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**Book Yourself Solid**

**By Michael Port**

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THE 7 KEYS TO GETTING MORE CLIENTS THAN YOU CAN HANDLE EVEN IF YOU HATE  
MARKETING AND SELLING

Clients often ask me how I built a six figure income working as an independent professional in less than 10 months. I narrowed it down to 7 simple steps. Seven simple internal and intuitive attitude shifts... and the exact action items that will kick your business up a notch.

These effective and powerful steps won't come as any mystery to you, but if you take them to heart, they will absolutely and emphatically build your business naturally and authentically.

My advice to you (from someone who has struggled and been exactly where you are now) is to love, embrace and believe in yourself. Because I know how easy and realistic it is for you to become a successful solo professional.

Combine these simple insights with the gifts you have within yourself to create an abundant, joyful and prosperous business and life.

**SEVEN KEYS TO BOOKING YOURSELF SOLID**

Key 1: Focus On Solutions no matter what you say, think or do. Take the attention off of yourself, your business and your services. Every second of every day stay focused on clear, specific and detailed solutions, benefits and advantages that appeal to your prospects.

Clearly define the root of your prospects' problems and needs. Then only focus on those solutions. There does seem to be some universal confusion on the definition of a solution these days... or a slip of the mind, perhaps? Solutions are not technical, scientific, mechanical or procedural. They are simple ideas... profound, deep and impactful.

## Book Yourself Solid

If someone wants to lose weight, solutions are not... Dietary guidelines Exercises Nutritional supplements

The core need of losing weight is much deeper. They really want to... Feel more self confident Feel incredibly attractive Attract their perfect mate

Now you're talking their language. The more benefits you uncover, the quicker you will start to attract new clients. People buy good feelings, new ways of thinking and solutions to their problems.

Key 2: Seek Out Ideal Clients for maximum joy, prosperity and abundance. Think about the human you are when you are performing optimally at your peak...when you are with all the people who inspire and energize you.

Make a long list of the characteristics these people have because they are your ideal clients. (p.s. clients and friends are interchangeable expressions)

I used to work with anyone who had a pulse and a checkbook. Living the red velvet rope policy of ideal clients increases my productivity... happiness... and more clients than I can handle are being referred to me. I know it's hard to believe, but it's true!

Clients are like family to me. Don't get me wrong, I lived through a period of intense and painful negative energy worrying about those challenging client relationships. It exhausted me and took me away from accomplishing the highest good for my clients. It was impossible for me to be productive, effective or successful in this environment.

Now with your list of inspiring people, I give you permission to release any dead wood in your calendar. If it feels scary, trust the next five steps to energetically fill those spaces.

Key 3: Embrace Your Authentic Self and toss out the societally accepted version of you. Yes! I'm serious. No one likes the IBM stiff blue suit that follows every rule. We're attracted to that perky, authentic confident soul who says it like it is and filters nothing!

Think about how radiant and attractive you are when you are with your best friends. You are spontaneous, free and genuine because of the trust within these close relationships.

Our real liberated, confident empowered self is the true self that only a select few inner circle friends are exposed to. Let me tell you... if you let your quirky, silly side shine... you'll experience far greater self-assurance and an immediate client attraction. Sound easy? It is! Works every time like a charm. Test it for yourself.

Key 4: Branding is not just for Superbowl advertisers. If you haven't identified your natural skill, talent, interest or expertise... or if you're not clearly and consistently expressing and defining yourself... chances are your clients can't either.

Most people are afraid of niches or specificity because they think it may limit their success or potential.

That couldn't be farther from the truth.

Ambiguity and uncertainty translates into insecurity. Personal branding is uniquely you. Own it... love it... express it!

(oh, and by the way... once you've mastered your niche... then you get to expand and do anything else you want!!!)

Key 5: Articulating What You Do is the key that connects your vibrant, branded and authentic self to the world. Most people are afraid to express themselves in a clear and powerful way.

