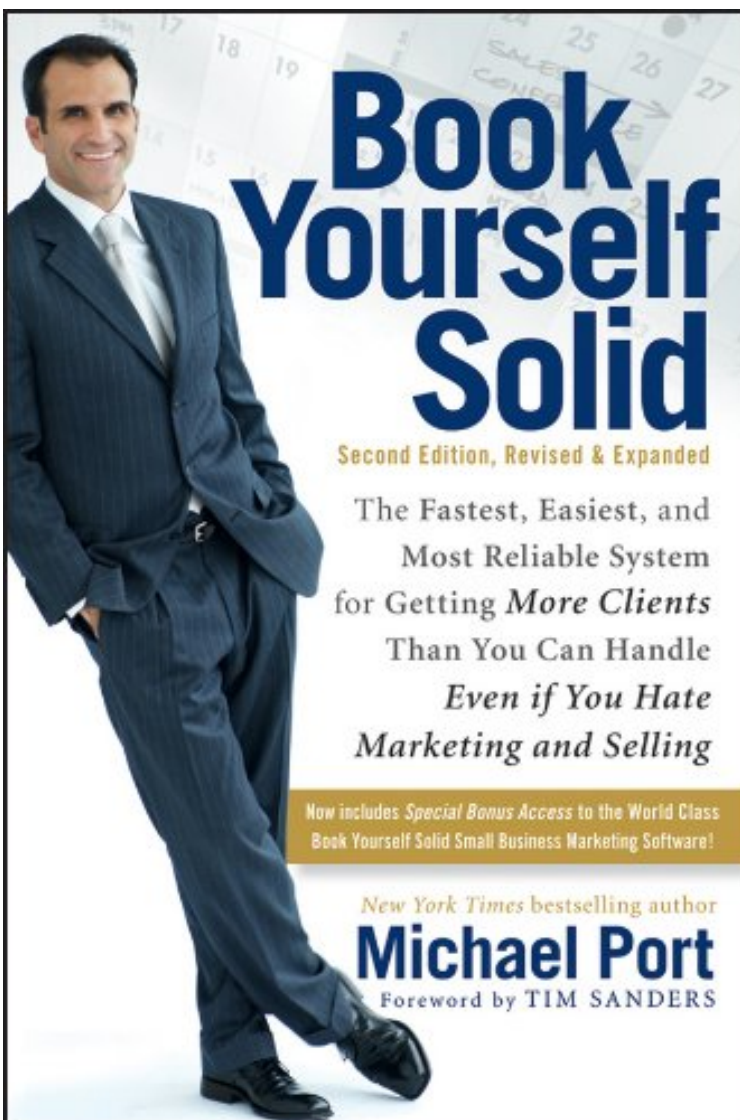


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# Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling



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business profile. *Book Yourself Solid, Second Edition* enables you to adopt the right promotional perspective and provides the strategies, techniques, and skills necessary to get more clients and increase profits. Through verbal and written exercises, you'll discover the keys to developing a strong marketing plan and brand image. Features unique, personalized, updated social media marketing strategies for service professionals Provides new pricing models and sales strategies for simpler selling Delivers fresh networking and outreach strategies guaranteed to take only minutes a day Offers new solid product launch strategies and tactics for creating instant awareness Author a New York Times bestseller, TV personality, and highly recognized professional speaker Get the proven tools you can put into effect today with *Book Yourself Solid, Second Edition*, and watch your business grow exponentially!

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

Get the proven tools you can put into effect today with *Book Yourself Solid, Second Edition*, and watch your business grow exponentially!

*Quatrième de couverture*Praise for *Book Yourself Solid* "Lead generation and conversion is the heart of any marketing enterprise, and Michael Port's ingenious and practical system is among the best I've seen. Read this book and transform your business!" Michael E. Gerber, founder and Chairman, EMyth Worldwide, and author of *The EMyth Revisited* "Do your homework! This is not a conceptual, theoretical look at how to succeed as a service professional. Instead, it's just what you need if you're stuck and you'd rather invest in your future (by doing the right kind of work) than complain about it later." Seth Godin, author of *All Marketers Are Liars* and *Permission Marketing* "Going out on your own can be scary. But this book is a welcome antidote to that fear. It brims with savvy advice and nearly overflows with practical, hands-on exercises. Once you absorb the wisdom in these pages, you'll be ready, willing, and eager to fashion a more rewarding work life. Michael Port is the guy to call if you're tired of thinking small." Daniel H. Pink, author of *A Whole New Mind* and *Free Agent Nation* "If you're even slightly uncomfortable with the idea of networking, marketing, or selling, this is the book for you. *Book Yourself Solid* gives you everything you need to fill your business with ideal clients. Before you're even finished reading the book, you'll be inspired to take action!" Ivan R. Misner, PhD, founder and CEO, BNI, and coauthor of *Masters of Networking* Called "an uncommonly honest author" by the *Boston Globe* and a "marketing guru" by the *Wall Street Journal*, Michael Port is the author of four books including the New York Times bestseller *The Think Big Manifesto*. Michael can be seen regularly on MSNBC and receives the highest overall speaker ratings at conferences around the world. With all this, his most significant accomplishment and responsibility is probably similar to yours: being a devoted parent, son, friend, and citizen.