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Book Title Secrets To Selling More Books

By Jeff Smith

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Your struggling to sell just a few copies of your book, ebook, report or other information-based product each month?

Are you stumped by the lack of response you are getting?

You are positive people want your information, yet no matter how hard you try, you can't seem to tap into the flood of demand with your infoproduct.

Happily, there is one simple, quick change you can make to your product that can make a massive difference to your results -- improve your book title.

Your book title is often the ONLY advertisement that stands between your bank account and your prospects wallet.

Why is that?

Your book title finds it's way to directories, onto bookshelves (in the case of a printed book), website titles, website links, email and forum signatures, business cards, topics of seminars, press releases, joint venture partner proposals and campaigns, interviews, and much, much more....

Here are 3 highly successful techniques for turning your mediocre book titles into sizzling, red-hot, money-making titles...

Book Title Writing SECRET #1: Grab Their Attention

Book Title Secrets To Selling More Books

It often happens that book writers have great content, even great sales letters and press releases, but their title is a dismal, limp descriptive bore.

This is not the place to "save your best" marketing for the press release.

You want your book title to reach out and grab the browser's attention instantly by being personal, controversial and knowing exactly what is "front-of-mind" for your market.

Use strong words, action words, and controversy (within reason)

to capture your prospect's attention.

Book Title Writing SECRET #2: Tap Into Their Interest

Apart from what you may think, you will not create interest in your readers, what you can do is anticipate and tap into interests that already exist in the mind's of your readers.

How do you do this?

Simple, by identifying what that interest is and clearly communicating this in your title.

For example, you've selected dieting as your subject area – and you discover that what your market is REALLY interested in right now is diets that are not dangerous to your health.

Your title could be something like:

WARNING: What You Don't Know About Low-Carb Diets That May Hurt You.

It's a matter of knowing what the REAL concerns are in your market.

Book Title Writing SECRET #3: Create Anticipation

Your book title must turn casual interest into enough curiosity that they will take a next step – read your sales letter, lookup your book, open the cover, purchase your book, etc...

Once you have grabbed their attention, tapped into their interest, the final step is to convince them that YOU, the author, offers

a believable, unique and better fulfillment of their desire than others do.

You can create curiosity by:

- giving your approach it's own "technology" name
- listing the number of steps or formula stages
- promising results
-

Book Title Writing SECRET #4: Overcoming Objections

Finally, there is one final step that can really make your book title effective – that's to eliminate the biggest objection your prospects will have to not buy your product.

For example, in Steve Manning's book "How You Can Write Your Book

On Anything in 14 Days Or Less...Guaranteed!" (see <http://www.infoproductcreator.com/part/14days>) Steve overcomes the number one objection in the mind's of aspiring writers with the words "About Anything").

Why?

Most writers are not confident about their ability to write about a given topic – promising them an approach that will work no matter what the subject matter, overcomes the biggest buying obstacle right in the title.

With these tips, turn your work into it's own marketing machine by Attacking your market with your book title. Watch your sales soar, your credibility increase and best of all, watch your bank account grow.

Turn your internet marketing dreams into reality by discovering how to create your own best-selling eBooks, Special reports or books to sell online ...AND keep 100% of the profits. Limited time complimentary access to 7-Part Minicourse will get you started quickly and easily.

Visit: <http://www.highertrustmarketing.com/>

Audio Book Myths Or The "Audio Book Phobic" People

By Paton Jackson

Book Title Secrets To Selling More Books

Audio books are becoming more and more popular. Yet, there are a lot of individual people that are afraid of trying audio books - they are the "audio book phobic" people.

I have interviewed some of them recently and collected the so called reasons that separate them from the audio book world. I have proven to each one of them that those reasons are only myths and even succeeded in persuading some of them to try those threatening audio books. Here are the main myths I have encountered:

1. I believe audio books are expensive - wrong. In fact, there are free downloadable audio books online. Audio books on mp3 files are usually cheaper than the same title in its book version. Audio book on Cd and books on tape could cost more but are still not expensive.

2. I think that audio books will never be a good substitute for the "real" books - Right. Audio books' publishers do not see audio books as potential books substitutes. They are only an extension for the book concept. You can learn foreign languages or learn history by listening to audio books - You will enjoy it more this way than reading a book about it. Audio books are intended for the times of the day when you can not read books.

3. I have no time to listen to audio books - Wrong. Most of the people listen to audio books driving, cleaning the house, jogging etc. You can not read books in these times. Did you know that the average annual delay due to traffic congestion has more than tripled since 1982 and that More than 19 million commuters travel more than 45 minutes each way to their jobs. In fact, More than 97 million workers drive alone to work each day;

To sum up, to all of you "audio book phobic" people who claim they can not afford audio books. Listen to me; you can not afford not listening to audio books.

Paton Jackson is the head of 911 corp. We have made a comprehensive research about audio books. Let us share with you our finding - the best audio books sources, titles and much more audio book information only on



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