
Book Yourself Solid®

THIRD EDITION

Workbook

EXERCISES & ACTION STEPS

Book Yourself Solid®

Welcome to Your Book Yourself Solid Workbook

Thank you for reading Book Yourself Solid. You will need a copy of the third edition of Book Yourself Solid for this workbook to make sense.

If you don't yet have a copy, you can get one [here](#).

Also, don't forget that tools and tactics frequently change. You may find that some of the suggestions and recommendations in this third edition of the book were true at a moment in time (almost a decade ago), so make sure you get a copy of the 20th anniversary edition of the book, which is available for pre-order [here](#). This edition is the definitive and definitively timeless guide that will serve you for the rest of your professional career.

Keep reading the emails from Book Yourself Solid to stay up to date on the best way to get booked solid with more clients than you can. Handle ... even if you hate marketing and selling.

M O D U L E

01

Your Foundation

Identify your ideal clients, understand why people buy, build your personal brand, and learn to talk about what you do.

The Red Velvet Rope Policy

1.1.1 WRITTEN EXERCISE

To begin to identify the types of clients you don't want, consider which characteristics or behaviors you refuse to tolerate. What turns you off or shuts you down? What kinds of people should not be getting past the red velvet rope that protects you and your business?

1.1.2 WRITTEN EXERCISE

Now take a good, hard look at your current clients. Be absolutely honest with yourself. Who among your current clients fits the profile you've just created of people who should not have gotten past the red velvet rope that protects you and your business?

1.1.3 BOOKED SOLID ACTION STEP

Dump the dud clients you've just listed in the preceding exercise. It may be just one client, or you may need another two pages to write them all down. Is your heart pounding? Is your stomach churning at just the thought? Have you broken out in a cold sweat? Or are you jumping up and down with excitement now that you've been given permission to dump your duds? Maybe you're experiencing both sensations at the same time; that's totally normal. Do it and you'll feel better.

1.1.4

WRITTEN EXERCISE

Define your ideal client. What type of people do you love being around? What do they like to do? What do they talk about? With whom do they associate? What ethical standards do they follow? How do they learn? How do they contribute to society? Are they smiling, outgoing, or creative? What kind of environment do you want to create in your life? And who will get past the Red Velvet Rope Policy that protects you? List the qualities, values, or personal characteristics you'd like your ideal clients to possess.

1.1.5

WRITTEN EXERCISE

Now let's look at your current client base. Whom do you love interacting with the most? Who do you look forward to seeing? Who are the clients who don't feel like work to you? Who is it you sometimes just can't believe you get paid to work with? Write down the names of clients, or people you've worked with, whom you love to be around.

1.1.6

WRITTEN EXERCISE

Get a clear picture of these people in your head. Write down the top five reasons that you love working with them. What about working with them turns you on?

1.1.7

WRITTEN EXERCISE

Now go deeper. If you were working only with ideal clients, what qualities would they absolutely need to possess for you to do your best work with them? Be honest and don't worry about excluding people. Be selfish. Think about yourself. For this exercise, assume you will work only with the best of the best. Be brave and bold and write without thinking or filtering your thoughts.

1.1.8

WRITTEN EXERCISE

What filters do you want to run your perfect clients through?

Draw a simple table with three columns: Label the first column “Ideal Clients,” the second “Duds,” and the third “Everyone Else.” Now divide your clients into these three groups. Don’t hold back or leave anyone out.

As if that weren’t enough, you may begin to notice that many of your mid-range clients, those who made neither the ideal client nor the dud list, are undergoing a transformation. Why? While you were working with dud clients, you weren’t performing at your best. If you think that that wasn’t affecting your other clients, think again. The renewed energy and the more positive environment you’ll create as a result of letting go of the duds will most likely rejuvenate the relationships between you and some of your mid-range clients, turning many of them into ideal clients.

