

# Book Yourself Solid, 2nd Edition

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## Synopsis

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According to the Small Business Administration, 90% of service businesses will fail within the first five years. They fail not because they don't offer great services and products, but because the owners are extremely uncomfortable with traditional marketing and sales. The result is a frustrated, isolated, and overwhelmed business owner who does not know there is an entirely different, highly successful approach to marketing and sales available—and it's laid out in *Book Yourself Solid*.

*Book Yourself Solid* is based on Michael Port's proven system for getting more clients. And it works. In fact, 93% of business owners who have used the system have experienced a 34% increase in their total number of clients and a 42% increase in sales in the first year alone.

Original, wildly inspiring, personal, and provocative, *Book Yourself Solid* is an easy-to-follow road map for starting and growing your service business based on seven core self-promotion strategies. You'll not only learn how to develop a strong marketing plan and brand identity, but you'll also learn why self-promotion is absolutely critical to your success—and how to do it with passion and purpose. Even if you hate the idea of marketing and selling yourself, this practical, inspirational guide will lift you up and give you the confidence you need to comfortably and authentically market yourself and your services, tap into an endless supply of quality referrals, and watch your business grow. If you're a seasoned professional, you'll find the fresh ideas and tactics you need to keep bringing in new business for years to come. If you're a novice service professional looking for a complete business building system, you'll have the keys to unlock long-lasting business prosperity, security, and abundance for yourself and your family.

Once you make a name for yourself using the seven core strategies for self-promotion, you'll be able to run a profitable, meaningful, and absolutely booked-solid business overflowing with as many clients as your heart desires.

## Reader's comments

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