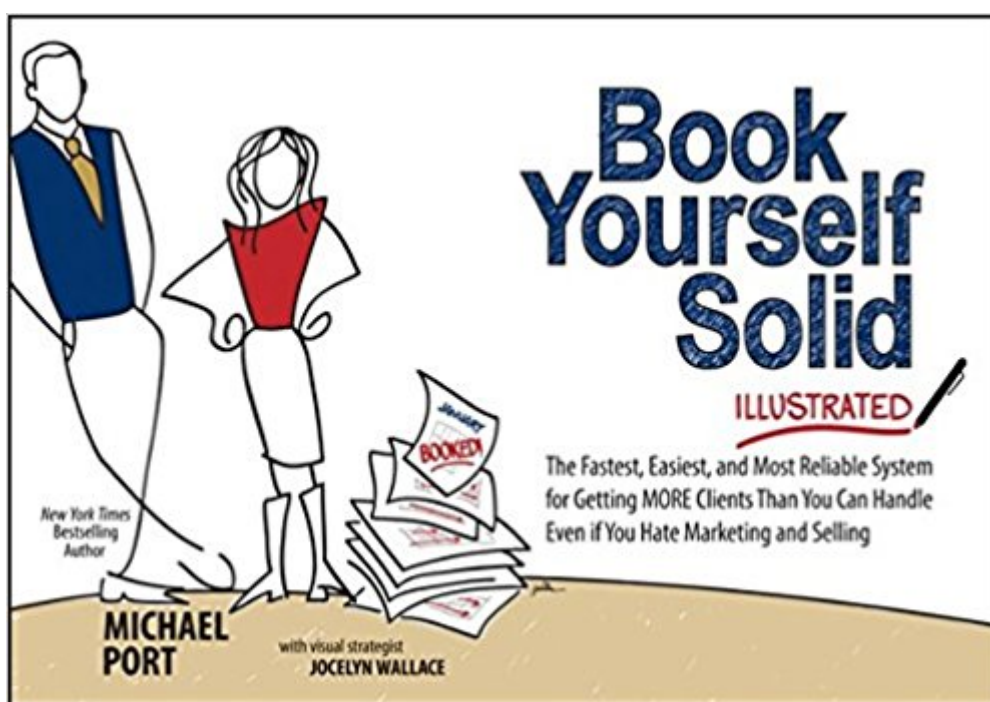


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# Book Yourself Solid Illustrated: The Fastest, Easiest, And Most Reliable System For Getting More Clients Than You Can Handle Even If You Hate Marketing And Selling



## Synopsis

A visual way to easily access the strategies and tactics in Book Yourself Solid Learning new concepts is easier when you can see the solution. Book Yourself Solid Illustrated, a remarkable, one-of-a-kind work of art, transforms the Book Yourself Solid system into a more compelling and easy-to-consume playbook for any business owner. You won't find business school graphs or mind maps. Instead, you'll find compelling, visual stories that reinvent old and tired business concepts, making Book Yourself Solid Illustrated a fun and playful book that you will revisit year after year as you get more clients than you can handle. There isn't a business book on the market that can show you how to apply the strategies, techniques, and skills necessary to generate new leads, add more clients, and increase profits through visuals. Previously you could only read or listen to advice, now you can see it and get it faster. This illustrated version is organized into four modules: your foundation, building trust and credibility, simple selling and perfect pricing, and the Book Yourself Solid 6 core self-promotion strategies. Reengineering the book with visual strategist, Jocelyn Wallace, has given author Michael Port new ways of explaining and expanding his gold-standard material. Author Michael Port has been called a "marketing guru" by the Wall Street Journal and "an uncommonly honest author" by The Boston Globe, and wrote Book Yourself Solid (in its 2nd edition), Beyond Booked Solid, The Contrarian Effect which was selected as a 2008 top ten business book by .com and the 2008 #1 sales book of the year by 1-800-CEO-READ, and The New York Times Bestseller, The Think Big Manifesto. Author is one of the most popular business coaches in the world and headlines events all over the world. Master the techniques in Book Yourself Solid Illustrated, and take your service business to the next level today. For the first time ever you can have the Book Yourself Solid Mobile app. Install it on any device and the Book Yourself Solid System comes to life. Do all of 49 exercises from the new book on any device, including your desktop computer. This thing rocks.

## Book Information

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## Customer Reviews

"Michael and Jocelyn have performed magic! The first illustrated how-to marketing book where the visuals REALLY make the ideas clear as crystal. I hate sales books but I love this one. Port + pictures? I'm sold." #151; DAN ROAM, author of *The Back of the Napkin* "I loved Michael Port's *Book Yourself Solid* when it was first released, putting the ideas into action to grow my own business. Now with this infographic-laden edition, Michael makes learning the valuable concepts even easier! What are you waiting for?" #151; DAVID MEERMAN SCOTT, author of *The New Rules of Marketing and PR* "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." #151; MICHAEL E. GERBER, founder and Chairman, E-Myth Worldwide, and author of *The E-Myth Revisited* "This book brims with savvy advice and nearly overflows with practical, hands-on exercises. Michael Port is the guy to call if you're tired of thinking small." #151; DANIEL H. PINK, author of *A Whole New Mind* "Once again, Michael Port comes through with a generous, easy-to-access take on the key issues faced by anyone attempting to book more business." #151; SETH GODIN, author of *The Icarus Deception* ESTABLISH CREDIBILITY. CREATE VISIBILITY. EXPAND INTO MORE MARKETS. GET YOUR MESSAGE OUT IN A BIG WAY. EARN HIGHER FEES. INCREASE YOUR CONFIDENCE. STAND OUT FROM THE CROWD. GET MORE CLIENTS.