Brainstorm your own ideas for reigniting these mid-range clients. Contemplate the ways in which you may, even inadvertently, have contributed to some of your clients being less than ideal clients. Are there ways in which you can light a new fire or elicit greater passion for the work you do together? Do you need to set and manage expectations more clearly right from the beginning? Can you enrich the dynamics between you by challenging or inspiring your clients in new ways? Go ahead—turn off your left-brain logical mind for a moment and let your right-brain creativity go wild.

Carefully observe the ways in which your relationships with your clients begin to shift as you embrace the Book Yourself Solid way. Some of your mid-range clients may fall away. Others may step up their game and slide into the ideal client category.

Why People Buy What You're Selling

1.2.1 WRITTEN EXERCISE

Take a few moments to think about the following questions. Jot down whatever comes to you. Doing so will provide you with clues to the target market you're best suited to serve. Your passion, your natural talents, and what you already know and want to learn more about are key.

- Who are all the different groups of people who use the kind of services you provide?
- Which of these groups do you most relate to or feel the most interest or excitement about working with?
- Which group(s) do you know people in or already have clients in?
- Which group(s) do you have the most knowledge about, or, on the flipside, would you find fascinating to learn more about?
- What are you most passionate about as it relates to your work?
- What natural talents and strengths do you bring to your work?
- What aspects of your field do you know the most about?

1.2.2 WRITTEN EXERCISE

Consider your life experience and interests. You'll be able to more sincerely identify and empathize with your target market if you share common life situations or interests.

- What life situations or roles do you identify with that might connect you to a particular target market?
- Do you have any interests or hobbies that might connect you with your target market?

1.2.3**WRITTEN EXERCISE**

For now, I just want you to answer this question: Who is your target market? If you're not ready to make this choice, list the possibilities that appeal to you. Sit with them for a while (but not for too long) and then choose one. Even if you're not sure at this point, it will become clearer to you as you work through the next few chapters.

1.2.4**WRITTEN EXERCISE**

What are five of your clients' urgent needs? (What problems must they solve right away?)

Example: The urgent need that may have prompted you to buy this book might be a feeling of stress because you know you need more clients (and more money) but don't know where or how to begin marketing your business. Maybe the bills are really starting to pile up and you're afraid. Or maybe you know what to do to market your services but just aren't doing it. You're procrastinating and your business is suffering as a result.

What are five of your clients' compelling desires? (What would they like to move toward?)

Example: Let's use you as an example again. Your compelling desire might be to feel confident and in control as you get as many clients as you would like. Maybe you want financial freedom. Maybe you just want to be able to take a real vacation every year. Or maybe it's all about having a thriving business that includes doing what you love and making oodles of money doing it.

Describe the biggest result you provide.

What are the deep-rooted benefits your clients will experience as a result of your services?

Develop a Personal Brand

1.3.1 WRITTEN EXERCISE

Even though it may be a bit unpleasant to think about, list the ways in which you've sold out, settled for less, or compromised your integrity in your business, either now or in the past.

1.3.2 WRITTEN EXERCISE

What about the flipside? Tap into instances in your business life when you've felt alive and vibrant —fully self-expressed. Everything you did just flowed. Draw on all of your senses. What was happening at that time that made you feel so alive?

1.3.3

WRITTEN EXERCISE

Now compare the two areas, the ones in which you sold out and the situations in which you felt most fully self-expressed. How can you change your behavior to speak boldly and from a place of free expression so that you're working in situations that make you feel fully self-expressed? How will you communicate to make sure you stop compromising or watering yourself down in the future?

1.3.4

WRITTEN EXERCISE

Start with a few situations (fairly comfortable ones) in which you could practice speaking from a bolder and more self-expressed place.

1.3.5

WRITTEN EXERCISE

Write down a few more situations (that seem a little more difficult) that you'd like to work up to speaking more boldly about.

1.3.6

WRITTEN EXERCISE

Identify one of your most important intentions as it relates to your business.

