

# BEYOND BOOKED SOLID

**Your Business, Your Life,  
Your Way - It's All Inside**

**MICHAEL PORT**

**MICHAEL PORT** runs his own corporate consulting and coaching business. He has been described by the *Wall Street Journal* as a "marketing guru". Mr. Port, a graduate of Tulane University and New York University, has worked in senior management positions in various health and fitness companies and as an actor in TV and film projects as well as in TV and radio advertising. He is the author of *Book Yourself Solid* and has trained more than 20,000 business owners through online distance learning and training programs.

The Web site for this book is at [www.BeyondBookedSolid.com](http://www.BeyondBookedSolid.com).

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**MAIN IDEA**

When you first start your own business, your initial challenge is to build your business with good marketing until you reach the stage where you are “booked solid” – where you’re getting as much work as you can handle by yourself. Once you reach that stage, a new challenge arises. You now have to grow and evolve your business so instead of being a small operation which takes all your time and energy it becomes a bigger and better business which pays you more while you work less.

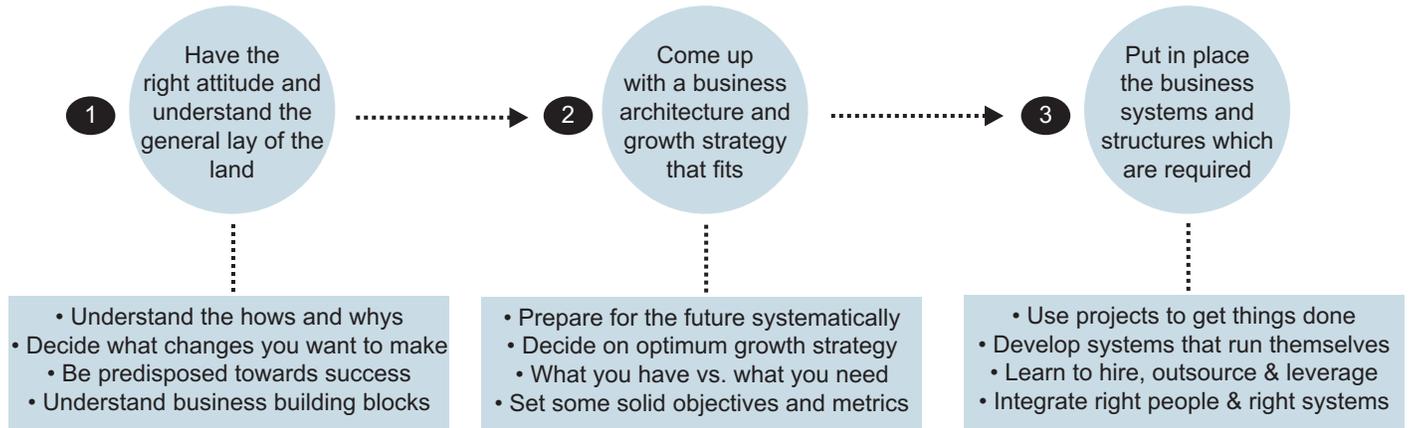
The Beyond Booked Solid Challenge is to turn a one-person operation into a highly successful and self sustaining enterprise which can serve more clients than ever before. This doesn’t mean you have to work more – that’s more than likely physically impossible. Nor does it necessarily mean you have to end up managing an office full of employees. What it does take is you have to learn how to leverage what you’re good at so you can spend more time doing that and less time doing all the other stuff that’s required.

How to grow your business in a way that makes sense to you is a genuine challenge which will keep you occupied for a great many years. The key is to choose the business architecture that’s most appropriate for your circumstances and preferences, and then to make it happen. That’s the hard but rewarding part.

*“Designing your business architecture is an ongoing process – the business is never complete, just as people are never complete. We are all a work in progress. Going beyond booked solid is committing to a life of mastery, always making changes, and striving to improve. I hope your journey to a bigger, better business is filled with abundance, meaning and joy”.*

– Michael Port

**The Beyond Booked Solid Challenge**



**1. Have the right attitude and understand the general lay of the land . . . . . Pages 2 - 3**

To move beyond having a small business which is booked solid, you first need to understand the hows and whys you want to grow. You need to be sufficiently self-aware that you can see what changes need to be made and then have the willingness to make those changes. You also need to know the four criteria for building a larger business and the nine ways of achieving that. First and foremost, you need to want to grow.

**2. Come up with a business architecture and growth strategy that fits . . . . . Pages 4 - 5**

Once you’ve looked at your options, it’s now time to get down to the specifics of how you’re going to get where you want to go. You need to decide on the right business architecture for you but at the same time keep things flexible and adjustable as you go along. You need to set about creating a set of appealing options for the future and then work to close the gaps between what you currently have and what you will need in the future. This is a matter of systematically specifying objectives and then working consistently to remove any and all constraints.

**3. Put in place the business systems and structures which are required . . . . . Pages 6 - 8**

Reduced to its simplest form, your future business will be nothing more than a series of successfully completed projects and the systems which will enable more projects to get planned and then done in the future. As you work to grow your business and evolve, become more skilled at getting the important projects done again and again. Put in place systems so your business can run itself without your hands-on involvement at all times. Become skilled in the areas of outsourcing, hiring and leveraging your expertise. Bring great people into your business and have in place solid systems which enable them to do their best work and you create a great business which will thrive and grow in the years ahead. All that’s then required is you need to learn how to hit the right balance for you between your business and your life and you’ll be in control of your future.

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