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Distribute Your Self–Published Book Online 8 Ways (Part 2)

By Judy Cullins

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If you are discouraged because traditional methods of book or product distribution haven't brought you the profits you wanted, think Internet distribution. This Online promotion method is good for the long haul and costs you little time or money. With Online distribution the self–published author or Web business site gets to keep all the money.

Whether you have a Print on Demand (POD) book, traditionally printed book, or an eBook, you can become your own distributor these ways:

1. Distribute through two–step email promotion campaigns.

You don't need a Web site to sell products. Benefit from the easy and preferred way to buy by three trillion in 2002.

First Step: Send a freebie to your different email lists. Think of your email groups—customers, clients, ezine subscribers, ePublishers, teleclass groups, and networkers. Offer to give them a free answer to one question. Offer a free "Special Report," or an excerpt from your book. These give your relationship a good start, because increased sales come from trust developed during relationship marketing more than anything else.

Second Step: Follow up with your book sales letter . Each sales message includes: headline to capture attention, background of problem,

where the potential buyer wants to be, benefits and features of how to get there. Add testimonials and be sure they are credible and sincere.

Be sure to ask for the sale and include several easy ways to buy: toll free number, fax or mail by an order form placed at the end of the sales letter, or if you have a Web site, a link to where they can buy with a secure provider.

2.Distribute through your own ezine.

Write your own ezine if you want to attract more credibility, trust, and sales. Because your potential clients and customers

expect a lot of free information, include a lot of useful content such as a feature article, editor's note, resources and tips. You'll get to be well known as the "expert." In each ezine, add your sales messages for your products or service. Keep your ezine regular—once every two weeks or once a month to start. Keep it short—a real challenge to many of us.

3.Distribute by submitting how–to free articles to top opt–in ezines.

Online readers love free information. They subscribe to ezines you can submit your well–written article to. After learning acceptable article formats from a book coach, start subscribing and submitting them. Collect 5–10 edited articles before you send. Thousands, even 500,000–targeted potential buyers will see your article with your signature file on it every time you submit it.

Be sure your product is up on a Web site. Many Web publishers will take your e or print book, sell it, and distribute it for you for a commission of 60% or so. This is great for people who do not have their own site.

4.Distribute through your signature file on every email you send.

At the bottom of each email is a signature file. It should have your name and title, your top benefit, a free offer, a link to where your book is sold, your email and Web address, and your local phone number. Everyone on the net accepts this subtle promotion form. If you do not include it, you are passing up an easy way to draw attention to your product.

5. Distribute through your own Web site.

Create your Web site with marketing pizzazz. Don't just be creative and put up colorful graphics. Put up order pulling ad copy that convinces your visitor to buy. Create a sales letter that includes links to the buying page. Be sure your sales letter gives enough information for your potential customer to decide to buy. Make it long enough to include your customers' resistance, benefits and features of your book or product, and multiple testimonials. Ask a book or Web coach to guide you.

6. Distribute through someone else's Web site.

Other ePublishers want your books—both print and eBooks. They want you to write a 100 word or less blurb (including benefits and testimonials). They will sell, distribute, and keep

track of your sales, sending you a check every few weeks or so. Most give you royalties of 30–50% depending on whether it is a print or eBook.

7. Get an ISBN number.

When you put an ISBN number on your book, you are listed in "Books–in–Print." Libraries, bookstores and Amazon.com ISBN require it. You pay \$225 for 10 or \$800 for 100 today. For the money and amount of work this is, you may do better by putting your money and time into other Online venue, because you don't need an ISBN number for that.

8. Distribute through a sales letter straight from your email.

Every time I want to promote my teleclasses, I send a sales letter. The letter follows the free report I already sent a few weeks ahead to the same egroup. You may already have your ezine subscribers in a list. Collect all kinds of lists of emails to include satisfied customers, teleclass participants, ePublishers, or fellow networkers.

Send sales letters that promote your books, your classes, or your service. Once I learned this follow–up method of staying in touch with my target audience, sales rose from \$75 a month to \$3000 a month in about a year. Each month, count profits, not numbers of books sold! Internet authors get to keep all the money!

