

Do you want to write a Best-seller? (Part 3)

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!**

Do you want to write a Best-seller? (Part 3)

By Arthur Zulu

Do you want to write a Best-seller? (Part 3) by Arthur Zulu

By Arthur Zulu

"He who whose face gives no light shall never become a star."—William Blake

In the second part of this series, attention was drawn to the importance of styling, promoting, and timing your work if it must become a best-seller. But other things are involved in this.

Get a good publisher

Your success and stardom or your weal and woe, starts with the publisher. Note this: there are more Shylocks than Samaritans in that family. Or better still, more sharks than the friendly whales.

You will know a good publisher from the contract. Examine it critically. Some seemingly "good" contracts will not give you the full right of your book till you die! If you do not understand the document, get an attorney to examine and interpret it for you.

Or you could contact an author who has published with the potential publisher for advice. The author will tell you the truth because some of them are already going through Catholic hell with their publishers—legal suits over rights, royalties, and so forth.

You could also check with other sites for information about the publisher. I have earlier provided you the most credible site to check up with. The site owner gives the most updated, fearless critique of all the publishers. He throws his darts without giving a heck whether it lands in the White House.

A good publisher should give you the right of your book, pay your royalties regularly, and—mark this—promote your book. There are few of such ones. The majority are hypocrites.

Publish in different formats

It is best to make your book available in many formats. The wisdom in this is that sales will be coming

## Do you want to write a Best-seller? (Part 3)

in from different sources—from just one book.

What did they say about one man's meat? The fact is that people have many choices. So publish your book in hardcover, paperback, e-book and as an audio book. Also have it put in movie, DVD, and video.

The present technology can handle all of that. Look around and you will see that all the selling books today are produced in that way. And there are even readers who will buy your book in more than one format. Why don't you make hay as the sun shines.

### Keep revising your book

The man that would write an error free manuscript has not been born. Or maybe he lives on second earth out there in outer space. Why is that so? Because the writer is an imperfect creature. This means that your book can be revised even after publication.

A review of Bill Clinton's *My Life* says that the book is short on editing—an euphemism for badly written. Yet it is a great book. Many great works have been revised. Consider these.

James Joyce has been regarded as one of the most important novelists if not the most influential of the twentieth century. Yet, his *Ulysses*, a parody of Homer's *Odyssey*, has a corrected version. Miguel Cervantes *Don Quixote*, considered the world's first modern novel, contains many slips. Just to mention two.

Cervantes records three expeditions for *Don Quixote*, yet it was actually four. And the author forgetting the names he has given to Sancho Panza's wife, Juana Panza or Juana Gutierrez (after the custom in *La Mancha* for wives to take the surnames of their husbands), calls her Teres Cascajo (her father's name) in Part II.

Even William Shakespeare reputed to have the widest vocabulary of any man born on earth (4,000 words) has ironically turned out to be the writer whose works has had the highest number of editions.

Most authors regard the revision of their work as a matter of life—and—death. A typical example is that of the Greek poet Virgil. When he was about to die, he ordered that his *Aeneid* be burnt for the reason that he had not polished it to his satisfaction. But the great Augustus Caesar got wind of it and countered the poet's wish. So *Aeneid* lived and Virgil died. Or Virgil lived because *Aeneid* did not die.

Your work could therefore be revised after publication. So it would be a course of wisdom for you to revise your published book. You can revise the subject matter, structure, and grammar of your work. And you can also cross check it for facts. It makes you a better writer.

### Translate your work

When your book starts selling, the course of wisdom is to make it available in many languages. J.K. Rowling took advantage of that after she "arrived." Now the first five *Harry Potter* books have been translated into 61 languages making it possible to be read in 200 countries. How about that?

## Do you want to write a Best-seller? (Part 3)

In translating your book, use languages that serve large populations like Arabic, Chinese, French, and Hindustani. If you could make that happen, then the world is your oyster. You could be listed among the first five richest people in the world.

These things are practical. They have worked for the 20 percent who have tried it; but the 80 percent who know all the things on earth that don't work have continued to live miserable, wasted lives. But "you can do what you want," says B. Catland. And he added a proviso: "If you don't think you can't."

So, how deep is your desire? The Wright brothers failed 99 times before flying an airplane. They had deep desire. Yuri Gagarin flew in space. He desired it. Neil Armstrong landed on the moon (what a lonely place!) Because of desire. Bill Gates hit fame and fortune with computer. Because that was what he desired. And J.F. Kennedy ran about a dozen times for office before becoming the thirty-fifth president of the United States. Because he was ambitious.

But desire alone is not enough. Back your desire with positive action. Start writing your best-selling book today! Burn all the bridges that stand between you, and your desire. Do not say: "I can't."

An army general crossed the sea with his fleet of soldiers to an enemy territory, and had all his boats burnt. Why? He told his soldiers: "See, all our boats are gone. So, if you don't fight to win this battle, there is no escape for us, for we shall all be dead men."

The soldiers were inspired. Because there was no going back. Because they had no option than to fight till the very death! They fought hard. They won!

William Blake said: "He who knows not his own genius has none." Thomas Wolfe agrees. Said he: "If a man has talent and cannot use it, he has failed..." And hear Erica Jong: "Everyone has a talent. What is rare is the courage to follow the talent to the dark place where it leads."

Those are memorable words from men who have a right to know. Men whose names have been immortalized. What about you? You can write a best-seller.