Example: I intend to book myself solid.

Take a good hard look within to see if you can identify any potentially conflicting intentions for the intention you identified. These are likely to be subconscious and more difficult to identify, and they are nearly always based on fear.

Example: If I book myself solid, I won't have time for myself. Or, to book myself solid, I'll have to promote myself, and self-promotion will make me feel pathetic and vulnerable. Or maybe you want to book yourself solid but you think self-promotion is unappealing.

Identifying and acknowledging your conflicting intentions is the first big step in releasing them. Awareness is key, but not always enough to prevent conflicting intentions from affecting and blocking our positive intentions. The next step in the process is to identify the underlying fears. Once you've identified them, you can begin to take steps to relieve them.

To know which secret quirk or natural talent is waiting in the wings to bring you wealth, happiness, and unbridled success in your business, answer the following questions:

- How are you unique?
- What are three things that make you memorable?
- What are the special talents that you are genetically coded to do? What have you been good at since you were a kid?
- What do people always compliment you on?
- What do you love or never grow tired of talking about in your personal life?
- What do you want to say that you would never grow tired of talking about when you are asked about your work?

Send an email to five or more people (include friends, family, clients, neighbors, and acquaintances from all the different aspects of your life).

- Ask them to provide you with your top three personality traits or quirks.
- Ask for fun or unique experiences they've had with you.
- Tell them to be brave and not to be shy.

1.3.11

WRITTEN EXERCISE

Start with the basics. Keep it simple and straightforward. What is your who and do what statement? Who do you help and what do you help them do? Refer to your target market from Chapter 2. The first time around, just come up with something accurate and clear for now—make sure a five-year-old can understand it. List as many possibilities as come to mind. Finish this statement, “I help . . . ”

Example: I help . . . service professionals get booked solid. (Or, for the five-year-old, “I help people get more business.”)

1.3.12

WRITTEN EXERCISE

Set aside your inner critic and give yourself permission to think big—I mean really big, bigger than you’ve ever dared to think or dream before. Be your most idealistic, inspired, creative, powerful you. What is your purpose? What is your vision of what you hope to achieve through your work? Remember, your work is an expression of who you are. List whatever comes to mind.

1.3.13

WRITTEN EXERCISE

Keeping the preceding in mind, craft a possible why you do it statement.

1.3.14

BOOKED SOLID ACTION STEP

If your why you do it statement is not immediately and easily identifiable, get together with a group of supportive friends or associates who know you well and ask them to brainstorm it with you. It's often the things about you that are most natural and that you don't even recognize that become key elements of your why you do it statement. Having some outside input and a few more objective perspectives can make all the difference.

1.3.15

WRITTEN EXERCISE

Craft a possible tagline that represents and demonstrates your why you do it statement.

How to Talk About What You Do

1.4.1 WRITTEN EXERCISE

Each of the following five parts has already been answered in previous exercises. All you need to do is pull the pieces into the following formula.

Part I: Introduce your target market.

Part II: Identify and summarize the three biggest and most critical problems that your target market faces.

Part III: List how you solve these problems and present clients with investable opportunities.

Part IV: Demonstrate the number-one most relevant result you help your clients achieve.

Part V: Reveal the deeper core benefits your clients experience.

1.4.2 BOOKED SOLID ACTION STEP

Practice with a colleague or two. Call each other spontaneously to ask, “What is it that you do?” The most important principle of the Book Yourself Solid system is actually using what I teach you. Learning it is only a means to an end. Taking action will get you booked solid.

After you’ve practiced with your colleague, answer these questions for each other:

- Did I sound relaxed and comfortable?
- Could you sense my passion and excitement for what I do?
- What really grabbed your attention?
- What did you like best or least about my Book Yourself Solid Dialogue?

Use this exercise as the great opportunity it is to get honest, open feedback so that you can fine-tune your Book Yourself Solid Dialogue and make it the best it can be.

