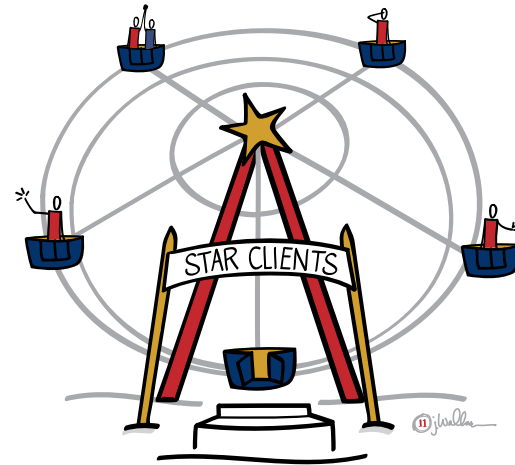
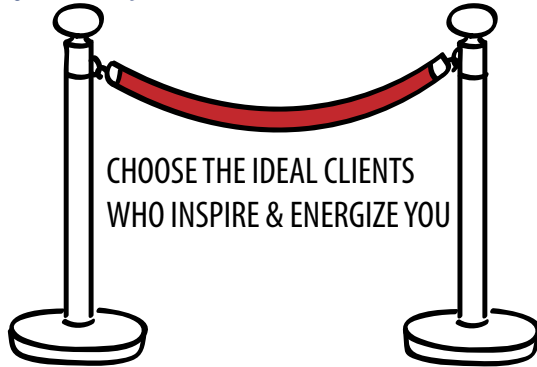


MODULE LESSON

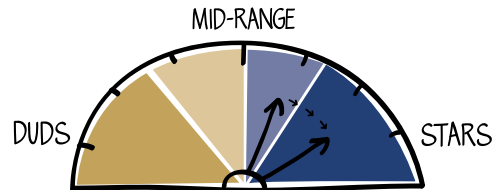
1.1

THE BOOK YOURSELF SOLID

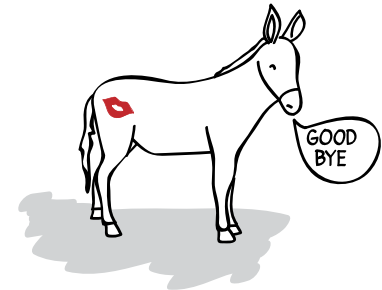
RED VELVET ROPE POLICY



1 DEVELOP A RED VELVET ROPE POLICY TO ATTRACT YOUR
STAR CLIENTS AND ENSURE IT'S A FUN RIDE FOR EVERYONE



3 IDENTIFY YOUR MID-RANGE CLIENTS AND
DUMP THEM OR DEVELOP THEM INTO STARS



4 DON'T TRY TO PLEASE EVERYONE OR
YOU CAN KISS YOUR ASS GOOD-BYE

Written Exercise 1A

WHAT QUALITIES SHOULD YOUR STAR CLIENTS POSSESS?

Use the visual worksheet on the next page for the following exercise.

STEP 1: Think about your ideal potential client, using these questions to prompt you:

- What type of people do you love being around?
- What do they like to do?
- What do they talk about?
- With whom do they associate?
- What ethical standards do they follow?
- How do they learn?
- How do they contribute to society?
- Are they smiling, outgoing, creative?

