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## *Engaging Conversations*

**Michael Port**

Founder of Book Yourself Solid™

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Listen to the audio or follow along with the transcription of this engaging conversation between Michael Port, and Amy Franko, Book Yourself Solid™ Sales and Marketing Mentor, recorded 8/4/2009.

It's full of inspiration and ideas for the woman entrepreneur!

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**Amy Franko (AF):** Hello everyone and welcome to Engaging Conversations, an audio series for women entrepreneurs with lessons from some of the best business experts. This is Amy Franko, and I'm a Book Yourself Solid™ Sales and Mentor serving solo professional women.

It's my mission to help women get out into the world and build the business and life of their dreams, even if marketing and selling isn't something they like to do. You can learn more about me and join our community at [www.amyfranko.com](http://www.amyfranko.com).

And today I'm so please to be here with my mentor and founder of 'Book Yourself Solid', Michael Port.

Michael, welcome.

**Michael Port (MP):** Thank you for having me.

**AF:** I'm so excited about our conversation today.

**MP:** Good. Me too.

**AF:** Alright. Well, before we start I'd like to tell our listeners just little bit more about you. 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 best selling author of 4 books, including *Book Yourself Solid*, *Beyond Booked Solid*, *The Contrarian Effect* and *the Think Big Manifesto*. He writes a monthly column on sales and marketing for Entrepreneur Magazine. Is a regular guest on the cable news programs and received the high over all speaker ratings at conferences around the world.

Michael's mission is to rally people think bigger about who they are and what they offer the world. Get free chapters of all of his books at [www.michaelport.com](http://www.michaelport.com). And I'd like to add to that personally that I've learned the Book Yourself Solid way from Michael and it is *the* way for honest, genuine and wildly successful sales and marketing. So, again welcome. It is so great to have you here.

**MP:** It's really fun to be here. I so excited to talk to you.

**AF:** Oh, good. Well you and I have spent some time in the Book Yourself Solid world and I'm not sure we ever really talked about the path that you personally took on your way to become an entrepreneur, so I'd like to start there. Just by hearing your story of what inspired you and how you got started.

**MP:** Sure. I think I'm like most entrepreneurs. I started doing something completely different and in my case it was dramatically different. I started as an actor and I actually thought I was going to go into psychology or sociology, but I just wasn't particularly academically oriented when I was in college. And I had to take my fine arts class. I thought well acting seemed like fun. I took it as a fine arts class and I really think you should go on and do more. I said what I am going to do with this; I mean I can't make a living doing this. He said just do it for fun. And you know another class. I got cast as the lead in this big show and I just fell in love with it and I changed my major to theater.

Then I went to graduate school and got an MSA in acting at NYU and then I worked professionally. I had a modicum of success. But it didn't end up being the lifestyle for me and so I taught my way into getting a job in middle management in the health and wellness industry. And I suppose I had a head for, getting things done, for producing. I would say I have a natural, ability to produce. I came in with a blank piece of paper and a beginner's mind, and really, you know, I had no idea how they actually did things, so I just started doing things the way that made most sense. And sometimes when you're new to an environment, you bring in different prospective that may even be more productive because you're stuck in this place for a long time. You see it as always the way that it has been done and the way everybody else sees it and sometimes a fresh approach could make a big difference.

So I did well and I moved up and then I was offered a piece of a business and so on and so forth. And then I sold out from there and went on my own because I realized that again, I wanted a different type of lifestyle and the lifestyle that I wanted was one where I had sort of ultimate control of my destiny. As much as the future is uncertain, I think that the kind of entrepreneurial endeavors that I'm involved in give me more choices and freedom. I'm sitting here right now in shorts, you know, looking out on my deck, and it's gorgeous and it's not like you can't do it from I think, the perspective of the opportunity seeker, the, you know, just figure out a way to take a short cut through the system.

**AF:** Right!

**MP:** You know blah, blah, blah. You got to really be serious. You have to pursue mastery in a particular discipline, produce self mastery so that you know what you are creating something that extraordinarily valuable to the people you want to serve. And serve is the operative word. And I've been very fortunate that I've been able to do that. But I think one of the one of the key ingredients is to make sure you are very much in line with your strength. So even though it seems like I made a big transition from actor to health and wellness manager/entrepreneur to

author of marketing sales books, and speaker, it's actually not that different because if you look at what I'm doing now, it's very much tied into a lot of the skills that one needs to have as a performer.

