



The Likeable Expert Gazette

a twice-monthly marketing newsletter
on getting better clients, more easily

THE PROFESSIONAL SERVICE PROVIDER'S ESSENTIAL READING LIST

(Click on any title for more information)

- **The Automatic Customer, John Warrillow.** Prior to reading this book, it never occurred to me how valuable it is to have clients/projects that repeat and repeat over time. If you want to break away from the feast or famine nature of client work, this is a must read.
- **The Paradox Of Choice, Barry Schwartz.** Not a marketing book per se, but filled with useful marketing ideas. Understanding how people make decisions relates directly to how we ought to position/price/talk about our work.
- **Book Yourself Solid Illustrated, Michael Port.** This useful book explains a number of important professional service marketing concepts, including how to describe your work, niching, positioning, staying in touch with prospects. (If you buy it, make sure you get the “illustrated” version, not the regular book. It’s done in a workbook style which is much more useful.)
- **The Pumpkin Plan, Mike Michalowicz.** I would describe the author as “pleasantly over-caffeinated.” He has great insights and examples regarding the power and benefits of owning a niche.
- **Spunk and Bite, Arthur Plotnik.** The only book about writing that I have ever found to be both useful and interesting. This isn’t about grammar; it’s about making your writing pop!
- **Selling with Integrity: Reinventing Sales Through Collaboration, Respect, and Serving, Sharon Drew Morgen.** This book is about twice as long as it needs to be. But stick with it. The author completely changed my view of how and what it means to sell. So much so that when I went back to give it a second read about ten years later, I was amazed at how much of my own approach had come directly from her wisdom.

- **Made to Stick, Chip and Dan Heath.** Also not a marketing book. But also filled with insights about how people think and what they notice and remember. Which, after all, is what marketing is largely about.
- **Different, Youngme Moon.** Why certain things stand out from the crowd. Here too, very useful in marketing. And a fun and interesting read too!
- **Selling the Invisible, Harry Beckwith.** A short, simple book about how to sell professional services as opposed to tangible things.
- **Houston, We Have a Narrative, Randy Olson.** A terrifically interesting and practical book about using stories and narrative in our writing to make it better and more effective.
- **Hack-Proof Your Life Now, Sean Bailey and Devin Kropp.** This isn't marketing related at all. But if you run a small firm you'll find it useful. After reading this I couldn't believe, 1.) How many dumb things I was doing in terms of my confidentiality and security regarding financial information and more. 2.) How simple and quick it was to fix most of these things. A step-by-step guide to plugging the security holes in your digital life.

Copyright © Michael Katz 2017. All rights reserved. Michael Katz is a Boston-based marketing consultant and founder of [Blue Penguin Development, Inc.](#) He specializes in helping professional service firms stand out from the pack by positioning themselves as Likeable Experts. Subscribe to his free, twice-monthly newsletter, The Likeable Expert Gazette, [here](#).