

Book Yourself Solid®

The Red Velvet Rope Policy Worksheet

Choose your clients as carefully
as you choose your friends.

The Red Velvet Rope Policy is the cornerstone of the Book Yourself Solid system. Think about the red velvet rope outside an exclusive venue – not everyone gets in, and that’s exactly the point.

When you work with clients who drain you, your work quality drops, your enthusiasm fades, and you attract more of the wrong people. When you work only with clients who energize and inspire you, the opposite happens – you do your best work, your clients get the best results, they refer people just like them, and you build a business you actually love.

1 The Velvet Rope – What Gets People Turned Away

Start with the negative. What characteristics or behaviours do you refuse to tolerate? Think broadly – past clients, colleagues, even people you’ve hired. Who made you want to do them (or yourself) bodily harm, despite your loving nature?

My absolute deal-breakers (the characteristics I refuse to tolerate):

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____

2 Behind the Rope – Who Gets the VIP Treatment

Now the good stuff. Think about the people you love being around – in work, in life. Not demographics (age, income, job title), but psychographics – who they are as people. What do they like to do? What do they talk about? How do they learn? How do they contribute? What kind of environment do you want to create – and who belongs in it?

The qualities my ideal clients must possess:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

3 Who's Already Inside?

Look at the people you currently work with (or have worked with recently). Be honest with yourself. Who lights you up after a meeting? Who do you sometimes can't believe you get paid to work with?

Person 1

Name:

What I love about working with them:

Person 2

Name:

What I love about working with them:

Person 3

Name:

What I love about working with them:

Person 4

Name:

What I love about working with them:

Person 5

Name:

What I love about working with them:

4 Building Your Filtration System

Every engine needs a filtration system to run smoothly. Your Red Velvet Rope Policy is yours. Using everything you've written above, create your client filters — statements that describe what must be true about someone for them to work with you.

EXAMPLE FILTERS

- ✓ I feel more energized and excited after working with my clients.
- ✓ My clients seek open feedback — and take action when they get it.
- ✓ My clients are not victims. They hold themselves accountable.
- ✓ My clients are naturally optimistic and do not complain (much).
- ✓ My clients respond quickly to new opportunities.

My client filters:

I feel _____ after working with my clients.

My clients value _____.

My clients approach challenges by _____.

My clients communicate by _____.

My clients treat other people _____.

+

+

+

6

The Booked Solid Action Step

Dump the duds.

Is your heart pounding? Stomach churning? Cold sweat? Or are you jumping up and down with excitement now that you've been given permission? Maybe both at the same time — that's perfectly normal.

You don't need to create conflict. You don't need to fire anyone in a blaze of glory. You just need to help them find a better fit. Keep it simple: "I'm not the best person to serve you" or "I don't think we'd be a good fit."

Start with one. Just one. The feeling of empowerment you'll have once you've done it will motivate you to keep going.

The client (or type of client) I'm going to let go of first:

What I'll say:

Who I might refer them to instead:

When I'll do this by:

—
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