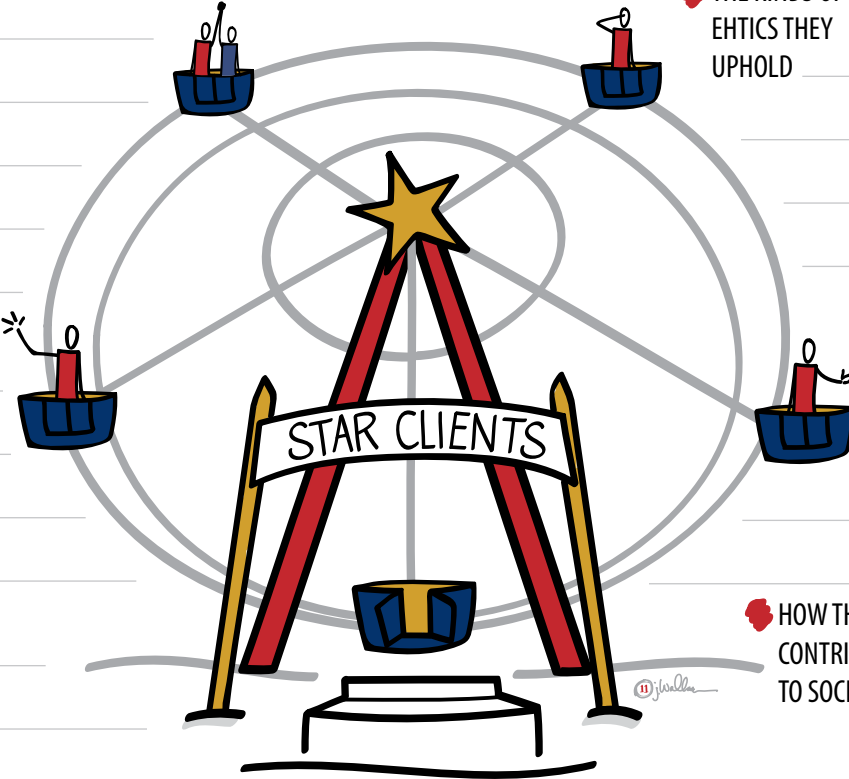
What kind of environment do you want to create in your life? And who will get past the Red Velvet Rope Policy that protects you?

List the qualities, values , or personal characteristics you'd like your ideal clients to possess.

WRITTEN EXERCISE 1A

DEFINE YOUR STAR CLIENTS

LIST THE QUALITIES, VALUES, & PERSONAL CHARACTERISTICS
YOU WOULD LIKE YOUR IDEAL CLIENTS TO POSSESS



WHO THEY HANG AROUND _____

THEIR QUALITIES & CHARACTERISTICS _____

WHAT THEY LIKE TO DO _____

THE KINDS OF ETHICS THEY UPHOLD _____

WHAT THEY TALK ABOUT _____

HOW THEY CONTRIBUTE TO SOCIETY _____

Written Exercise 1B

YOUR CURRENT IDEAL CLIENTS

Use the visual worksheet on the next page for the following exercise.

STEP 1: Now let's look at your current client base.

- With whom do you love interacting with the most?
- Who do you look forward to seeing?
- Who are the clients who don't feel like work to you?
- Who is it you sometimes just can't believe you get paid to work with?

In the Written Exercise Worksheet on the next page, use the blank space to write down the names of clients, or people you've worked with, whom you love to be around.

STEP 2: Get a clear picture of these people in your head. Write down the top five reasons that you love working with them.

What about working with them turns you on?

WRITTEN EXERCISE 1B

YOUR CURRENT IDEAL CLIENTS

IDENTIFY THE CLIENTS YOU LOVE
AND THE TOP FIVE REASONS YOU LOVE THEM

1 WHO

I LOVE

2 WHY
I LOVE THEM

1. _____

2. _____

3. _____

4. _____

5. _____

WHO DO I LOOK
FORWARD TO
SEEING?

WHO DO I LOVE
INTERACTING
WITH THE MOST?

WHO IS IT THAT I SOMETIMES
CAN'T BELIEVE
I ACTUALLY GET PAID
TO WORK WITH?

WHEN I WORK WITH THESE
PEOPLE, IT DOESN'T FEEL
LIKE WORK...

Written Exercise 1C

THE BEST OF THE BEST

Use the visual worksheet on the next page for the following exercise.

STEP 1: Now go deeper. If you were working only with ideal clients, what qualities would they absolutely need to possess in order for you to do your best work with them?

List what you need in order to be successful with those best of the best clients.

Be honest and don't worry about excluding people. Be selfish. Think about yourself. For this exercise, assume you will work only with the best of the best. Be brave and bold and write without thinking or filtering your thoughts.

STEP 2: When you are with your best clients, you are at your best too. As you are working on step 1, think about examples of great results for both you and your clients when you are at your best. Write your thoughts down. Let this list spur ideas for the list in step 1, and vice versa.