**AF:** Sure. Sure.

**MP:** And so as long as you continue to work on your strength, I think you can do lots of different things. But just make sure you hang in there through the depths, to where you want to go.

**AF:** Yeah, and I jotted down a couple of key words that you said and, you know, the first one being self mastery or just mastery and that takes time. And you talk about how there are no real shortcuts. You have to put in your time, have to be willing to master whatever it is you are passionate about.

**MP:** Yeah. What we're looking to do is find elegant solutions; you know continuous improvement, which might allow you to do something in a more elegant, more efficient, more economical in a more productive way.

**AF:** Right!

**MP:** That is the type of mastery that of itself, that no shortcuts, I mean you can't try to trick the system or cheat the system or expect that in a month everything will be perfect. I mean, you know this woman sent me an email, she said 'well I read the first three chapters of your book last month and I'm not booked solid yet.'

**AF:** Really?

**MP:** Yeah. I get this stuff all the time! First of all, it would be nice if you read the whole thing to see how it works as a system. Second of all, if you know, a month? I mean, come on!

**AF:** Right!

**MP:** You know, so there's this, I don't know if it's our culture. I don't know if it's always been this way or what but there's just this immature, very childish, very unsophisticated way of looking at being of service to others and building your own business, that it's some sort of entitlement that you know, you should be able to get from three weeks. It's just not, It's just not the way it works for serious people.

**AF:** Right!

**MP:** So I think that we want to stay away from those that take that approach and have that perspective and spend as much time as we can around people who are in a pursuit of mastery for the long term and you will commit to changing their

ways of being, so that they can change. First of all, changing the way they see themselves in the relation to the world and the world in relation to themselves, so they can change the way they behave, so, they can, of course change the actions they take, which of course changes the result that they get. And that's not so easy to do. It often requires coming up against a lot of break down. A lot of very, a lot of very, very conditioned behaviors, but it's a very, very exciting and fulfilling and meaningful path to take.

**AF:** Yeah, it really is, and the other word you used that stands out is the word serve. As entrepreneurs, and especially solo service professionals. Coming from that place of service where you very genuinely want to serve the people that you work with. That will take you so far, and then you talk about the woman in the book, after a month, wondering why she's not booked solid, and then it's like well in that case you know, are you coming from a place of service, or are you coming from, you know, I just want to save the book under my pillow and hope it all works out for me.

**MP:** You know, it's like the tooth fairy.

**AF:** Right. Right.

**MP:** If you still believe in the tooth fairy, you know this may be a difficult proposition for you. I think maybe service is the operative word, but we're not only serving others, but in the process we're serving our own destiny.

**AF:** Sure.

**MP:** Our own development. I think those two things need to go hand in hand, and what I see often times with a lot of women entrepreneurs, who are in service based businesses, is that they almost are sometimes too empathetic.

**AF:** Yeah.

**MP:** Almost, too concerned about others instead forget about themselves in the process.

**AF:** Right. There's a balance there.

**MP:** Yeah. And you know all, all generalizations are false, including that one. I very much try to stay away from generalizations, however, I would say that I would often see a lot of very talented, very caring, even very ambitious women, who conflicting intentions in the way they go about building their business, because they want to be in such service that they often segregate themselves to the service of others, and then they become out of line somewhere or out of alignment with what they are trying to create for their own lives. And so I think that finding that balance is really the key.

**AF:** Right. Exactly. And so when you look back on your journey to where you are today, are there some strengths or qualities that stand out to you in having helped you become so successful?

**MP:** Yeah, well, you know, there's a couple things. I actually wrote about this. I tweeted the this the other day. I got a lot of questions about it I though was very interesting. One of my gifts is my sense of urgency.

**AF:** Yeah.

**MP:** And the speed at which I can move.

**AF:** Yeah.

**MP:** But, at the same time, that speed can also be my Achilles heel. So, you know sometimes our great strengths can also be our weaknesses if they are kept in check.

