

Plain speaking -- 4 secrets for getting your book purchased

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Plain speaking -- 4 secrets for getting your book purchased

By Terry Freedman

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What can be more infuriating to a potential purchaser of a non-fiction book than chapter headings which give no clue as to their contents? After all, if someone is looking in the non-fiction section of a book store, it implies they want facts, not a fancy and "clever" table of contents! Here are 4 sure-fire ways to make your text grab the reader's attention:

1. Make sure the text on the front and back covers is compelling. It should state plainly and simply what the book is about. For example: "Buy this book, and learn how to master the craft of teaching in 15 lessons".
2. Why should anyone buy the book from YOU? Don't waste limited space on the back cover telling the potential reader about your 3 cats - unless it's a book about cats, of course! Write something like: "The author has been a practising teacher for 13 years, and writes regularly for the Teaching Times."
3. Organise the table of contents so that the chapters fall into easily-identifiable sections. For example: "Section 1: Before you face your first class; Section 2: The first year" and so on
4. Make sure that the chapter headings actually MEAN something. You may think it's great to have chapters like "All that glitters" and "Every cloud has a silver lining", but I have news for you: nobody else is impressed! When people are browsing they want to know right away what they will get for their money if they buy the book. They don't have time to look at each chapter to find out what it's about. The chapter headings should tell them everything they need to know. For example, have chapters like: "Chapter 3: Maintaining order in your classroom; Chapter 4: Where to find excellent resources for your lessons", and so on.

You have just a few seconds to impress a potential buyer. Don't waste them!

Terry Freedman has nearly 20 years' experience as a writer. A member of the United Kingdom's Society of Authors, Terry has had around a dozen books published, and over 800 specialist articles in leading newspapers and magazines. His website, <http://www.terry-freedman.org.uk>, provides free

access to many of his articles, a free newsletter and more, or visit his blog at <http://www.terryfreedman.biz> for more quirky bits and pieces.

How Does Adwords Miracle Compare?

By Garth Jenks

Chris the author appears to be a decent guy, and his book Adwords Miracle is certainly a decent book, but my concern is that at \$97, are you paying for exclusive cutting edge Adwords info or are you buying into the hype??

So, what do you actually receive with Adwords Miracle package? The sales page promises 4 specific components plus access to a few videos.

I've purchased Adwords Miracle and I believe that this is what you REALLY get. You get the main eBook, 3 'spin off' components and a set of 3 recordings showing you 3 of the areas that the book already covers in text form.

The videos are for people who may prefer to 'watch' the 3 particular aspects of Adwords rather than read about it. Just don't expect to learn anything new that isn't already covered within the main manual.

Having said all this, if Adwords Miracle WAS the only book available on Adwords then I wouldn't be disappointed and at \$97 it represents reasonable value. I'd much prefer to buy and read this book than try to learn it all via my own research!

It is however, NOT the only eBook to be found on Google Adwords, in fact it's not even the only good book available.

A Cheaper Alternative To Adwords Miracle to Consider Is.....

There is a much cheaper alternative available to Adwords Miracle. In fact it's about 40% cheaper. It's called Adwords Elements.

Within Adwords Elements you can learn pretty much all the secrets outlined within Adwords Miracle, plus a couple of the author's own secrets. It's laid out and written in a simple, easy to understand manner and is stuffed to the brim with the same sought-of info that you can use to take full advantage of the power of Adwords.

In my own personal opinion using Adwords Elements, you will walk away with the same little known knowledge and advantages that Adwords Miracle offers, albeit at a cheaper price.

I'm not a massive fan of hype so that's all I'm going to say. Check Out

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