



Michael Port

Book Yourself Solid Illustrated

Visualizing the fastest, easiest and more reliable system for getting more clients than you can handle

LIVE - Thursday, June 20, 2013

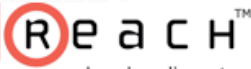
9:00 a.m. Los Angeles | 12:00 p.m. New York

5:00 p.m. London | 6:00 p.m. Paris



With Yours Hosts

Ryan Mickley & William Arruda



where branding gets personal™

INTERVIEW SERIES



Called "an uncommonly honest author" by the Boston Globe and a "marketing guru" by The Wall Street Journal, **Michael Port** is a New York Times Bestselling author of four books including *Book Yourself Solid*, *Beyond Booked Solid*, *The Contrarian Effect*, *The Think Big Manifesto* and the all new *Book Yourself Solid Illustrated*.

Michael is also The Global Business Mentor for ReebokONE and can be seen regularly on MSNBC. He receives the highest overall speaker ratings at conferences around the world because he hits his mark every time and leaves his audiences a little smarter, much more alive, and thinking a heck of a lot bigger about who they are and what they offer the world.

EVENT SPONSOR



12 Days of Summer with Tara Kachaturoff

12 Days of Summer is a light and fun, complimentary, 12-day series of resources that you can use in your life and business. Every few days, Tara will email you a link to something from her casual collection (like a seashell collection) of resources.

A one page this or that, a resource list, a short article – all simple, yet easy to digest and they

won't take up a lot of your time. This is just for fun and yet she hopes you take away something new and memorable during her favorite season – summer! Simple. Super. Summer. Stuff. Visit <http://www.12daysofsummer.com> to sign up.

****To sponsor a Reach Interview, please send an email to: advertising@reachcc.com***

AGENDA | TOPICS

1. Why did you originally write it and why are you now releasing an illustrated version?
2. What does Michael mean when he says the book is a “love story disguised as a business book”?
3. How is the book organized and why is it organized this way?
4. Why do most marketing efforts for service professionals fail and what can we do about it?
5. How can we attract only the most ideal clients?
6. What are the 3 things we need to develop our personal brand?
7. How should we talk about what we do without boring or confusing our listeners?

LINKS

Buy the Book: <http://www.bookyourselfsolidillustrated.com/>

Michael's Website: <http://www.michaelport.com/>

Michael's Blog: <http://www.bookyourselfsolid.com/blog/>



personal branding tv



where branding gets personalTM

Recordings of this and all other Reach Interviews are available at Personal Branding TV www.personalbranding.tv

www.reachpersonalbranding.com

www.reachbrandingclub.com

* To sponsor a Speaker Series Interview, please send an email to advertising@reachcc.com

ADDITIONAL NOTES