**AF:** Right.

**MP:** For example, I have this great sense of urgency, I want to move fast. I can't stand moving slowly. I'm like, the shark has died or just stopped swimming. I've been on the shark, in that analogy, like been out there, but, I feel like if I stop moving, then I'm not ever going to move again.

**AF:** Yeah.

**MP:** It's a weird sensation I have in my body. So, yes, I practice meditation. I try to chill out and all that, but there's a certain natural energy that I've always had. It's one that's, one filled with urgency and forward movement and when I took the strength assessment with the Gallup organization, one of my top five strengths was futuristic.

**AF:** Yeah. I can see that.

**MP:** I'm very futuristic. I'm very interested in the future. I like moving toward the future. And so that's a strength, but at the same time, I have to watch it because, if I move fast, I can miss small details. I can forget about things that I started last week because I start moving too quickly into something else. So I have to keep these things in check. I try to create a team around me who can help, you know, do that. Help keep me in check. So I think that sense of urgency is key. I see this a lot with very successful entrepreneurs and I remember when I was building this health club for a company called Clay, the woman who was the main force behind it and the financier behind it, she and I had this conversation once about how to create more urgency in the rest of the team.

**AF:** Yeah.

**MP:** She would say where's the urgency? You know, we're opening in two weeks. I don't understand where is their urgency? And you know, her question to me was 'well is it because they don't own the business, they don't have the same sense of urgency that we do?'

**AF:** Yeah. Ah, yeah.

**MP:** And I actually don't think so. I think it was some of, some of them had a natural urgency and some of them didn't.

**AF:** Okay. Yeah.

**MP:** The difference was the way they went about doing things. Would that change if they owned more of it? Maybe. But I think if I look back on all the things I've done in my life, whether I've owned it, whether I was working for someone else, no matter what I was doing, I've always had this sense of urgency. And when you're an entrepreneur, there's nobody else that's going, that's going to move you. You're the one that is going to move you.

**AF:** Right.

**MP:** So in making, if you need to increase the speed to the same level or the accountability levels at which you work, then you need to make very big public promises to clients, or to partners that you need to deliver to. Because if you do that, you know, then you may feel obligated to that promise which is a good thing as long as the promise is something that is in line with, you know, your goals which you want to do. In that you create more of a sense of urgency, but developing the habits of commitment making and fulfilling, is absolutely essential for all of us as human beings, but especially for those of us as entrepreneurs, because nothing gets done unless we can make commitments and fulfillments.

**AF:** Right.

**MP:** So if you don't make any commitments and don't fulfill them, nothing is getting done. And if you don't make any commitments at all, nothing is getting done. And so the fundamental building block of project work is making commitments and fulfilling. And the fundamental building block of a business is project work. Because, as a small business like ours, is made up of the completion of one project after another. I should say, one successful project after another.

**AF:** Right.

**MP:** So if you don't do good on projects, how do you keep growing a business? Now does that mean you have to go to project management school? No. But you

have to learn simple rules for producing projects. And one of the rules is to develop very, very complete habits of making, of making commitments and fulfilling them on a daily, hourly, minute by minute basis. That is how you can frame your entire business and how to guide you in the work that you want to do.

**AF:** Well, when you talk about complete habits and fulfilling commitments and not only does that propel our business forward, but it also sets the stage for our trust and credibility with the people we work with, with our clients, it means everything. So that's, that's the really key point there.

**MP:** Yeah, that's right. I mean, that's how, that's one of the main ways somebody is going to judge you and your services and whether they should hire you.

**AF:** Yup. Exactly. So you have authored four books, and the first three being business books, and the most recent one is the *Think Big Manifesto*, which is on the New York Times best seller, and it has a different tone and a different topic than the other three books. And there are definitely lessons in there that can be applied to business, but it's a very different tone and topic. And so I would love to hear a little from you about and the inspiration for the book. How you came to write it.

**MP:** Sure. Well, it was really scary for me to do it, quite honestly, because it was a deviation from what I normally wrote about and what I was known for. And then a funny thing about doing something in the public is that once the public gets to know you, they start to expect certain things from you.

**AF:** Sure.

**MP:** And when you do something different, even if it's wonderful, sometimes it's difficult for the people that you serve, because they have associated a particular part of their identity with how they know you.