M O D U L E

02

Building Trust and Credibility

Establish yourself as a likeable expert, design your sales cycle, build keep-in-touch systems, and create information products.

Becoming a Likeable Expert in Your Field

2.5.1 WRITTEN EXERCISE

Please answer the following questions:

1. In what areas are you currently an expert?
2. In what areas do you need to develop your expertise?
3. What promises can you make and deliver to your target market that will position you as an expert?
4. What promises would you like to make and deliver to your target market but don't yet feel comfortable with?
5. What do you need to do to become comfortable at making and delivering these promises?

2.5.2 WRITTEN EXERCISE

Keeping the answers from the previous written exercise in mind, if there was one thing you could be known for within your target market, what would it be?

2.5.3

WRITTEN EXERCISE

What do you need to learn to become a category authority in the area you'd like to be known for?

2.5.4

WRITTEN EXERCISE

List the ways in which you could learn the things you identified in the preceding written exercise.

Example: Books, Internet research, training programs, apprenticing with a mentor who is already a category authority.

2.5.5

WRITTEN EXERCISE

Research and list three books that meet the preceding criteria.

Buy these three books.

The Book Yourself Solid Sales Cycle Process

2.6.1 WRITTEN EXERCISE

Who is your target client or customer? Describe what she is like. Get really creative with this one. List as many specific details as you can.

Example: My friend Lorrie Morgan Ferrero, an excellent copywriter, describes her target customer like this: "Nikki Stanton, a 37-year-old divorced entrepreneur with a web conferencing business. She's Internet and business savvy. Invests most of her profit back into the business. Lives in San Diego in a gated community with her 10-year-old daughter, Madison. She's involved in her daughter's school and drives her to dance classes. Has a home office and makes approximately \$117,000 a year. Jogs three times a week in the neighborhood. She loves to find bargains on designer clothes and dreams of visiting Italy with her daughter someday."

Your turn. Describe whom you'd like to attract into your sales cycle.

What are your potential clients looking for?

Examples: In my case, they want a book that can help them get clients. They want to read an article or report on how to use social media. They want private coaching. They want to attend a marketing seminar. And so on.

Where do your ideal clients look for you?

Describe the situations that are likely to drive potential clients to seek your services, products, and programs. When do they look for you?

Examples: They've lost their job. They're starting their own business. They're so disorganized that they're losing business. They are experiencing extreme discord in their relationship. They've just had a baby and can't seem to lose their baby weight.

Why should your potential clients choose you? Be bold! Express yourself fully. This is not the time for modesty.

2.6.6

WRITTEN EXERCISE

How do you want your potential clients to interact or engage with you? (Note: Establishing a line of communication is the first step in developing a relationship of trust.)

2.6.7

WRITTEN EXERCISE

Book Yourself Solid Sales Cycle Stage One:

- What is your objective in Stage One of the sales cycle?

2.6.8

WRITTEN EXERCISE

Book Yourself Solid Sales Cycle Stage Two:

- What is your objective in Stage Two of the cycle?
- How are you going to achieve it?

2.6.9

WRITTEN EXERCISE

Book Yourself Solid Sales Cycle Stage Three:

- What is your objective in Stage Three of the cycle?
- How are you going to achieve it?

2.6.10

WRITTEN EXERCISE

Book Yourself Solid Sales Cycle Stage Four:

- What is your objective in Stage Four of the cycle?
- How are you going to achieve it?

2.6.11

WRITTEN EXERCISE

Book Yourself Solid Sales Cycle Stage Five:

- What is your objective in Stage Five of the cycle?
- How are you going to achieve it?

The Book Yourself Solid Keep-in-Touch Strategy

2.7.1 WRITTEN EXERCISE

What is the best kind of content to include in your keep-in-touch strategy based on your interests and the needs and desires of your target market?

2.7.2 WRITTEN EXERCISE

What format will you use to send out your e-zine . . . and why?

