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Market Your Book Through A Feature Story

By Judy Cullins

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Do you send out press releases? Have they brought you financial rewards?

If not, you may want to rethink how to write a good one—one that gets noticed, published, and most important, gets a feature story. If editors notice and love your press release, they will want to interview you for a feature story. A feature gets a lot more attention than a news release.

Author's Tip: Editors and radio v talk show producers want and need human interest stories, and newsworthy stories. You have what they need is solutions to problems their particular audiences have. You have 7 seconds or less to impress them. So write an outrageous headline. Then, be able to prove it.

Examples: The Antidote to Depression is Passion (for book entitled "Passion at Any Age.") or "Outsell the New York Times bestsellers Without Breaking a Sweat!" (John Kremer's headline for his San Diego seminar above, www.bookmarketing.com) or "Don't Drive in Traffic, Don't Look For a Parking Space, Don't Dress Up and Don't Worry About the Weather!" Teleclass. (Judy Cullins' upcoming teleclass "How to Write an eBook or Other Short Book—Fast!" www.bookcoaching.com)

Advantages of getting a feature story: You get more editorial space, worth anywhere from \$1500 to over \$5000 depending on which paper accepts you. This "free advertising" is worth seven times as much as an ad because it implies the newspaper endorses you.

Market Your Book Through A Feature Story

Bonus Tip: Always ask the interviewer is there is any problem with putting your ordering information into the feature. What good is a feature if your audience can't get in touch with you? They usually say yes.

My Success Can Be Your Success

The San Diego Union responded to my press release, "Seven Sure-Fire Ways to Sell More Books Than You Ever Dreamed Of." They gave me space worth \$2000 of ad space this time. Funny, they didn't even interview me. The columnist created her

own story. She used this heading: "Workshop Guides Novice Book Authors." She said that seminar participants could be the next John Grisham. In bold letters inserted in the column, she wrote, "This workshop covers topics such as how to launch your book's first-year sales, how to get free publicity, how to jump start a marketing plan and how to sell your book before it's even published."

The Financial Rewards?

My phone rang off the hook for over a week. I took over 100 calls, taking reservations. I had far more people want the seminar than I had room. The rest I invited to future seminars.

I collected over 60 email addresses. To each of them I sent my monthly eNewsletter "The Book Coach Says" with a special offer on one of my How to Write and Market Your Books Fast Kits. I sold each participant a special report for \$5, over \$300 in all. Other sales amounted to over \$300. I was also paid for the seminar by my sponsor. I got four new bookcoaching clients worth thousands of dollars over the next few months. I got new attendees to my free seminars on book writing—some of which became clients.

That year, twenty-four of my clients published their books. They, in turn, told others of their satisfaction. I became a respected book coach who attracted through my web site, teleseminars, eNewsletter and clients—many more clients!

At the same time, I have created several new books to help writers who may not be able to attend my seminars or hire me as their coach.

Market Your Book Through A Feature Story

Take advantage of the press. Write an outstanding, outrageous headline aimed at the editor. When it sparks an interest you will get your feature story!

Judy Cullins: author, publisher, book coach
Helps professionals manifest their book and web dreams.
Special Offer: Quadruple Sales Kit at "Discounts of the Month"
<http://www.bookcoaching.com/discounts.shtml>
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<mailto:Judy@bookcoaching.com>
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Write a Power Press Release and Get a Feature Story—Seven Times as Valuable as Advertising

By Judy Cullins

Write a Power Press Release and Get a Feature Story—Seven Times as Valuable as Advertising by Judy Cullins

Do you send out press releases? Have they brought you financial rewards? If not, you may want to rethink how to write a good one—one that editors pay attention to. If editors notice and love your press release, they will want to interview you for a feature story. The feature story not only gets you valuable attention, it also brings credibility to you, your products, and your services. It is seven times more valuable than advertising.

For example, in a large city daily newspaper, your feature story can get editorial space worth anywhere from \$1500 to over \$5000 in "free advertising." This space is worth seven times as much as an ad because it implies the newspaper endorses you.

You have only seven seconds to impress, so be sure your news release has an outrageous heading that includes a benefit. Then, be able to prove it. What do you think of these? "Design Every Part of Your Book as a Selling Tool," "Double, even Triple your Online Sales Through Outrageous Headlines," from which I created this one my Web site: "Double, even Quadruple your Web Sales Through Opt-in Ezines"

Market Yourself Through the Media Interview

Always ask the interviewer is there any problem with mentioning your phone number or Web site address. What good is a feature if your audience can't get in touch with you? They usually say yes.

Market Your Book Through A Feature Story

The San Diego Union–Tribune responded to my press release with the headline "Seven Sure–Fire Ways to Sell More Books Than You Ever Dreamed Of" by giving me space that would have cost \$3000 if I had placed an ad. Funny, they didn't even interview me.

The columnist created her own story. She used this heading: "Workshop Guides Novice Book Authors." One of her highlights said, "seminar participants might be the next John Grisham."

My phone rang off the hook for over a week. I hired an assistant and we took over 100 calls and collected over 60–email

address. To each of the latter I sent my monthly eNewsletter "The Book Coach Says..." and got four new book–coaching clients worth thousands of dollars over the next six months. At the same time, my assistants sold 25 books and kits at the back of the room.

You Have What Editors Need

Media editors and radio/TB talk show producers want and need human interest, and newsworthy stories. You have what they need–solutions to problems their particular audiences have.

Judy Cullins: author, publisher, book coach_Ten Non–techie Ways to Market Your Book Online__Write Your eBook or Other Short Book–Fast!_ <http://www.bookcoaching.com/teleclasses.shtml>Subscribe to FREE ezine "The Book Coach Says..."Email: Judy@bookcoaching.com619/466–0622



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