**AF:** Right.

**MP:** You and your friends are the same way. All of a sudden if you do something really different, they say 'what?'

They make that sound, 'what?'

Because, you know, all of a sudden it throws off their whole perception of themselves and their identity because now they don't know how you fit in with them and the whole thing. Or it's just they, they, let's say somebody is built their whole marketing side of the business, you know, based on one of the books I've written. And so they really identify with that whole part of their world around work that I brought to them.

And then I come out with something very different and maybe not to their taste, or maybe just confronting, or whatever, it can actually upset them much more than if they never knew you in the past because all of a sudden, now they don't know what to make of their relationship with your previous work. So, I say that because that's what I knew what I might run into when I did a book that was so different.

**AF:** Sure.

**MP:** Do, now, I mean, personally, when I look at it, I don't think it's that different. The what I'm talking about is layered into every single book that I have written before about this in marketing. But this book, *Think Big Manifesto*, is more provocative certainly. It is in the self help genre, but it is not a soft and fuzzy, hold your hand, tell you it's okay when and when it's not going to be okay kind of book.

**AF:** Right.

**MP:** And I'm very open and transparent in it so what I've found is people either absolutely love it like it's, you know, means so much to them, or they hate it, and hate me and you know, wanting me to just go away for ever. Which is you know sad.

**AF:** It's one extreme or the other, right? Yeah. It's a very provocative book.

**MP:** Yep. It's the *Think Big Manifesto*. It's not a middle of the road, milk toast, you know, TV, soap opera book.

**AF:** Yeah, but full of self expression.

**MP:** Exactly. It's full of self expression. It's really about revolving going against the play it safe, don't disturb the peace, cynical and silent society that you know, more often than not, buries the big thoughts that you've got that are bubbling up from your brain and from your heart, so if you want to make a change in the world or you want to make a change in yourself, then you got to start by seeing the way you change yourself in relation to the world. But it requires a huge amount of personal responsibility and one of the concerns I have from a sociological perspective is whether or not, in our country, or our world, are we really willing to take responsibility for the big things that are going on in the world. We say "I'm just one person, what can I do?" It's not me, it's my government. It's not me, it's the blah, blah, blah, it's not me so it's the other people in my religion, you know

**AF:** Right.

**MP:** Fundamentally, if we have any connection to, you know, to what's going on in any of these environments, it's our responsibility. We are connected to it.

We're people and the only thing that, you know, that we have is our connection to other people. And so I think it requires a huge amount of responsibility, and at this point, I know I only see a small handful of people willing to take that kind of responsibility on and I would love to see more, and I keep working at it myself. The thing about *Think Big Manifesto* is that is the first thing I say is that all of us have small thoughts from time to time.

**AF:** Sure.

**MP:** None of us are perfect people. It just doesn't exist. It's an unrealistic idea that somehow these guru's have all the answers, and their life is just perfect and we're never going to be like them, so why even bother. Right? I have small thoughts all the time. I'm difficult. I sabotage myself and all the things that everyone else does.

So that's one of the reasons I wanted to write this book. It's to demonstrate that you can be an imperfect person and still do big things in the world, for sure. It doesn't mean that you'll suffer your whole life. And one of the things that I think is very interesting about thinking big is that, you know, when you start to think really big, and I think you suffer less. This is, this is my idea.

And I agree with the cynics. The cynics were part of a philosophic groups during the time of Plato. And of course, where cynicals come from this movement. And they cynics felt that all suffering came from the false judgment of others. And if you want to do big things in the world, then I think one of the ways in, one of the first steps in, is to stop judging others, and to stop judging yourself. And to see what you can do to involve yourself, in the changes you would like to see in the world and the changes that you would like to see for yourself. And see how you can get other people involved in that journey.

Simple as that. You know, one of the single biggest acts that you, any big thinker can do is to help someone else think big about who they are and what they offer the world. And so you know, you say, how do you seem so different that you wrote about business for so long. All those business courses and you speak on business. But it's not so different. Fundamentally, most successful entrepreneurs are those who see themselves in a way that is big. That's grand. It doesn't have to mean to start s business as big as Microsoft. Big is not about scale, it's expansive big. It's about expression. It's a representation of how you want to live your life, irrespective of how someone else has defined as big. And so this is fundamental to entrepreneurship. To building something based on who you are and, and how you want to express yourself in the world and how you want to serve others.