2.7.3 WRITTEN EXERCISE

How are you going to automate your keep-in-touch strategy?

The Power of Information Products

2.8.1 WRITTEN EXERCISE

For now, keep it simple. Just get your ideas out of your head and onto paper.

1. What type of product or program would you most like to create? What would you be most passionate about creating and offering to your target market?
2. To whom would you be offering this product? (Refer to target market.)
3. What benefits will your target market experience as a result of your product?
4. How do you want your product to look and feel? What image or emotion do you want it to convey?
5. How might you leverage the same content into a variety of different formats and price points for your sales cycle?

2.8.2 WRITTEN EXERCISE

Answer the following questions: Why does your target market need your particular product now?

- What does your product need to deliver for it to meet your customer's need?
- What about your product, if anything, will be different from similar products on the market?
- Bonus: How can you overdeliver on your promises by adding unexpected value to make your product remarkable? 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. Survey friends, clients, and groups, such as online discussion groups or local organizations. And certainly search Google, using keywords that your target audience would use.

2.8.3

WRITTEN EXERCISE

Which role most appeals to you or is most appropriate to your product or program, and why?

2.8.4

WRITTEN EXERCISE

Which framework will you choose and why?

2.8.5

WRITTEN EXERCISE

Choose one of the title types that fits your product or that you find especially appealing, and brainstorm a number of different title ideas. Have fun with this. Just get your creative juices flowing.

Create your table of contents. Keep the following questions in mind:

- What are the steps in understanding your content?
- Is the flow logical and easy to understand?

M O D U L E

03

Simple Selling and Perfect Pricing

Set pricing that reflects your value and master the super simple selling conversation.

Perfect Pricing

3.9.1 WRITTEN EXERCISE

Think of a client who gave you rave reviews. Make a list of all the FEPS benefits the client received from working with you. Don't be stingy here. Think big. Now, put specific dollar values on all of those benefits. Again, think big. No, bigger than that. Because . . . hold on to your hat . . . you may just find that you have been undervaluing yourself and, as a result, underpricing your products and services. You are giving generously of your talents and skills and, it's likely, the value you provide is worth much, much more than what you've been charging.

3.9.2 BOOKED SOLID ACTION STEP

Right now raise your prices until it makes you slightly uncomfortable. You'll know you've reached the right number when you experience a slight feeling of nausea. That's your new price. Over time you'll grow into it—not the nausea, the price—and, over time, you'll continue to raise your prices, sans nausea.

Super Simple Selling

3.10.1

WRITTEN EXERCISE

Practice without pressure. Try this process with a good friend or colleague and see what happens. Ask her to call you at random a few times over the course of a week and say, “Hi, I’ve been getting your newsletter for a while and I think you may be able to help me. Can we talk about your services?” And, instead of doing that thing that everyone does—talk about themselves and their business for 20 minutes—ask her what she’s working on or what she’s trying to achieve or what problem she’s trying to overcome, and you’ll be into Part 1 of the Book Yourself Solid Four-Part Sales Formula. Super simple.

M O D U L E

04

The Six Core Self-Promotion Strategies

Master networking, direct outreach, referrals, speaking, writing, and web strategies to promote yourself and your business.

The Book Yourself Solid Networking Strategy

4.11.1 WRITTEN EXERCISE

List three people in your network who consistently support you by sending referrals, giving you advice, or doing anything else that's helpful. Then identify someone in your network for each of these five people whom you could connect them with. Whom do you know who will add value to their work or life? Is it a potential client, a potential business partner, a potential vendor?

4.11.2 BOOKED SOLID ACTION STEP

Try it now. Go through your address book and find two people who share something in common, something that each one of them will find relevant about the other and introduce them to each other.

4.11.3 WRITTEN EXERCISE

Think of the types of people or professions that are not represented in your current network. List five that would expand and benefit your network, as well as ideas for where you might find them.

