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HOW TO WRITE A BEST-SELLER

By ARTHUR ZULU

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HOW TO WRITE A BEST-SELLER

By Arthur Zulu

If you want to write a best-seller, you may wish to write on any or all of the genres discussed below. This is because they are topics that attract an all time sale. It is frustrating for an author to spend nights and days, writing and re - writing, only to release his work to an unreceptive public. Most writers cause it with their difficult writings, and on strange subjects. Consider an author spending his time writing THE DANCE OF A COCKROACH! Who cares? It is only a mental exercise to keep the writer on duty. But if you are writing for money (the muses forgive you), you must target an audience — a wide audience for your work.

Now, let's consider best selling subjects to write about.

General interest topics make great sales.

Yes, write a book on a subject that interests people. Even if others have written on such topics, it will continue to command general attention.

HOW TO WRITE A BEST-SELLER

The film, LOVE AND SEX by Valerie Breiman got instant attention, and even hundreds were turned back when it premiered at the Sundance Film Festival to a packed theater. Beware though of writing pornography. You will lose your audience, and your works will be stigmatized.

Apart from love and sex, people want to know how to make money, how to find a panacea for incurable diseases; and so on. Try writing a fiction, for example on how AIDS resistant mosquitoes were used to cure AIDS patients in some distant land. That will generate instant interest, and put scientists on their toes to find a cure for AIDS, using mosquitoes. Sounds funny? Not at all!

Success books cannot be bettered

That's true, for who is he that wants to fail? It is for this reason that how – to books are in great demand. And a writer, like Anthony Robbins with his book, AWAKEN THE GIANT WITHIN, has become an icon. People lack confidence in themselves, are frustrated, and need guidance to succeed.

If you, therefore, want to join Tony Robbins and others in his league, dream big dreams on how to help people succeed in life. Tell them they are the greatest, tell them to brighten up for success is around the corner, tell them that failure is a trickster, and tell them they have a mission to accomplish on earth, and that they must accomplish it only if they try. And then your reward for this education will be in big sales and plenty of cash!

Mystery Books are hot

The latest sensations are mystery books. Suddenly, everyone wants to know about ET's, witches, wizards, and so on. Many authors have been identified in this genre, and are smiling away to the bank. See how the HARRY PORTER series is selling, yet the public is asking for more. So if you dream up THE SECOND COMING OF JULIUS CAESAR with his dead warriors from Hades, all armed to launch a final war on the world's super power, the book will sell out, before publication.

Controversial books are radioactive

If a work sparks debate, interest in the book will skyrocket. Why? Readers want to know what makes the work controversial. So it becomes a case of one man's meat and another man's poison.

Controversial works are easy to write. Sometimes, only a sentence or two is enough to generate the debate that is needed to sell a book. Ask Salman Rushdie, author of SATANIC VERSES. But note that a controversial work need not be scandalous or defamatory. You also have to be careful not to offend, like writing THE GOSPEL ACCORDING TO SATAN.

Readers are looking for Doomsday Books

Yes, apocalyptic literature are best-sellers any day. And disciples of Nostradamus are on hand to whet their appetite. Doomsday writers lined their pockets with cash, writing about the end of the world, at the dawn of the millennium. Yet, the world did not end. But that does not mean that interest in the final hour has waned, for once in a while people get jittery about the onslaught of a wandering, earth-bound, comet.

So, if you have a fondness for figures and come out with the date for the final destiny of the world, and even provide escape for those who want to survive, you will be a celebrity overnight. After all, George

HOW TO WRITE A BEST-SELLER

Orwell did it with 1984, and the world waited in apprehension. That year has now been consigned to the dustbin of history.

Spiritual Books are echo Bibles

Many are now seeking spiritual help outside the Bible, and this is creating a new market for faith writers. Among them is Iyanla Vanzant who wrote YESTERDAY I CRIED. These brand of writers are offering spiritual help to victims of child abuse, rape, broken marriages and the like. Since the list of such victims is growing, it is understandable why this genre has become a favorite for writers.

The choice is now yours

So, what would you like to write about? A general interest, success, or mystery book? Or do you like controversial, doomsday or spiritual subjects? Or a combination of two or more of the above?

After you have made that decision, the next thing to do is to put your thought on paper. Yes, I am talking about the development of your best-seller.

You have no cause to worry. Let me share with you my practical writing experience for the past twenty years. It can be exciting and enjoyable, as you will see in the next chapter.

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About the Author:

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How Much Does My Real Estate Agent Need To Know?

By Christine Hancock

Real estate agents would say that the more you tell them, the better they can negotiate on your behalf. However, the degree of trust you have with an agent may depend upon their legal obligation. Agents working for buyers have three possible choices: They can represent the buyer exclusively, called single agency, or represent the seller exclusively, called sub-agency, or represent both the buyer and seller in a dual-agency situation.

Some states require agents to disclose all possible agency relationships before they enter into a residential real estate transaction. Here is a summary of the three basic types:

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1. In a traditional relationship, real estate agents and brokers have a fiduciary relationship to the seller. Be aware that the seller pays the commission of both brokers, not just the one who lists and shows the property, but also to the sub-broker, who brings the ready, willing and able buyer to the table. In most cases you will have 2 broker's splitting the commission.

* Dual agency exists if two agents working for the same broker represent the buyer and seller in a transaction. A potential conflict of interest is created if the listing agent has advance knowledge of another buyer's offer. Therefore, the law states that a dual agent shall not disclose to the buyer that the seller will accept less than the list price, or disclose to the seller that the buyer will pay more than the offer price, without express written permission. Many times it makes sense to "assign" someone in your office one side of the transaction, thus assures there is no conflict of interest.

* A buyer also can hire his or her own agent who will represent the buyer's interests exclusively. Sometimes a buyer's agent must be paid out of the buyer's own pocket but the buyer can trust them with financial information, knowing it will not be transmitted to the other broker and ultimately to the seller. More often the seller pays both the selling broker and the buyer's broker.

Christine began her real estate career proving herself a top producer on a new high rise development. This experience gave her valuable knowledge of construction as well as the buying process and resulted in 4-million dollars in sales during her first year.



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