

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Book Promotion Myth -- The Best Place to Sell Books is a Book Store**

**By Judy Cullins**

**Book Promotion Myth -- The Best Place to Sell Books is a Book Store by Judy Cullins**

You have permission to publish this article electronically or in print, free of charge as long as the signature box is included.

Word Count: 507 at 65 characters per line

Thanks,  
Judy

=====

Book Promotion Myth --  
The Best Place to Sell Books is a Book Store  
Judy Cullins  
©2001

When most people think of buying books they think of bookstores. Marketing guru, John Kremer, author of 1001 Ways to Market Your Book says "I'm glad I don't rely on retail "brick and mortar" bookstore sales for my income, but it will be nice to add that icing on the cake into my cash flow again."

In the past three years, John has sold 45,000 copies of his book, many from non-traditional marketing strategies; his web site, his eMagazine which offers tips, products and seminars, specialty stores, foreign markets, libraries, and back of the room sales. Because he is a recognized name, he and other bestsellers by famous authors get a lot of shelf space in the bookstore—cover side out. For your lesser-known book, only your spine will show and after three months of initial placement, your book will fade away unless you put

on your promotion hat to get customers to the store.

In one book coaching session, a new client thought he wanted to sell to the bookstores. I asked him who was his particular audience. He said business people. What kind of business people? Do these people go to the "brick and mortar" bookstore for a business book? Or, will they be more likely to visit a particular business Web site for specific kinds of business books?

**DID YOU KNOW?**

\*Seventy percent of US adults haven't been in a bookstore for the last 5 years

\*Bookstores sell only 45% of all books sold

\*Bookstores return non-sold books to the author--think of the Starbucks people dripping their coffee and scone on your book. The author will get those returns.

\*Bookstores will take 90 days, even a year to pay you for your total book sales

\*Bookstores only order two or three copies at a time because of limited shelf space

\*Bookstores buy only from a distributor or wholesaler.

Why the big push to get a wholesale or distributor and get into the bookstore? These people represent so many other authors; don't you wonder how much attention your book will receive? They exact healthy fees, around 55%. That leaves a small profit for the author, and remember, bookstores, distributors and wholesalers don't promote your book!

After her distributor went belly up and she lost \$160,000, one author said she would rather have more control over her priceless products. She distributes them all herself now through various venues that suit her personality.

Authors spend a lot of time and money chasing the improbable, when the "golden egg" of self-publishing and self-promotion is right in front of them. In my opinion, I'd sell my books everywhere except the bookstore!

=====  
Judy Cullins: author, publisher, book coach  
\_Ten Non-techie Ways to Market Your Book Online\_  
<http://www.bookcoaching.com/products.shtml>  
Subscribe to FREE ezine "The Book Coach Says..."

mailto:Judy@bookcoaching.com

Judy Cullins is a 22-year veteran publisher, book coach, and author of *\_Write your eBook or Other Short Book--Fast!\_* and *\_Ten Non-techie Ways to Market Your Book Online\_*, and 30+ others. Known as the Non-techie eBook Queen, Judy helps people to market their products and services online. She publishes "The Book Coach Says..." a free monthly eZine. Email her at [Judy@bookcoaching.com](mailto:Judy@bookcoaching.com) and visit her Web site at <http://www.bookcoaching.com>.

## **The 10 Myths of Successful Selling**

**By John Mitchell**

### **The 10 Myths of Successful Selling by John Mitchell**

Myth #1 You should close early and often

Myth #2 Sell features to get a higher price

Myth #3 There's no methodology to selling – it's pure art

Myth #4 Objections are a sign of customer interest

Myth #5 Open questions are better than closed questions

Myth #6 You can't teach a person to sell

Myth #7 You have to understand the difference between wants and needs

Myth #8 Great products sell themselves

Myth #9 Making a benefit statement is the best way to open a sales call

Myth #10 All customers make up their minds in the first 4 minutes

Want to know more? Read the full Myths each month at our website [www.inclusic.com](http://www.inclusic.com) – just go to articles & news!

John Mitchell is President and CEO of Inclusive, a company providing sales and marketing outsourcing in the UK and USA. He was a top performer in IBM sales for 5 consecutive years; Chief Marketing Officer of a Fortune 500 company; and CEO of a NASDAQ listed consulting company. John has written for the London Economist and has been guest lecturer at NYU, London Business School and Swiss Banking School.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**