**AF:** And one of the things I really personally enjoyed about the *Think Big Manifesto* is I love stories. I love to hear how people get an idea and they're willing to bust through any obstacle and turn it into what they had envisioned. And what I liked about the book was that you talked about ordinary people. Not celebrities. Not, you know super high profile people, but everyday people who

saw a need and were willing to think bigger about themselves and how to fulfill that need and were willing to go that distance to make it happen. And, to me those are the best stories and one of the things I love about the book.

**MP:** Yeah, and I really try to explore the, a myth around the Lone Ranger Syndrome that we have here in our country. This idea that you are all alone, fighting against the forces that conspire to take you down and it's just you overseeing it. You, who will eventually get to the top of the mountain, that sort of the story is very prevalent in a lot of our films, etc. and our books. But anybody that has overcome great obstacles has often been surrounded by people that help them do that.

**AF:** Yeah.

**MP:** And, and I think that collaboration is such a beautiful way in to doing big things in the world. Because, it's very difficult to do big things period. And very difficult to do big things all by yourself.

**AF:** Right. Right.

**MP:** So think it makes it easier in a different sort of way. You know when you do big things with other people, you have to deal with other people, which is difficult because you've got your identity, their identity, you know, everybody's wrapped up in their own identities, and we've gotta work to figure out how to work together for a common purpose. You know we've all got our stuff and when we mix it all together, sometimes it can be even more difficult.

**AF:** Sure.

**MP:** But ultimately, it's such a great opportunity for development. And for creating something better than you could alone, and for doing bigger and better things in the world that I think its worth the challenge, because it is a challenge. And if you approach a challenge with openness and a willingness to reflect on yourself, and how you are showing off in the world or in these environments, working with others, then, then it's such a good opportunity to be for your own development that it's worth every second of it.

**AF:** Yeah, and when I think about some of the ways that we can encourage women entrepreneurs to think bigger. I think collaboration is a big one. And women tend to be naturally collaborative I think, but collaboration is a big one. And what you said, openness, openness to the possibilities. Openness to what lays around the corner and not closing ourselves off because we're scared, we don't think we can do it, whatever, whatever our internal blocks are. So are there any other ways when you think about the conversations you have with people that you can encourage people to think bigger?

**MP:** Well, sure. There's a lot. I think that integrity is very important.

**AF:** Yeah.

**MP:** And I don't mean just integrity from the prospective of telling the truth or giving the correct amount of change.

**AF:** Sure.

**MP:** But I mean integrity to be true to yourself and what you believe. So, one of the first things I talk about in *Think Big Manifesto* standing for something.

**AF:** Yeah.

**MP:** Because I think if you don't stand for something, somebody's going to stand on you. And all of us have something that is important to us, and, if we can, we may have many things that are important to us certainly, but there's probably something that even more important than, than other things. Maybe it's, maybe its freedom. Maybe it's democratic access to education. Maybe it's early childhood development. I don't know. You know, I don't know what it is for each person. But, but if we can tap into what we stand for we would be willing to stand in front of a tank for.

**AF:** Yeah.

**MP:** When I think about revolution that can guide us in everything we do. That can give us the opportunity for full self expression. That can give us a platform upon which to stand. Which will help us work through all the difficult times, you know, we're going to run into. It's what carries us, uh, when we're down. It's what picks us up when we've been knocked down. And if we keep coming back to what we stand for, it will influence so many different parts of your life, so many parts of your work. It will attract the most ideal customers and clients to you, because they will resonate with what you stand for. And so I think it's much bigger than just a branding issue. I think that it's a life issue. I think it's a, you know, how you go about, you know about your days and what you do. And even on the front of my house, there is a blackboard that says 'think big'. You know?

**AF:** Yeah.

**MP:** People say 'oh you're that crazy Think Big guy! I know where your house is!' It's really easy if I meet someone in town and live over in Sugarbottom with the house that says Think Big. 'That's you?'

**MP:** I know where your house is!

**AF:** Yeah.

**MP:** It's real easy to find in the town. You know if I meet someone in town they say 'you must be crazy!' I say 'you got that right!'