Michael Port (New Hope, PA) ([www.michaelport.com](http://www.michaelport.com)) has been 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 bestselling books, including the first edition of *Book Yourself Solid*, *Beyond Booked Solid*, *The Contrarian Effect*, and the *New York Times* best-seller, *The Think Big Manifesto*. A television personality, Michael can be seen regularly on cable and network TV. He receives the highest overall speaker ratings at conferences around the world and offers inspiring, collaborative, and results-oriented mentoring programs for small business success. At the end of the day, his most significant accomplishment and responsibility is probably just like yours--the job of being a devoted

parent, son, friend, and citizen. Michael speaks to companies and associations throughout the world on marketing and sales. Jocelyn Wallace is founder of Red Eleven Group, LLC, a business strategy firm that helps entrepreneurial companies set their vision, create a plan that everyone understands, and go make it happen. Known and loved for her visual facilitation style, Jocelyn has a gift for pulling ideas from you and translating them visually onto large paper, whiteboards, or even your conference room windows! A teacher-trainer at heart, Jocelyn uses visual thinking principles every day with her clients and has been a conference speaker on the topic at an international level. Jocelyn is founder of Red Eleven Group, LLC, a visual strategy firm that helps entrepreneurial companies set their vision, create a plan that everyone understands, and go make it happen. Known and loved for her visual facilitation style, Jocelyn has a gift for pulling ideas from you and translating them visually onto large paper, whiteboards or even your conference room windows! A teacher-trainer at heart, Jocelyn uses visual thinking principles everyday with her clients and has been a conference speaker on the topic at an international level.

As an author and freelance copywriter, one of my bugaboos has always been self-promotion and networking. Although I'm a terrific promoter of other people's products and services via the written word as a copywriter, I've always found the idea of stepping out of my comfort zone and networking for additional business (or to sell the six books I've written) scary and daunting. I guess that's because I've met too many people who "network" the wrong way! I never wanted to be seen as one of them: pushy and "in your face." (Then again, maybe the others I've met who network do so with such finesse, as shown in this book, that it never occurred to me that they were "networking" or "pushing" their products, book or services at all!) Of course my aversion to talking about what I do for a living left me on the outside looking in. IF/WHEN people found out what I do, by way of another person introducing me, they always seemed surprised and delighted. But even then I'd deflect the conversation to something else--anything else!--to keep the attention off myself. (Confession time: I hated my own birthday parties as a kid. Too much focused attention! And when teachers would read what I'd written in class, I would want to melt, run under someone's shoe and disappear!) So **BOOK YOURSELF SOLID** seemed to be something I "needed" to read. It has revolutionized my way of thinking. It has given me the mindset I need to recognize that what I do is extremely valuable (to small business owners who can't afford paying a fortune for a copywriter, and for readers who love the kinds of subjects I tackle in my books) and that there is no shame in letting people know (like the Whos in Whoville) "I'm here! I'm here!" If I could give **BOOK YOURSELF SOLID** more stars, I would. But then you'd see nothing but stars! There's much more to **BOOK YOURSELF SOLID** than I've

mentioned here. LOTS more. This is just the primary way in which the book has served my immediate, most pressing needs. It has turned this shy gal into a professional who networks with the best of them the RIGHT way. It's becoming less alien each time I do it. I'm still a work in progress, but I'm getting there! Thank you so much, Michael Port, for this helpful, amazing, step-by-step guide to booking myself solid! BRAVO!!!

Kristine M Smith  
Copywriter, Author of 5 books at Serval Son:  
Spots and Stripes Forever  
DeForest Kelley: A Harvest of Memories : My Life and Times With a Remarkable Gentleman Actor  
Let No Day Dawn That the Animals Cannot Share  
Floating Around Hollywood: And Other Totally-True Tales of Triumph  
Purposeful Christianity: Sharing the Verve and Value of the Prince of Peace

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

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

Content is excellent. Illustrations are excellent. Unfortunately, using this book is extremely difficult because after reading only about 25% of the book, it is in PIECES. The binding is atrocious as this

book is literally, and I mean literally, falling apart into several chunks. The publisher should immediately remedy this situation and issue new books with new bindings to all owners. I contacted the publisher. They will issue a new book to me but I've already written a lot of notes in the one I have. Let's just say very disappointed.

I purchased Book Yourself Solid because I was interested in expanding my therapy practice. But when I got to the part where the author asked what I would say if someone asked what I did I realized that this is much more about who I am and what inspires me than about selling generic counseling. Instead of saying that I'm a therapist who works with individuals and couples, I'm telling people that "I help couples rekindle the magic of their relationships." And "I help victims of violence feel safe again - and it happens very quickly." This book is tightly written, every chapter is short, concise and builds on the last. As I read I did the exercises and by the time I had finished reading I was already marketing myself in a new way and it didn't feel like marketing. In fact, I had a different sense of myself and my work because my work more reflects who I am. Whatever you are doing, or starting, or thinking about starting, if it's a one on one service business, get this book. I supervise beginning therapists and I'm recommending this to all my supervisees. (And no, they can't borrow my copy.)

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