

Increase Book Sales: When a Book is No Longer Just a Book for Sale

This Free E-Book is brought to you by Natural-Aging.com.

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

Increase Book Sales: When a Book is No Longer Just a Book for Sale

By Catherine Franz

Increase Book Sales: When a Book is No Longer Just a Book for Sale by Catherine Franz

Do you have books sitting in your garage that you haven't sold yet and looking for ways to move them? Then you will want to know about these five outrageous ideas that aren't difficult and can be just plain out fun.

Dede Hall, author of The Starving Student's Cookbook had very poor sales for her books. Then one day an outrageously light bulb moment appeared. She added an inexpensive skillet with the book and shrink-wrapped them. Then she took 150 of them to two stores that she thought wouldn't sell them. Yes, to her surprise, all 150 sold in two days. Dede stumbled on an outrageous idea and it worked out big time. She sold over 100,000 copies in a few months. Where did she sell them? Thought you would never ask. Price Clubs and K-marts.

Do you have a book that could be packaged with something else and create outrageous sales for yourself? It's Christmas time and no it isn't too late. But before you dart off to come up with an outrageous idea for your book, continue reading so that you can get all the facts.

Another cookbook was repackaged with a scarlet ribbon and some imported cinnamon sticks and then sold at department stores in the housewares and gift sections. The book couldn't sell at \$5.95 but flew off the shelves at \$10 and went into second printing in 30 days.

Increase Book Sales: When a Book is No Longer Just a Book for Sale

Would your book sell well in a three-ring shrink-wrapped binder? Why not create an audio or CD version of the material. Just read directly from the material. You do not have to be fancy. Add "read by the author" language to the outside in big letters. Or maybe "F-R__E-E Bonus, Limited Time Offer, Free Audio read by the author" in big letters.

Another key is to look for an item that makes the package larger than the book. This requires a larger space and then bigger visibility.

What about a book on money? Add a mug labeled, "Millionaire" and watch it fly off the shelf. Do not forget

the second part of the formula -- the place you are going to sell it. When you add the mug, it is now considered a gift item. This opens the doors to more stores and places.

Try all the independent gift shops, especially at the airport. They are always looking for these type of unique combinations.

Have an exercise book? Add a "walking meter" with it. The one that measures how many miles you are walking. Have no clue what they call those things but I have bought three over the past few years. Again, now it is a gift item. How about contacting a sports equipment vendor and selling them copies of your book that would be a freebie for a limited period with a purchase.

Get the store to add a sign, "limited quality" and watch them go even faster. What is great about this angle is that gift stores, department stores and similar stores are much more open to add things to their shelf. They will work with you much better than a bookstore.

Now that your brain is going a mile a minute with ideas, best wishes for selling many more books!

7 Simple Ways To Boost Your E-Book Sales

By Michael Southon

You can often dramatically increase your E-Book sales by making a few minor adjustments to your

Increase Book Sales: When a Book is No Longer Just a Book for Sale

sales page. Here are 7 ways to increase your E–Book sales:

- (1) Make sure your 'Order' link appears at least 3 times on your sales page.
- (2) If your link currently says 'Order!', change it to 'Order via Secure SSL Server' (if that is the case). I made this change about a month ago, and I noticed an immediate increase in sales.
- (3) Offer a money–back guarantee that makes it clear that you don't mind refunding purchases.
- (4) Add a 'guarantee' logo or icon to your sales page. You can find a variety 'guarantee' graphics at AltaVista's MediaSearch:

Click on the 'radio button' that says 'Images' and then type 'guarantee' into the search box. AltaVista will return 20 pages of 'guarantee icons'.

(Before placing one of these graphics on your website, make sure it is not covered by copyright).

- (5) Offer 2 or 3 chapters of your book free (in the form of a downloadable Trial version of your E–Book). You could also allow people to read those same chapters online.
- (7) Keep your sales copy to one page. People are spending less and less time surfing the Web – if your sales message is more than one page, your visitors will probably move on before reaching the end.

(c) 2001 by Michael Southon

Michael Southon has been writing for the Internet for over 3 years. He has shown hundreds of webmasters how to use this simple technique to get massive free publicity and dramatically increase traffic and sales. [Click here to find out more:](#)

[7 Simple Ways To Boost Your E–Book Sales](#)

[5 Ways a Book Review can Increase Your Sales](#)

[The Old Fashioned Books Vs. Free Audio Books](#)

[Increase Your Book Sales: When a Book for Sale is No Longer a Book for Sale](#)

[Does your Book Cover Pass the "Ignore" Test?](#)

[Vegetarian Recipe Book](#)

[The Big Book Of Cookie Recipes](#)

[Dream Psychology](#)

[Super Six PHP Scripts](#)

[The Great Big Book of Internet Marketing](#)



This Free E-Book has been brought to you by Natural-Aging.com.

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