**AF:** That's right.

**MP:** So you've got to be willing to put forth what you stand for in any environment and not worry about it. That, that's what I mean by integrity. Because my assumption is for the people you are serving, and that they give the right change and they tell the truth, that's no problem. But, but sometimes we couch what we really believe because we're afraid of what it might, you know, how others might respond to it. What we'll have to deal with, etc. etc. They might think it is corny or whatever. But see what happens if you really embrace this idea of freedom of expression and standing for something in a big way, full out, no holes barred, for just one week. And see how it affects you. See what changes.

**AF:** And when you talk about standing for something, I just think about, you know, how that relates to the way that we run our businesses, when we are offered the opportunity or a project. Look at it from the standpoint of 'does this fit with what I stand for?' Because as many women entrepreneurs, and I put myself in this category sometimes, we say yes to too many projects and too many opportunities, and they don't always fit what we stand for. So when you talk about practicing what you stand for, for a week, even looking at it through, through that lens, does this project, does this opportunity really see what I stand for? And if the answer is no, then finding a way to gracefully remove yourself from that situation.

**MP:** That's a great example.

**AF:** So you can stay true to what you stand for. Yeah.

**MP:** Yeah absolutely.

**AF:** So when you, we talk about other business lessons, from being an entrepreneur, is there anything else that you would like to share with the people that are listening today?

**MP:** Sure. Uh, I think that uh simplicity is beautiful.

**AF:** Yeah.

**MP:** And when we start we often think that we need to do so much. Certainly there's a lot to do. But keep simplicity top of mind. Because, often times, the simplest solutions are the most eloquent solutions. The simplest business models, the most effective business models, the simplest systems are the most enjoyable systems to work through. And you find a certain ease or grace will wash over you. Flow through you. When you're taking a very simple approach to the way that

you work and the kind of work that you do. And for example, marketing, you don't, you don't pursue every single marketing strategy in the world, it would drive you mad.

And follow every shiny bell and whistle that is out there, it'll drive you mad. You don't do what everybody else is doing, just because it seems that's what you're supposed to do, because it will drive you mad. What you do is pick one thing to focus on one thing, as a way that you show up in the world, as you create visibility for yourself. And you know you might do a couple other things here and there, certainly, but one primary focus is going to make a big difference.

**AF:** Yeah.

**MP:** And uh it's like people that start a business have a target market of which are totally different. Offerings that are totally different, unrelated. It's impossible. I won't say impossible, because nothing is impossible, but it's just not simple.

**AF:** Right.

**MP:** Yeah.

**AF:** Right.

**MP:** And so anytime I look at somebody who has pursued a mastery, whether it's in martial arts or philosophy or engineering, architecture, whatever it is, there's a simplicity to their work that is just magnificent. And I think that is something that is worth pursuing. I think once you have figured out how to work very simply and productively in your business, you are probably starting to achieve a certain level of mastery. And that's something that I'm really working towards. I haven't gotten there yet, but I'm working on it.

**AF:** I think it's a process, right? Getting toward that simplicity model, it is a process.

**MP:** Yeah. And again, that someone who is in the pursuit of mastery will tell you it's something that is never done.

**AF:** Yeah.

**MP:** And so, the Japanese have a term called *Kaizen* which means continuous improvement. And what they do, you'll see that Toyota has a really brought this out to corporations around the world, have introduced this because it's been such an effective part of their development. So there, you have *Kaizen*. Continuous improvement. Starting small with continuous improvements. You know what they don't they don't just one day change everything. It's not their style.

They make small improvement after small improvement after small improvement after small improvement until a year later you wouldn't even recognize what they are working on. But it's very easy to, it's much, I shouldn't say easier, but it's very much easier for them to work through the process because the improvements are small. It's much easier for their processes to change when you make a small change. It's much easier for their employees to manage that change because it's a small change.

But if you make lots and lots of small improvements, the aggregate of them will be pretty impressive. And so, this is one way to work toward simplicity, through these small improvements you are constantly paying attention to. And I think that paying attention is very important.

**AF:** I have a simplicity and continuous improvement; I'm taking notes here, circled with stars around it. Excellent lessons.

