

This is a love story.

There are people you are meant to serve.

Marketing does not get you clients.

<p>Red Velvet Rope Policy</p> <p>Work with ideal clients who inspire and energize you to do your best work, so you love every minute. And it's your best work that people talk about.</p>	<p>Who Knows What You Know and Do They Like You?</p> <p>Standard Credibility Builders Standards of Service Be a Category Authority Likeable = Friendly, Real, Empathetic & Relevant</p>	<p>Perfect Pricing</p> <p>Know your value.</p> <p>What are the alternatives? Pricing Models Discounting</p> <p>When to Raise Prices (early and often) Just for the heck of it Economic conditions Overbooked Skill development Upgraded packaging</p>	<p>Networking</p> <p>Network of Ninety Share who you know, what you know and how you feel</p>
<p>Why People Buy What You Are Selling</p> <p>Target Market Urgent Needs & Compelling Desires Biggest Result FEPS Benefits</p>	<p>Sales Cycle</p> <p>Sales offers must be proportionate to trust earned 6 Keys to creating connection: Who, What, Where, When, Why & How Always-Have-Something-To-Invite-People-To-Offer No Barrier, Medium Barrier and High Barrier Offers</p>	<p>Super Simple Selling</p> <p>Build relationships of trust. Have the sales conversation at the right time.</p> <p>What are you working on? How will you know when you have achieved it? Would you like help with that? Would you like my help? Because, you know, you are my ideal client...</p> <p>Booking the business depends on trust and timing, so keep-in-touch</p>	<p>Direct Outreach</p> <p>List of 20. Use a thoughtful, respectful and likeable approach</p>
<p>Personal Brand Identity</p> <p>Who and Do What Statement Why You Do It Statement Tagline</p>	<p>Information Products</p> <p>Role Framework Title That Sells Table of Contents Create the Content (Data Dump + Tweaking) Launch Joint Ventures</p>		<p>Referrals</p> <p>Client benefits. Why refer? Who you seek. Where? How to Refer. Ask. Connect. Follow Up.</p>
<p>How to Talk About What You Do</p> <p>I. Summarize the target market II. Summarize 3 biggest problems III. List how you solve them IV. Demonstrate #1 result V. Reveal core FEPS benefits</p>			<p>Keep In Touch</p> <p>Relevant, Interesting, Current and Valuable Content</p>
			<p>Speaking</p> <p>Booking. Planning. Delivering.</p>
			<p>Writing</p> <p>Your Subject. Your Ideal Topic. Attention-Grabbing Title. Writing. Getting Published.</p>
			<p>Web</p> <p>Who is coming? What do you want them to do? How will you get them to do it?</p>

For help email jeff@mooreimpact.com.

Summarized from Michael Port's © Book Yourself Solid by Jeff Moore.

Your Foundation

Building Trust & Credibility

Selling & Pricing

Self-Promotion Strategies