4.11.4**BOOKED SOLID ACTION STEP**

Try it with this book. Carry it wherever you go and explain to people why you're reading it. You'll have the opportunity to talk about the Book Yourself Solid philosophy of giving so much value that you think you've gone too far and then giving more, and how it's in sync with your values and what you do as a service provider. You'll then be able to get into your Book Yourself Solid Dialogue with ease.

4.11.5**WRITTEN EXERCISE**

List five books you've read that you know are must-reads for your target market. Think about and jot down the names of any specific people who come to mind for each book.

4.11.6**WRITTEN EXERCISE**

List five books that have been recommended to you as must-reads or that you know contain information that would add value to your target market. Then go out and make the investment in at least one of them this week.

4.11.7

WRITTEN EXERCISE

Books aren't our only source of knowledge. As I mentioned earlier, our life experience, observations, and conversations are all sources of knowledge as well. Think about the many areas in which you're knowledgeable and list a minimum of five. Have fun with this and just let it flow. If you know a lot about skydiving, or ikebana (the Japanese art of flower arranging), include it! You never know what subject might help make a connection.

4.11.8

BOOKED SOLID ACTION STEP

Try it now. Go to your favorite online publication, browse through today's articles and when you find one that is relevant to someone in your network, send it to them with a note as suggested earlier.

4.11.9

WRITTEN EXERCISE

Note a recent situation, business or personal, when someone else expressed compassion for you. Think about how you felt following the interaction. How do you feel about that person because of the compassion she showed for you?

4.11.10

WRITTEN EXERCISE

Think for a moment: Have you recently missed any opportunities for making a deeper connection with someone? List one connection that would have been made if you had just shared your knowledge, your network, or your compassion.

4.11.11

WRITTEN EXERCISE

Do some research and come up with three additional business networking opportunities like the ones I've listed that you can attend with the intention of adding value to others as well as enhancing your network.

The Book Yourself Solid Direct Outreach Strategy

4.12.1 WRITTEN EXERCISE

Identify a minimum of three and a maximum of 20 people you'd like to reach out to directly and personally. (For now, this list should focus on people who you want to add to your network, not potential clients. You can start another list of 20 just for potential clients if you'd like.) At this moment, you might not think you can fill out your list of 20, but now that you know what you need to do, you'll start to take notice of the people you should add to this list. You'll see in a minute how your list can grow far beyond just 20 people.

4.12.2 BOOKED SOLID ACTION STEP

Reach out to the first person on your list of 20 and then add him or her to your follow-up system. Then add a new person to your list of 20.

4.12.3 WRITTEN EXERCISE

Jot down one wild, wacky, and unique way to make a personal connection, especially with anyone you've been unsuccessful connecting with in the more traditional ways.

The Book Yourself Solid Referral Strategy

4.13.1 WRITTEN EXERCISE

Start by remembering the last time a quality referral came to you:

1. From whom did the referral come?
2. What was the referral for, specifically?
3. Did the referral need your services immediately?
4. How were you contacted—by the person making the referral or the potential client?
5. Had you educated the referrer about your services before he made the referral?
6. How did you accept the referral and follow up?
7. Is that new referral a continuing client today?

You may have already noticed some of your strengths in generating referrals, or perhaps parts of the process need a little of your attention. Either way, we're creating an easy and profitable process.

4.13.2 WRITTEN EXERCISE

Create a referral tracking log based on the seven questions in the preceding written exercise and begin to track daily referral opportunities. Your referral-tracking log should focus on the details of your referral interactions. Doing so will help you see what works and what doesn't work in the referral process. If you study these interactions, you can learn from them and adjust your behavior accordingly while significantly increasing your referral quotient. You're going to be pleasantly surprised at the plethora of untapped referral opportunities that are appearing before you every day.

4.13.3

WRITTEN EXERCISE

Create a list of the benefits your clients will experience by working with you. Keep going until you've exhausted all the possible benefits.