**MP:** There's a book I love by George Leonard called *Mastery*. I recommend that people read that book. It's a very small book and is also good. For instance, George Leonard is also an IQist and, and he has been very influenced by the study of martial arts. This is not a book about martial arts, but the path that a martial artist take towards mastery can show us a lot about how to pursue mastery as entrepreneurs.

**AF:** Right. The principles really fit the entrepreneurial spirit in how we should conduct our businesses.

**MP:** That's right.

**AF:** Well we have a few minutes left and I'd like to just give you a couple minutes to talk about any special programs or products that you would to share with people that are listening today.

**MP:** Nothing really. I mean I think that I like the people to pick up some free chapters of my book.

**AF:** Yeah.

**MP:** They can do that at [www.michaelport.com](http://www.michaelport.com). That's [www.michaelport.com](http://www.michaelport.com). You can get free chapters of at least three of my books there. And there's also some other free environments that are created just to support the community that I'm trying to serve. One is called [www.bookedsolidnetwork.com](http://www.bookedsolidnetwork.com) and it's about 2,300 or so members. It's a referral network and it's free and it's a place where lots of different types of service professionals and entrepreneurs can find a home. Create a profile. Get access to all sorts of resources and other people who could become a potential marketing partner. The system that we are using I think could use some improvements so we are working on continuous

improvement there. We might switch platforms eventually, but it's good enough to serve the people that are in there.

Then there's also a [www.thinkbigrevolution.com](http://www.thinkbigrevolution.com) which is another free social network for big thinkers. And no matter what you do, people from all walks of life are in there, because they have big ideas and they have big things that they want to do. And they connect with each other. Support each other and you can start your own revolution there. And you can have your own page for it. You can post events, write about it, you can put up videos, audios, or pictures, whatever you want to put, to move your mission forward. I invite you to join in there as well.

**AF:** Oh, well great, Michael. Thank you so much. This has been such a great conversation. I have learned so much from our time together here. And I know I know our listeners will too. And so I really would encourage people listening to please check out those sites that Michael referenced. And take advantage of the really great resources and offerings that he provides to uh solo professionals. So, Michael, thank you so much. I really appreciate you being here today and just sharing your insights with us.

**MP:** It was really my pleasure. Thank you.

**AF:** You're welcome. And this is Amy Franko. Thank you so much for listening today and I hope you make it a great day.

## About Michael Port

The Boston Globe calls Michael Port, “an uncommonly honest author.” The Wall Street Journal calls him a “marketing guru.” Canada's leading business paper, The Financial Post declares the world needs more Michael Ports. But who cares about him? It's what he's doing for you that matters.

He wrote the bestselling Book Yourself Solid so you can get all the clients your heart desires. He wrote Beyond Booked Solid so you can stop trading time for money. He wrote The Contrarian Effect: Why It Pays (BIG) To Take Typical Sales Advice and Do The Opposite so you can sell with integrity, which was selected as the #9 Best Business Book for 2008 by the Editorial Board at Amazon.com as well as the best sales book for 2008 by 800-CEO-READ.

But now, Michael is thinking even bigger about his own work and how it will touch you and ultimately change the world. He finally wrote The Think Big Manifesto: Think You Can't Change Your Life (And The World)? Think Again. It is his most provocative book so far. It's not what you expect and he wrote it for only one reason: to rally us to think bigger about who we are and what we offer the world.

Learn more about Michael Port at the following site:

<http://www.michaelport.com>

## About Amy Franko

Amy is the owner of Amy Franko Consulting. She's a small business coach, instructional designer, and trainer.

Amy is a certified Book Yourself Solid (™) business coach, personally trained by founder Michael Port. The group she's most passionate about serving is self-employed women (or solo-preneuses!). She uses a simple, proven marketing and sales system specifically designed to bring more ideal clients into their business, even if marketing and selling isn't something they like to do.

Her learning design background complements her coaching practice, especially for those service professionals who offer workshops, teleseminars, e-courses, and information products to their clients. She helps her clients create training programs that energize the learner, provide knowledge that can be used immediately, and become a dependable source of revenue and profit.

Visit <http://www.amyfranko.com> to learn more about Amy, her workshops, and coaching programs.