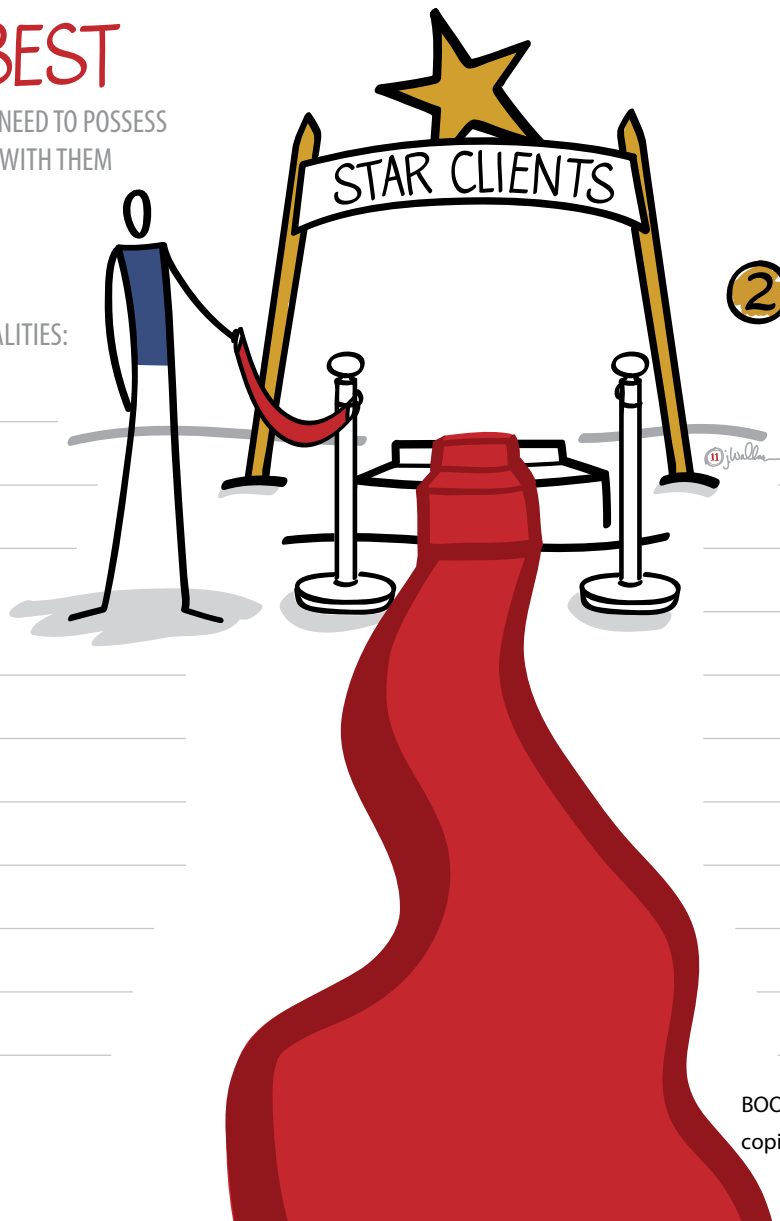
WRITTEN EXERCISE 1C

THE BEST OF THE BEST

THE QUALITIES YOUR BEST CLIENTS WOULD NEED TO POSSESS
IN ORDER FOR YOU TO DO YOUR BEST WORK WITH THEM

1 TO DO MY BEST

MY CLIENTS MUST HAVE THESE QUALITIES:



2 WHEN I'M AT MY BEST

I SEE THESE GREAT RESULTS:

Written Exercise 1D

DUMP THE DUDS

Use the visual worksheet on the next page for the following exercise.

STEP 1: To begin to identify the types of clients you don't want, consider which characteristics or behaviors you refuse to tolerate. What turns you off or shuts you down? What kinds of people should not be getting past the red velvet rope that protects you and your business?

STEP 2: Now take a good, hard look at your current clients. Be absolutely honest with yourself. Who among your current clients fits the profile you've just created of people who should not have gotten past the red velvet rope that protects you and your business?

STEP 3: Now take the *Booked Solid Action Step* listed in the Visual Worksheet.