4.13.4

WRITTEN EXERCISE

Bring to mind your two best clients and list the reasons they would want to refer their friends and family to you. Again, think of benefits. How did they feel after having referred their friends and family?

4.13.5

WRITTEN EXERCISE

Write down the types of people you want your clients, associates, friends, and family to refer to you. Your friends and family may have no idea whom to refer to you.

4.13.6

WRITTEN EXERCISE

Write down the places where your referrers would meet or connect with good referrals for you.

4.13.7

WRITTEN EXERCISE

Write down how you'd like your referrers to refer their contacts to you.

4.13.8

BOOKED SOLID ACTION STEP

Make the commitment to ask for referrals every day for five days straight.

The Book Yourself Solid Speaking Strategy

4.14.1

WRITTEN EXERCISE

Create three ways that you can instantly add value to your potential and current clients by way of an invitation.

4.14.2

WRITTEN EXERCISE

Identify several Level One groups or organizations that you can contact.

4.14.3

WRITTEN EXERCISE

Identify several Level Two groups or organizations that you can contact.

4.14.4

WRITTEN EXERCISE

Identify several Level Three local or regional trade associations or businesses that you can contact.

4.14.5

WRITTEN EXERCISE

Identify several Level Four national or international trade associations that you can contact.

4.14.6

WRITTEN EXERCISE

Identify the decision makers for the organizations you chose in the previous written exercises. Put them on your List of 20 and then go through your network to see who you know who might be able to connect you with these decision makers or someone else who might know these decision makers.

After reading this chapter, contact these decision makers using your newfound direct outreach strategies and begin getting booked to speak.

The Book Yourself Solid Writing Strategy

4.15.1 WRITTEN EXERCISE

List three subjects you would feel comfortable writing about on the basis of your passions, your personal interests, your areas of expertise, the life lessons you've learned, and what your target market is interested in learning. Once you've chosen one subject area to write about, you're ready to narrow it down to an ideal topic.

4.15.2 WRITTEN EXERCISE

List three focused topics you would feel comfortable writing about based on the subjects you chose in Written Exercise 4.15.1.

4.15.3

WRITTEN EXERCISE

Create three titles based on your topic choices. Remember, titles need to summarize in a few words what your article is about and be intriguing enough to make people who are interested in that topic—and even those who aren't—want to read more. If you can fit it in your top keyword phrase, so much the better.

4.15.4

WRITTEN EXERCISE

Write your lead-in paragraph by presenting the most important information first. Remember to address the topic presented in your title and explain to your readers what they will gain from your article. Here's where you get to appeal personally to the readers by telling them how you can help them learn something new, solve a problem, or simply entertain them for a short while.

4.15.5

WRITTEN EXERCISE

It is time to write the body of your article. You need to elaborate on and fulfill the promise made in your introduction by backing up your statements with facts. Refer back to the points listed earlier if you get stuck. And remember that you don't have to get all the words perfect in the first draft. Much of writing is about rewriting and editing. At this point, concentrate on the broad strokes and allow yourself to enjoy the process.

4.15.6

WRITTEN EXERCISE

End your article with a strong closing. Write a conclusion by summarizing your key points from the body of the article and tell the readers how they can best use the information you just gave them.

4.15.7

WRITTEN EXERCISE

Create your author resource box. Remember to include your area of expertise, your business or offer, a specific call to action, and pertinent contact information and links.

4.15.8

BOOKED SOLID ACTION STEP

Compile all the accumulated elements of your research and writing to complete one article of 500 to 750 words on the topic of your choice, including the resource box. When it's polished to your satisfaction, share it with friends, colleagues, or a writing group to gain valuable insight on your writing progress.

4.15.9

WRITTEN EXERCISE

List five online magazines that serve your target market.

4.15.10

BOOKED SOLID ACTION STEP

Submit your article once you've followed the preceding Book Yourself Solid Writing Process.

4.15.11

WRITTEN EXERCISE

List five email newsletter publications that serve your target market.