Many unknowns have done so: Margaret Mitchel (Gone with the Wind), James Jones (From Here to Eternity), Colleen McCullough (The Thorn birds) and Norman Mailer (The Naked and the Dead).

Why don't you now go on to write and publish your echo Bible? And then your book will make it to the best-seller lists of the world's most prestigious newspapers. And you, the now celebrated writer, will end up in a popular American TV Talk show, name them: Oprah Wimfrey, Larry King Live, Sean Hannity and many others—the precursor for a cover appearance on Time, or Newsweek, magazine.

Or find yourself appending your signature on a million dollar contract document in Hollywood, the entertainment capital of the world, for the movie right of your blockbuster.

And just in case you do not know how to spend your millions, I recommend you to buy a yacht and sail the Mediterranean. Or jump into the next space ship and become the first writer to travel to the final

frontier.

Or better still; buy a country home, and write your magnum opus, titled: How I Made My Millions.

And live happily ever after. . . .

(Concluded)

Excerpted from How to Write a Best-seller by Arthur Zulu

Arthur Zulu is an editor, book reviewer, and author of Chasing Shadows!, How to Write a Best-seller, A Letter to Noah, and many other works. For his works and FREE help for writers, goto:

<http://controversialwriter.tripod.com>

[Mailto: controversialwriter@yahoo.com](mailto:controversialwriter@yahoo.com)

Web search: Arthur Zulu

Arthur Zulu is an editor, author, and book reviewer.

## **Can an E-Book Become a #1 Amazon Best-seller?**

**By Joe Vitale**

### **Can an E-Book Become a #1 Amazon Best-seller? by Joe Vitale**

Ever since Jim Edwards and I completed our now famous e-book, "How to Write and Publish Your Own E-Book... in as little as 7 Days," people have been cranking out their own e-books at, well, a weekly rate. Lately I've been getting a reoccurring question concerning all these e-books. Namely, "Can an E-book become a #1 Amazon best-seller?"

That question keeps coming to me because I made my latest book, "Spiritual Marketing," a #1 Amazon best-seller last June. I also helped several other authors make their books Amazon top sellers, from Kevin Hogan and Mark Joyner to Mike Litman and Randy Gilbert. Obviously there is a formula here that works.

But can it make an E-book an Amazon best-seller?

The answer, of course, is yes. In fact, anything you sell can be driven to a top selling spot at Amazon. That's right, anything. That includes music CD's, appliances, videos, audios, DVD's, and yes, even E-books.

Here's the secret:

You have to create what I fondly call an "ethical bribe." In other words, say you have an e-book on child rearing. What? Does that sound too easy to sell? Okay, let's pretend the e-book is a work of fiction. Better yet, let's make it an e-book with nothing but poetry in it. Now THAT would be tough to sell, let alone drive up the Amazon ladder to best-seller status, right?

## Do you want to write a Best-seller? (Part 3)

Wrong. Again, the key to making this proven formula work for any e-book you may write is to offer enough incentive for people to go buy it \*when\* you want them to buy it. In short, you have to give people added value. You offer them freebies—usually other e-books—which they can have if they buy your main e-book at Amazon on a certain day.

Are you with me here?

Oh. Well, okay. Let me explain this formula in more detail.

Step One: You need an e-book. If you haven't written one yet, go to [www.7dayebook.com](http://www.7dayebook.com) right now. Get that book and you'll write your own book in less than a week. Guaranteed.

Step Two: Get your e-book listed at Amazon. That's easy. Amazon prides itself on listing everything. They'll list your e-book, too. Just ask by clicking on their Help button and sending them e-mail.

Step Three: Now create a series of bonuses that you can give to people who buy your e-book. Don't throw up your hands and say you don't have anything. Just as you wrote an e-book, you can write smaller Special Reports. Just think of what your key audience might want to read about. If you truly are

selling a book of poems, maybe you can write something on how to write poetry. Get the idea?

Step Four: Here's a tip: You can also find public domain e-books which you can offer to people who buy your e-book. Search online for them. There are thousands of e-books available, for free. You can find something relevant to your own e-book, and add it as part of the package of freebies that you'll give people who buy your e-book at Amazon.

Step Five: Now find people who have email lists. This is a step where less imaginative people give up, saying, "I don't know anyone with any lists!" Wake up, people. There are nearly a million email lists online. Search for them. Again, if you're selling poetry, look for the email lists that cater to poets or maybe to writers. There are a staggering amount of those.

Step Six: After you find the email lists, write the list owners and ask for their help in promoting your event. Believe me, all you have to do is ask. They are usually glad to help because you are making a great offer to the people on their list and they will look like a hero when they help you sell your e-book. Again, just write and say something like, "I plan to make my e-book a #1 best-seller at Amazon. Will you help? Just tell your email list that if they buy one copy of my book at Amazon on (pick the day), I'll give them all of the following for free."

Step Seven: Finally, set up all your freebies so they are downloadable e-products. In other words, when someone buys your e-book, you want them to send their Amazon e-receipt to you by e-mail. When you receive it, you want to send them the download page for your bonuses. You could also just send the bonuses by email to each person who writes to you, but that would be time-consuming. Still, it's an option if, say, you don't have a website. That's right. You don't even need a website to make this process work for you.

There you have it.

Write your e-book in seven days and then drive it to best-seller status at Amazon using the above 7-step formula.

What are you waiting for?



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!**