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After several years of research and submitting to traditional publishing and distribution venues, I got discouraged and decided to become an author's advocate. I turned to the Internet 2 1/2 years ago, and find that with a little delegation, a little study with a knowledgeable coach, a little attention, and a little money, my great–selling eleven eBooks earn enough for me to make half my income each month.

I encourage you to try this kind, gentle, and easy way to get your print or eBook into your audience's hand.

Judy Cullins: 20–year author, publisher, book coachHelps entrepreneurs manifest their book and web dreamseBk: "High Traffic = High Web Sales" – New!<http://www.bookcoaching.com/products.shtml>Send an email to <mailto:subscribe@bookcoaching.com>FREE The Book Coach Says... includes 2 free eReportsJudy@bookcoaching.comPh:619/466/0622

Distribute Your Self–Published Book (Part 1)

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Where is your book now? With a distributor? In a book store?
Or, did it already die an early death after a few months?

New self–published authors often believe they need a distributor to sell a lot of books. They want to use Ingram or Baker & Taylor because they think they need to get their book into the "brick and mortar" bookstores like Barnes and Noble.

Authors go through many hoops and snags to accomplish this—what I call the "traditional publishing nightmare" of inefficiency and lack of support for authors. Usually the author only gets around 10% royalties and has to pay back all promotion expenses such as book signings. So many hoops, some give up. So many authors I speak with who have gone this route still have hundreds, even thousands of unsold copies littering up storage space. Talk about discouragement.

Distributors Can be Dangerous to Your Book's Health and Your Wallet

One author wrote, illustrated, and marketed six beautiful children's books. Her books were well reviewed and received. For some time, the profits rolled in until her distributor went bankrupt, owing her \$160,000. After she stopped crying, she decided to take her books on the road—to local fairs and talks where she could KEEP all the profits.

Distributors take quite a chunk of money from the author's profits too. They charge the author for storage, and when books are returned, the author loses those sales, and has to pay the distributor too. Authors lose from the bookstores because their payment is late or unreliable. Some authors wait way beyond 90 days. In fact, many just don't get paid. Writers are not always good at collections either. These middlemen not only take most of the author's profits, they cause much stress too.

How Can Self–Published Authors Distribute?

Self–published books include: print books (perfect bound, comb bound, print on demand or print quantity needed, or stapled) or eBooks (sent over Email through Word or Portable Document Files)

Local Distribution.

For each venue, make sure to include ordering information such as your Web site URL, your company address, your toll–free 800 number, your local phone number, and an order page to fill out for fax or phone orders..

1. Distribute through the Press.

- Create a "Power Press Release" (include tips and how–to's)
- Get a Feature Story from the Media
- Write a how–to article and submit

2. Distribute through a local Talk Show–Radio and TV or guest speak for another person's teleclasses.

Just a phone call away you can reach 100's of people interested in your book's topic. Do some research on www.teleclass.com. From my guesting with other experts every 2 months, new clients come, new book and teleclass sales increase to make up half my income.

On the talk shows or the teleclasses, offer the audience

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a free report to capture their email addresses. You can also send it through your host and she will distribute that information to her large email list. Of course you include your sales–pulling signature file at the end.

3. Distribute at local talks to groups. Sell your print books at the back of the room. Take a clip board and capture everyone's email at the talk. These people become your dedicated sales force and tell others. Word of mouth takes up to one or two years, so be patient for results. Check your library for Clubs who need free speakers.

Develop a selling two–sided flyer with testimonials, your book cover, excerpts, and an ordering coupon. Take books and flyers with you everywhere. Offer to all you meet, even your dentist!

Authors need to be proactive in book promotion because publishers won't do it for them. (Part 2 of this article is available)

Judy Cullins: 20–year author, speaker, book coach
Helps entrepreneurs manifest their book and web dream
Bk: "Ten Non–techie Ways to Market

Online "<http://www.bookcoaching.com/products.shtml>
Send an email to Subscribe@bookcoaching.com
FREE The Book Coach Says... includes 2 free eReports
Judy@bookcoaching.com Ph: 619/466/0622



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[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!