

Know your Audience Before you Write your Book or Web Site

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By Judy Cullins

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If you want happy customers to use your service or buy your product, you need to focus on their needs and desires.

Unhappy customers leave when they can't find what they want—benefits and an easy way to buy. Perhaps your site has barriers you don't realize. If anything is difficult, customers will leave and give their business to someone else. Know your audience and write headlines that Wow them.

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Before you list those benefits—you must know your particular audience. Who will buy your book? What are their biggest fears—their worries? What problem do they have that you can solve?

Know their Assumptions about You and Your Product. What is their number one life's dream? What are their assumptions about your subject or service? What are their excuses for not acting on what they want? Do they think your product is too much money? They don't trust you yet? Do they think there is no hurry? Do they think they don't have the time to implement your skills?

Three Types of Audiences

1. The Narrow—one specific target market. No, not everyone will want your book. These folks have a common need or

problem. Your product or service will solve that problem. For instance, www.stopyourdivorce.com's product already has its audience. They are compelled to buy because you are answering their one biggest need. They will buy on the spot.

When all else has failed them, they want a cure right now because of their pain and discomfort. They don't want prevention. A good example is men—they don't want to prevent prostate problems, but once they are diagnosed with a problem, want a cure right now.

2. Short-Cut Time and Money Investment for a big payoff. The

audience wants a roadmap to where he or she wants to go—fast! For instance, my ebooks and print books show professionals how to shorten their journey to book publishing and promotion.

3. Massive passionate audience. These are the readers of the Chicken Soup servies. Think about the 68 million sold so far, and the authors didn't even have to write the book. Full of inspirational short stores, the massive audience responds. It's the sheer volume of sales like the the 70 million who show Wal-Mart every day. One client wrote a how-to book aimed at the now 70million baby boomers out there called Put Old on Hold. She's an inspiration herself—looks and feels like a 50 year old.

Who is your particular audience? Make sure you know them, inside and out.

How old are they? Male? Female? Age? Baby boomers? Seniors? Entrepreneurial? Corporate? Are they middle or upper class? What kind of work do they do? What is their income? What do they spend discretionary time and money on? Where do they live? What books and magazines do they read? What different attitudes do these reflect?

What are their interests, hobbies, and values? What challenges do they face that they want answers to? Are they business people, retired people, over 50? What magazines do they read? What radio shows do they listen to? What TV programs do they watch? What do they do with their free time? What events do they attend?

What organizations do they belong to? What causes do they

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support? Are they Internet savvy? What kinds of sites do they visit? How many of them are out there to sell to? What do they want? Need?

Go to your library or use the Internet to research just who and how many people belong to your audience. Ask for the reference books that have census and other information. All agents and publishers will want this information from you. And your Web site must target its promotion aimed at your particular audience. The more narrow the target, the easier it is to sell.

Even if you publish a book or create your Web site yourself, do some market research. My research helps my clients who write books or have Web sites that sell similar products and services as mine: 45 million readers read new age books, 70 million baby boomers and 60 million seniors are out there. They buy online, too.

So go ahead and create your audience profile. Keep it in a file so you can add more qualities when you think of them.

Discover why you are your audiences' best choice and tell them!

Perhaps you are like me and don't feel competitive. Yet, you need to let your audiences know why you are different and better. How are you or your product unique?

When you know your audience, you'll be able to write compelling copy that pulls your visitors to buy your product or service.

Judy Cullins: author, publisher, book coach
Helps professionals manifest their book dreams
Special Offer: "Discounts of the Month"
Teleclass "Quadruple Your Web Sales in 4 Months"
<http://www.bookcoaching.com/discounts.shtml>
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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.

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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.

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.

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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

Why Should I Buy your Book?

Price your eBook to Sell Well

How To Acquire Free Web Site Promotion

Write a Short Article to Promote Your Book Online

Fax Reaper Pro Software

Email Spider Software

Press Release E-Manual

The Power Of Laughter

How To Find A Topic For Your Ebook



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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!