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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!

Give Your Readers A Sample

By Jean Fritz

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Manufacturers of food products are masters at marketing. When they launch a new product, they hire crews of merchandisers to pass out samples and coupons during peak grocery shopping times. The result - a large percentage of shoppers become first-time buyers after receiving their free sample and an incentive to buy. Many of those buyers will end up loyal customers.

Self-publishers need to think like Frito-Lay. Realize that you, as a self-publishing and (probably) relatively unknown author, need to give your potential customers a reason to buy your book, and offering your readers free samples may be just the sales boost you need. The great part about your particular craft is that you don't have to hire merchandisers or deplete your resources; free sampling for writers is cheap or free, thanks to the Internet and current printing technology.

If you have your own web page (something I recommend), offer your readers a chapter or book synopsis as a free download. Your manuscript is probably already in .pdf format if you've worked with any of the subsidy houses. Extract your table of contents, the promotional copy from your back cover and the first chapter of your book, and create a link to them on your site. Be sure to back-link to your sales page, or the area on Amazon, Alibris, or other site offering your book for sale.

If you do not have a web page but are internet-literate, you can submit your first chapter and Table of Contents directly to Amazon.com, BarnesandNoble.com, or to the site FirstChapterFree.com. Use any of the "click-for-hits" programs to drive traffic to your excerpts. As these programs are targeted, you can use keywords to drive targeted traffic to your sales page, which increases the probability that someone will buy your book.

If you've written non-fiction and want to establish yourself as both an excellent writer and an expert in your field, submit short articles for use by other websites or ezines covering your area of expertise. You may want to use a synopsis of one of your chapters as the article, so your readers have a glimpse of the topic(s) your book covers. There are several websites which actively seek short, well-written articles covering a number of topics; some of the most popular are: home improvement, family and relationships, law, business (traditional and internet), financial management and investing, and religion

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(from a practical perspective, rather than theoretical - homilistical discussions.) Be sure to include the name of your book with a link to your sales site in the "Author's Biography" area.

If you are a poet or have written a screenplay, offer free performances of your work. In Indianapolis, one Starbuck's offers musicians and performers the chance to give renditions one night a week. Libraries, community playhouses, and even some restaurants may be open to this suggestion.

Finally, if you already have a book in print and it is selling, consider adding the first chapter of your other book, along with sales information or a prepublication purchase discount, as an "extra added attraction" at your second (and subsequent) printings. If your reader liked your first book, they're sure to love your second one.

The author is a freelance writer, editor and owner of JMT Publications (<http://jmtpubs.tripod.com>), a company specializing in helping other freelancers become successfully self-published.

Sample Resumes

By Alesia Benedict, CPRW, JCTC

Do you ever wonder why resume services post free resume samples on their sites for resume service clients to view? What do sample resumes provide? There is an ongoing argument among professional resume writers that posting sample resumes on websites is akin to giving away their work. True, some visitors to sites rip off the sample resumes they find there to use in their own job searches. Unfortunately for them, these individuals do not understand they are doing themselves a disservice.

If a site visitor likes a sample resume, it's usually not the content that attracts them but rather the style of the writing, the approach to the content, and the strategy that lies behind the writing. Sample resumes are generally chosen by the professional resume writer as stellar examples of approach and strategy, not for the professions or background of the resume owner.

I had a client who sent an old resume to me as part of the process of developing his new resume. The first page was typically self-written but the second page diverged considerably - not only was the entire career background different (he went from a network specialist to a Lawson programmer), but the entire approach was different. When I asked him about it, he stated "oh, that was a sample resume that I found on a site. I can't remember which one." I noted that it was a completely different field than his and his reply was that he just liked the approach and style of the sample resume portion.

Without his realizing, he had "snatched" a portion of a sample resume that I had written several years earlier and was posted as a sample resume on Rezamaze.com. To avoid embarrassing him, I did not point it out but I thought it was a good illustration of the purpose of sample resumes. The purpose of a sample resume is to demonstrate how the professional resume writer can take a job seeker's background and craft a document that grabs the attention, promotes the client's qualifications, and projects a professional image that will get the interview.

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Sample resumes are not only posted on websites, but there is a plethora of resume books on the market that show sample resumes from different professions and written by different professional writers. A great deal of our work here at GetInterviews.com is published as sample resumes in these books.

If you find a sample resume on our site that appeals to you, give us a call. We'd be happy to discuss how we can construct a professional resume for you that would promote your career so you can get the interview!

Published in 25 career books, Alesia has been cited by Jist Publications as one of the "best resume writers in North America" and quoted as a Career Expert in the Wall Street Journal. Serving as the Resume Expert for over 50+ organizations, she has numerous media appearances to her credit and is a frequent keynote speaker.



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