4.15.12

BOOKED SOLID ACTION STEP

Submit your article once you've followed the preceding Book Yourself Solid Writing Process.

4.15.13

WRITTEN EXERCISE

List three print publications that serve your target market.

4.15.14

BOOKED SOLID ACTION STEP

Submit your query letter to the print publications you identified in Written Exercise 4.15.13.

4.15.15

WRITTEN EXERCISE

Decide on an ongoing schedule for submitting your articles. This can be weekly, every other week, or monthly.

4.15.16

BOOKED SOLID ACTION STEP

Schedule the time you'll need to write and submit new articles and then do it.

The Book Yourself Solid Web Strategy

4.16.1

WRITTEN EXERCISE

Consider the home page of your website. Who is coming to this page? (That is, potential client, current client, past client, referral partner, or the press, for example.)

4.16.2

WRITTEN EXERCISE

Consider the home page of your website. What do you want the visitor to do? (That is, opt in to a newsletter so she can get access to a special report, sign up for a telephone conference that is your always-have-something-to-invite-people-to offer, and so forth.)

4.16.3**WRITTEN EXERCISE**

Consider the home page of your website. Now that you know what you want the visitor to do, how are you going to get him or her to do it? (That is, with a compelling true story in your copywriting or in a video, or maybe an giveaway, and so on.)

4.16.4**WRITTEN EXERCISE**

Now repeat the previous three steps for each page of your website (if you have one). If you are in the process of building your website, complete these exercises for each page of the site as you build it.

4.16.5

WRITTEN EXERCISE

Go online and find three or four websites you like and three or four that you dislike. List the formats they use and the features you like and dislike, and why. These will be useful as examples of what you want—and don't want—to show to your designer. If possible, choose websites for this exercise that provide services to your target market and note what they're offering and how they present their offering. This will give you a sense of what's already out there and may spark new ideas.

4.16.6

WRITTEN EXERCISE

Identify the top five keywords and phrases for your site.

4.16.7

BOOKED SOLID ACTION STEP

Create a compelling email signature and begin using it immediately.

4.16.8

BOOKED SOLID ACTION STEP

Find the most active online communities that serve your target market and are focused on topics you know a lot about. As a member of the group, you can make intelligent, thoughtful posts that add value to the discussion topic. You might answer other members' questions or you might suggest helpful resources or simply provide your opinions on issues that relate to your industry. And you never know—you may learn a lot by reading what others have to say.

4.16.9

WRITTEN EXERCISE

Come up with several of your own unique ideas for cross-promotions and identify who might be a good marketing partner.

4.16.10

BOOKED SOLID ACTION STEP

Reach out, connect with, and share your ideas with the people you identified in the preceding exercise.

4.16.11

BOOKED SOLID ACTION STEP

Create, or hire someone, to create a tell-a-friend form and begin using it.

4.16.12

BOOKED SOLID ACTION STEP

Write a press release about the most impressive result one of your clients achieved and submit it to PRWeb.com. You can get tips at the site on how to craft a solid press release.

4.16.13

BOOKED SOLID ACTION STEP

Go to google.com/ads and set up an account. Then create a test ad campaign for one of your products or services. Make sure that you cap your daily spending at a low amount so that you learn how to profit from pay-per-click before you rack up significant fees. Google.com has great tutorials and help pages that can answer your questions. Track your conversion so you know what kind of return on your investment you are getting.

4.16.14

BOOKED SOLID ACTION STEP

If you don't already have an e-course, special report, or other enticement to offer your visitors, create one using the easy steps I outlined in Chapter 7. Then ensure that you have an opt-in feature for your offer displayed prominently on your site.

4.16.15

BOOKED SOLID ACTION STEP

If you don't already have an autoresponder system to help potential clients consume your offer, set one up using [MailChimp.com](https://mailchimp.com) or [ConstantContact.com](https://constantcontact.com).

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