Taking a *Booked Solid Action Step* is a bold action and requires courage. And courage is not about being fearless — it's about owning your fear and using it to move you forward, to give you strength. There is no more rewarding feeling than the pride you'll feel once you've moved past the fear to do what you set out to do. Maybe you'll find it easier to take it one step at a time. Start by referring out just one of those dud clients. The feeling

of empowerment you'll have once you've done it will motivate you to continue pruning your list of clients until the duds have all been removed.

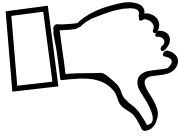
WHAT TO DO WHEN YOU DON'T (YET) HAVE CLIENTS

But, Michael, what if I just started my business and don't yet have clients, let alone dud clients? Ah, yes, excellent point, my new friend. Consider yourself lucky! You'll never have to worry about dud clients because you'll put your Red Velvet Rope Policy in place on Day One.

In just a moment, you'll begin to create your Red Velvet Rope Policy. If you're starting a new business, and don't yet have many, or any, clients to speak of at this point, as you're working through the exercises, think about current or former co-workers, friends, or even service providers that you've hired in the past. To create your future Red Velvet Rope Policy you'll be able to draw on your past experiences — who inspired you and who made you want to do them bodily harm. Refrain. Rewind. Remember: love and kindness. Love and kindness.

WRITTEN EXERCISE 1D

DUMP THE DUDS



IDENTIFY THE TYPES OF
CLIENTS YOU DON'T WANT

1

CHARACTERISTICS OR BEHAVIORS

I REFUSE TO TOLERATE

2

OF MY CURRENT CLIENT LIST

THOSE WHO SHOULDN'T GET PAST
MY RED VELVET ROPE



BOOKED SOLID ACTION STEP

DUMP THE DUD CLIENTS
YOU JUST LISTED

Dump the dud clients you just listed. It may be just one client, or you may need another two pages to write them all down. (Did I warn you that I'd push you to step out of your comfort zone? If I didn't before, I am now.) Is your heart pounding? Is your stomach churning at just the thought? Have you broken out in a cold sweat? Or are you jumping up and down with excitement now that you've been given permission to dump your duds? Maybe you're experiencing both sensations at the same; that's totally normal.

Written Exercise 1E

IDEAL CLIENTS, THE DUDS, AND EVERYONE ELSE

Use the visual worksheet on the next page for the following exercise.

STEP 1: Divide your clients into Duds, Mid-Range, and Ideal Clients. Don't hold back or leave anyone out.

As if that weren't enough, you may begin to notice that many of your mid-range clients, those who made neither the ideal client nor the dud list, are undergoing a transformation. Why? While you were working with dud clients, you weren't performing at your best. If you think that wasn't affecting your other clients, think again. The renewed energy and the more positive environment you'll create as a result of letting go of the duds will most likely rejuvenate the relationships between you and some of your mid-range clients, turning many of them into ideal clients.

STEP 2: Focus on the Mid-Range clients for a moment.

From the Mid-Range client list:

- Which clients need to move to the Duds list? Draw an arrow from these names to the left, under the Duds list.
- Which clients could be moved to the Ideal list? Circle them and draw an arrow toward the Ideal list.

MID-RANGE CLIENTS: DUMP 'EM OR DEVELOP 'EM

Brainstorm your own ideas for developing these mid-range clients into stars. Contemplate the ways in which you may, even inadvertently, have contributed to some of your clients being less than ideal clients.

- Are there ways in which you can light a new fire or elicit greater passion for the work you do together?
- Do you need to set and manage expectations more clearly right from the beginning?
- Can you enrich the dynamics between you by challenging or inspiring your clients in new ways?

Go ahead — turn off your left-brain logical mind for a moment and let your right-brain creativity go wild.