Speak boldly, clearly and with purpose. This is the fastest way to eliminate suspicion, guesswork or speculation. Prospects want to know the exact benefits they will experience and action they should take. Articulate this you'll have paved the way for a "yes".

Remember you won't appeal to everyone. And, that's the beautiful thing!!! What you will do is powerfully impact your ideal clients in a compelling way every time you clearly communicate the vibrant you.

Key 6: The Simple Selling Process is a cinch once you embrace Key 1 (solutions baby!). If you remember this, you'll never have to sell again.

When you think in terms of solutions and problems solved, clients will beg to work with you. You are a consultant... a lifelong advisor. When you have fundamental solutions to help others... it's your moral imperative to show and tell as many people as possible. You are changing lives!

Inquire... What is your goal?

Show... What the benefits will be when they reach their goal

Ask... Would you like a partner to help you with that?

Gain a commitment. Ask yourself, would this person's life be fuller, happier and better-off with me in it? Now, let your light shine and give an action plan.

Key 7: Self Promotion Is Easy And Fun The internet and modern technology is a beautiful thing, but too many people get caught up in their "web site". Don't waste one more second on any marketing that is ineffective, inefficient or that you just can't measure.

Master the tried and true techniques that will book you instantly, Network, mastermind and get synergistic relationships working for you. There's nothing less effective than a solo pro... and a single mind. Collaborate for the benefit of all!

If this seems to vague, open the phone book, look up professionals with similar clients and prospective

## Book Yourself Solid

audiences, make one phone call today and introduce yourself and the benefits of your services. Now make one five minute phone call every day. If you're not comfortable calling a stranger, talk to every friend, family member and colleague you know and ask for names of professionals in the fields you are seeking. Soon you'll have a growing list of warm names to call.

The second easiest way to book yourself solid is to use client referrals. First, ask every client how happy they are with your services. If the answer is positive, then ask who else they know in a similar situation that could benefit from... (list those benefits!). If they aren't satisfied, you just bought yourself a second chance. Consider yourself lucky.

Time prevailing there are so many more ways to Book Yourself Solid, we could go on for weeks and weeks on end. My recommendation, start with the basics here and write me at

with additional questions, concerns, clarifications, epiphanies or revelations

you have.

Remember you have the ultimate solutions to build an abundant business. Express the brilliance of you and let out the silly one too. Anything less is criminal.

So let's get down to it and book yourself solid!

To learn more about booking yourself solid and getting more clients than you can handle even if you hate marketing and selling - go to

.

### **Get Clients with a Small Business Networking Strategy**

**By Michael Port**

Networking, Ugh!

Much like the thought of marketing and sales, the thought of networking may make you cringe. For most solo-pros, service professionals, and small business owners, they hear the word networking and it brings to mind the old business standard of promotional networking at 'meet & greet' events where it's understood and accepted that everyone is there to schmooze and subtly manipulate one another in an attempt to gain some advantage, for themselves or their business, which will increase their bottom line.

Who wouldn't cringe at the thought of spending an hour or two exchanging banalities and sales pitches with a phony smile plastered on your face to hide your discomfort, in an attempt to 'use' someone else to get a leg-up on the competition or to boost your profits, only to walk away with a pocketful of biz cards and the prospect of hours of work to continue the charade through email and by phone? It feels

## Book Yourself Solid

uncomfortable, self-serving and deceptive. Chances are all those biz cards you collected will end up in a drawer of your desk never to be seen again because you'll so dread following up that you'll procrastinate doing so until they're forgotten.

The good news is it doesn't have to be that way! The Book Yourself Solid networking strategy operates from an entirely different paradigm; it's all about connecting and sharing with others, and all you have to do to begin to employ it is to shift your perspective from one of scarcity and fear, to one of abundance and love. With the Book Yourself Solid Networking Strategy, the focus is on sincerely and freely giving and sharing, and by doing so, to build and deepen mutually beneficial relationships with others. It's all about making lasting connections.

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Michael Port Get more clients with Michael Port, expert marketing coach for small business owners and professional service providers. Free small business resources, networking opportunities, articles, advice and coaching on professional services marketing at

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