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**Hooked On Books? Write A Book Review For Your Target Audience**

**By Bonnie Jo Davis**

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If you are burned out with writing how-to articles to promote your business then consider writing a book review. I recommend you write a review about a book you enjoyed that is related to your products or services. Your review, of course, will be capped off with your 5-6 line byline that includes your contact information and web site URL. Many of the article directories, e-zines and web sites that normally accept articles will accept book reviews too. In addition, you can find and submit to the many sites featuring book reviews.

To begin a review, I start with the format required by Midwest Book Review. I then adapt the format and word count to what is required by each submission site. Midwest Book Review recommends the following format (examples of paragraphs are enclosed in parenthesis):

Book Title:

Author:

Publisher:

Publisher Address:

ISBN:

Price: Publication Date: Page Count:

Reviewer Contact Information:

Name: Address: E-mail:

**First Paragraph:** Include information about the format of the book. A nice touch is to comment on the cover design, table of contents structure and/or glossary at the back of the book.

(Sample: This beautifully laid out trade paperback has a gorgeous and practical design both inside and out. I recommend you read this book with a highlighter and a pen, ready to take copious notes in the blank pages thoughtfully provided between chapters.)

## Hooked On Books? Write A Book Review For Your Target Audience

Second Paragraph: Detail the recommended audience and note why they should read the book.

(Sample: *Manners That Sell: Adding The Polish That Builds Profits* should be required reading for high school and college students and for anyone already in the business environment. Once upon a time, good manners were taught in school and at home, but that time has long since passed. This book provides the perfect refresher course for those of us who learned manners but no longer remember the finer points of etiquette.)

Third Paragraph: Write about the book structure and layout, number of chapters and topics covered.

(Sample: While reading this book, I discovered that the author, Lydia Ramsey, covered every conceivable point of etiquette including many that I'd never been taught. Each of the twelve chapters

covers one main topic broken down into digestible bite sized chunks of rules and guidelines to enhance credibility and professionalism. Topics include first impressions, greetings and introductions, the art of conversation, dressing for business, telephone courtesy, electronic etiquette, correspondence in business, etiquette in the office, gift-giving in business, etiquette out of the office, dining for profit and doing business internationally.)

Fourth Paragraph: Give a brief biography of the author including their name, name of their business (if applicable), business or personal expertise and if available, include titles of their other books.

(Sample: The author of this delightful book, Lydia Ramsey, is a business etiquette expert with over thirty years of experience working with non-profits, corporations, colleges and universities. She is a frequently published author who presents workshops, seminars and keynotes on all aspects of business etiquette.)

Fifth Paragraph: Recommend the book and offer some ideas of its practical use by individuals or groups. If applicable, mention that it would make a good gift book and wrap up the review with a positive summary of the book.

(Sample: I recommend businesses buy this book in bulk and present one to every employee from the frontline up to the top management. In this ever-changing world of so many consumer choices, the bottom line is often affected by the simple courtesies that can and should be afforded to customers. You need this book if you want your employees to succeed and your business to thrive.)

Add your copyright statement and byline to the bottom of the review and, as usual, have the review proofread by an editor before you begin submission. Your book reviews can be very effective marketing tools that will generate considerable exposure for you.

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**Top 10 Ways to Know your Book Concept will Sell—Before you Invest Time and Money**

**By Judy Cullins**

Make your book stand out from the crowd! Test your book's significance, find your market before you write, and treat your book as part of your business.

1. Test your book's significance fun, humor easy to read teach something interesting, new? original, unique info? potential to positively affect the reader's life? create a deeper understanding of life? give skills and info to help people? How to's sell well do you already have an audience who wants it?

You only need 2 significances to have a book that will sell.

2. Find your market before you write.

Who out there needs or wants your information? Without knowing a preferred audience as you write, your writing may be too general and not compel your audience to keep turning pages. In my eBook *Write eBook or Other Book Fast* in ch. 3 —"The Essential Hot Selling–Points," I discuss how to gage which audience is best for your book.

3. Know your best audience.

Remember the 100,000's Online too. Write your audience a letter on why you are writing the book and how it will benefit them.

4. Keep your book short.

Most audiences want to learn something fast and easily.

5. Unleash your passion for at least 2 years for one book.

Love your topic and don't quit.

6. Get some help with a book coach.

Try an introductory 1/2 hour book coaching session for only \$35.

7. Intend to have your book vision manifest.

Know your book will be published, name your outcomes— what you will hear, see, and feel now that it's done and people are reading it. 8. Treat your book as part of your business. Make a plan –when to write, how much to write each week, when you will finish, what your next step is—approach a book coach professional. 9. Know you will eventually have to spend some money to make your book a top seller. If you work a full week, then see if you can put 10 hours a week in on your book including its promotion. 10. Solve your audience's challenge and you not only will sell a lot of books, you'll also

have a 24/7 sales person for your book.

## Hooked On Books? Write A Book Review For Your Target Audience

When you write your book aimed at your best audience, and spend enough time on it, you can produce a successful E or print book.

Judy Cullins © 2004 All Rights Reserved.

Judy Cullins, 20-year book and Internet Marketing Coach works with small business people who want to make a difference in people's lives, build their credibility and clients, and make a consistent life-long income. Author of 10 eBooks including "Write your eBook Fast" and "How to Market your Business on the Internet," she offers free help through her 2 monthly ezines, The Book Coach Says...and Business Tip of the Month at

and 140 free articles.

Top 10 Ways to Know your Book Concept will Sell—Before you Invest Time and Money

Price your eBook to Sell Well

5 Ways a Book Review can Increase Your Sales

A Bad Book Review? You Aren't Doomed. Here's Why.

Marketing for Writers When Writing Just Isn't Enough

Fax Reaper Pro Software

Email Spider Software

Press Release E-Manual

The Public Domain Reports

How To Find A Topic For Your Ebook



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!**