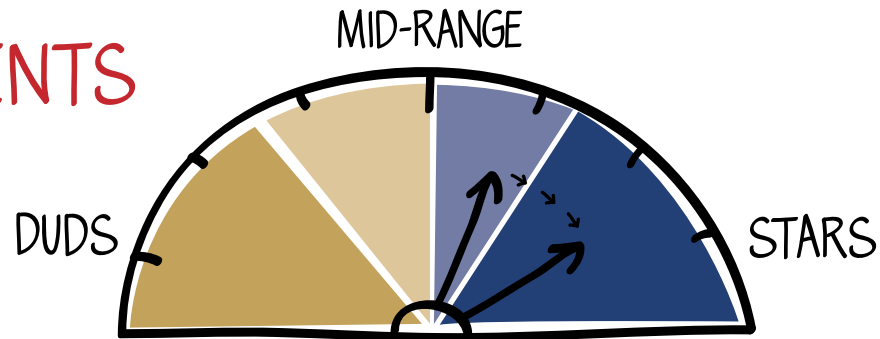
Observe carefully the ways in which your relationships with your clients begin to shift as you embrace the Book Yourself Solid way. Some of your mid-range clients may fall away — and they should move to the dud list. Others may step up their game and slide into the ideal client category.

When you're fully self-expressed, fully demonstrating your values and your views, you'll naturally attract and draw to yourself those you're best suited to work with, and you'll push away those you're not meant to work with.

WRITTEN EXERCISE 1E

MID-RANGE CLIENTS

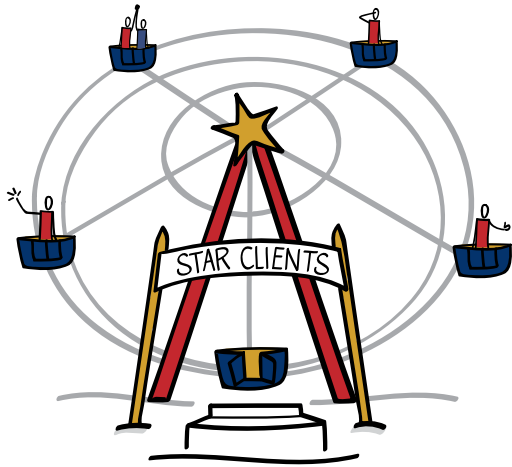
DIVIDE YOUR CLIENTS INTO 3 GROUPS & THINK ABOUT MOVING THE MID-RANGE



1 MY DUD CLIENTS:

2 MY MID-RANGE CLIENTS:

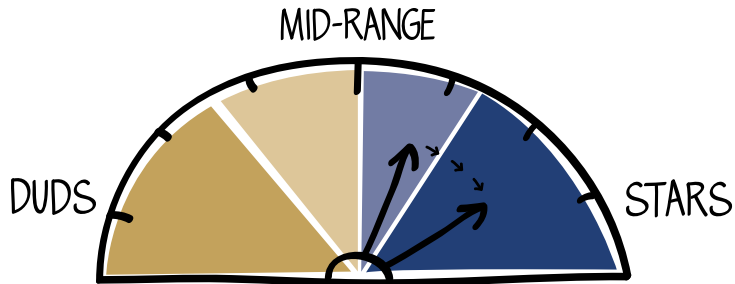
3 MY STAR CLIENTS:



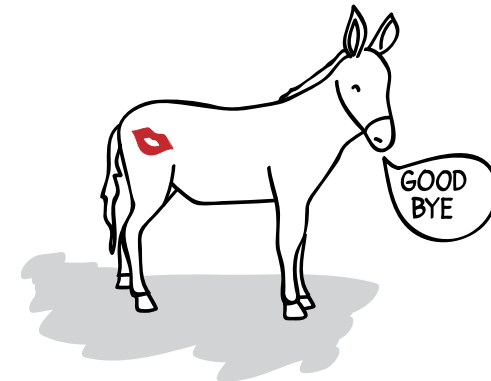
1 DEVELOP A RED VELVET ROPE POLICY TO ATTRACT YOUR STAR CLIENTS AND ENSURE IT'S A FUN RIDE FOR EVERYONE



2 DUMP YOUR DUD CLIENTS AND PRUNE YOUR CLIENT LIST



3 IDENTIFY YOUR MID-RANGE CLIENTS AND DUMP THEM OR DEVELOP THEM INTO STARS



4 DON'T TRY TO PLEASE EVERYONE OR YOU CAN KISS YOUR ASS GOOD-BYE

W. J. J. J.