their common need for the information you have to share. If you know that people are out there who need simple information on the topic you want to write about, and you can describe them, that knowledge will help you to define:
    - What you will tell them.

- How you will tell them: your tone, vocabulary, and style of writing.
  - *Hot Buttons* - Another way to understand more about your readers is to study the emotional hot buttons that make all of us tick.
- **Part 3: Creating an Attention-Grabbing Title** - Without an arresting title, no one will bother to read the rest of your article.
  - *Optimize Your Title* - Search engines place a lot of emphasis on words they find in headings, so including your keywords here is vitally important to getting your article found on the Web.
- **Part 4: Writing Your Article**
  - *The Introduction* The introduction contains the nugget of your story, a short capsule that summarizes what's coming in the body of the article. It builds on the topic already presented in the title and explains why that information matters to the reader, which is why it's so important to know who your target audience is. A compelling introductory paragraph answers everyone's most pertinent question: What's in it for me? Know how your information will benefit your readers and express that in your opening statement to them. If
  - *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.
    - Try to stick to one idea in each sentence and two or three sentences in each paragraph.
    - Use subheadings.
    - Use lists.
    - Be consistent with your layout.
    - Optimize your body copy. The
  - *The Conclusion* Have you said everything you wanted to say? Then its time to wrap it all up. The conclusion is easy because it's simply a summing up of everything you just wrote. The point is to leave your readers with an easy-to-remember summary of your main theme so it is reinforced in their minds.
  - *The Author's Resource Box* This is where you get to take a bow, share something pertinent about yourself or your business and invite your readers to take an action. It's also an important opportunity to offer your services. The Key to Writing Your Resource Box - To make sure your resource box is effective, clearly invite action and explain why this action would benefit your readers.
  - *Let It Simmer and Proofread Now*
- **Part 5: Getting Your Article Published**
- This is where the fruits of your writing labor pay off. After you have completed writing your article, you'll want to search for the niche web sites and the publications that will help share your writing with the world.
  - *Getting Published on the Web* The Internet offers a number of unique environments to display your written work, thereby generating traffic to your web site, building your credibility, and increasing visibility for your products, programs, and services. Here are some examples:
    - Article directories
    - Article announcement lists

- Niche web sites
  - Electronic newsletters (e-zines)
- *Getting Published in Print* Once you're comfortable with sharing our written work online, you might consider branching out and offering titles to print publications. Writing for the print market is a highly competitive process, but it's also very rewarding. Plan your print publishing strategy:
  - Think big but start small.
  - Request the writing guidelines.
  - Analyze the contents.
  - Write a query letter.
  - Send a self-addressed, stamped envelope (SASE).
  - Follow up with the editor.
- *Help Editors Help You*
  - Every publication has an insatiable hunger for good content. Most editors need good writers who also happen to be experts in their field—like you. They usually have to pay top dollar to staff writers or freelancers to provide it. So if you can give them good articles at no charge, the publication saves time and money, and you get great exposure.
- While it's natural to want instant results, this is a process, not a magic formula for overnight fame and fortune. One of the greatest mistakes service professionals make is giving up too quickly when their initial efforts don't produce immediate results. It's the cumulative effect that will pay off, so be consistent and be tenacious. Don't give up!

## **Chapter 15: The Book Yourself Solid Keep-in-Touch Strategy**

- This strategy may be the most important marketing strategy you'll ever use. As you recall, you need to connect with potential clients many times before they feel comfortable hiring you or purchasing your products. If you don't have a systematized and automated keep-in-touch strategy in place, you may, as the saying goes, leave a lot of business on the table. Most important, you'll miss out on the opportunity to serve the people you're meant to serve.
- The lack of a solid keep-in-touch marketing strategy is where most businesses fail.
- When you've met someone and exchanged contact information, you have permission to communicate with him, to start or continue a dialogue that is valuable to both of you. However, this does not equate to having permission to add that person to your mailing list in order to send him your newsletter or other automated material. All of the automated follow-up that you do must be based on the principles of permission marketing. This is essential because you want to communicate only with someone who is looking forward to hearing from you. When potential customers anticipate your marketing messages, they're more open to them.
- Once you get to know people, you should ask them if they'd like you to subscribe them to your newsletter. Tell them about it, what's valuable about it, when it's delivered, and any other relevant information. Then, if they accept your invitation to be on your mailing list, you have permission to send it to them along with special offers and other promotions.

- Relevant, Interesting, Current, and Valuable Content - ensure that the content you share with your potential clients through your automated keep-in-touch strategy is relevant, interesting, current, and valuable. There are six basic categories of content that meet those criteria:
  1. Industry information.
  2. Strategies, tips, and techniques.
  3. Content from other sources (experts).
  4. Product and service offerings.
  5. Cool keep-in-touch.
  6. Special announcements.

### Choosing Your Keep-in-Touch Tools

- Once you've got great content to share with your clients and potential clients, you've got to choose how best to deliver that content to them. These are the most common methods:
  - Electronic newsletters (e-zines) - e-zines (email newsletters) are still the easiest and most effective way to keep in touch with large numbers of people.
  - Printed newsletters ;
  - Postcards and mailers
  - Phone
- The Book Yourself Solid Keep-in-Touch Strategy is the key to ensuring that your marketing efforts are effective and successful. Keeping in touch with your potential clients is critical to developing trust and credibility, and keeping in touch will keep you foremost in the minds of your clients when they need you, your services, or the products and programs you offer.

**Recommendation:** These notes are meant to whet your appetite. This book has many resources not reflected in the notes. Most important is to do all the exercises as that's where the real learning lies.

Get 100 business book summaries just like this one at [100mustreads.com](http://100mustreads.com)



Contact Frumi at 949-729-1577  
[ceoconfidante@frumi.com](mailto:ceoconfidante@frumi.com)  
[www.frumi.com](http://www.frumi.com)  
[www.100mustreads.com](http://www.100mustreads.com)

**About the reviewer: Frumi Rachel Barr, MBA, PhD**

Many CEO's find themselves asking "What now?" to sensitive situations that only an experienced former CEO can understand. Frumi is brought in to solve problems and often remains to work with you, as your confidante and secret weapon. She has an uncanny knack of getting to the heart of your corporate climate and maximizing your team's performance, profitability and sustainability.

To schedule a free ***Break From the Pack to Success*** consultation email [ceoconfidante@frumi.com](mailto:ceoconfidante@frumi.com) or call 949-729-1577