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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!

Promote Your Books Through Flyers

By Judy Cullins

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A good, inexpensive way to promote your books is a flyer.
What makes one flyer so much better than another? Use these
10 tips to make yours stand out from the crowd.

1. Include your front cover. People want to see what your book looks like. Color is great, but not necessary. Make sure your colored book cover copies well in black and white. It's far cheaper to print in black and white.
2. Hook your prospective buyers with the headline in the top line. For instance, read about SEX as it really is! Give your audience a reason to buy—Show those benefits!
3. Include some juicy excerpts. Buyers want to see a sample of your writing.
4. Include your picture with a brief biography near it. People want to see what the author looks like. Place it on the right side if possible.
5. Add praise from others. This is the most important way to market. The praise doesn't have to be from famous people. One author added a testimonial from a convict!
6. Put ordering information on a coupon at the flyer's bottom. Include ISBN number, Web site URL, and discount information.

Promote Your Books Through Flyers

7. Make it easy to buy. Offer easy ways to buy: credit cards, checks or money orders. Include your toll-free 800 number.

8. Give your buyers all the ways to stay in touch with you—street address, e-mail, Web Site, local phone and fax number, and 800 number.

9. Carry at least 25 flyers with you in a folder. Give one to every person you meet. Remember the "law of seven." After seven exposures, you have a buyer!

10. Use the backside of the flyer. Multiply buying results with more testimonials on the back. Include a longer excerpt from your book there.

Your flyer is an extension of you and your book, and one of the least expensive ways to market with print. Print hundreds, even thousands so your book buying public can easily purchase your book.

Judy Cullins: 20-year author, speaker, book coach
Helps entrepreneurs manifest their book and web dream
Book: "Ten Non-techie Ways to Market Online"
<http://www.bookcoaching.com/products.shtml>
Send an email to Subscribe@bookcoaching.com
FREE The Book Coach Says... includes 2 free eReports
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Using Flyers In Your Business

By Sue and Chuck DeFiore

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If you are not using flyers in your business you are missing out. Flyers can be used to sell your product, promote your product, promote your services, and in a number of other areas.

Our lease purchasing students learn very quickly the importance of using flyers. Flyers, however, are not exclusive to lease purchasing. They are useful in almost every business I can think of. I'm sure there might be a business out there they don't work for, but I can't think of one.

To give you an idea of how we use them in lease purchasing. We use them after we get a property, by making up a flyer with the property characteristics, along with what we are asking for the property and the terms. We will place these flyers in various areas around the property, and we also use them to market in a number of other areas. In addition, this same flyer is faxed or emailed to our networking partners.

Promote Your Books Through Flyers

We use flyers to announce our seminars to various clubs and organizations. We also have a specific flyer for our seller and tenant buyer do it yourself manuals. We place this flyer in apartment complexes and a variety of other areas to get manual sales.

We have different flyers for sellers, tenant buyers, manual sales, seminars, and properties. We also have a number of different versions of each.

Many times after placing flyers up around a property we just left, by the time we get back to the office we will have messages regarding the flyer we placed.

For those of you running businesses other than lease purchasing, you can also use flyers in your business. Flyers can be used to announce a Grand Opening or the re-opening of a business, the addition of a new product line, basically any number of things. They are a lot cheaper than running a ad, in addition to giving you a lot of space to say and/or show what your business does. You can have a couple thousand of flyers made up and place them on cars in parking lots, or use a mailing service to mail them to a particular neighborhood. You can have another publication place your flyer in with their mailing or you can have someone hand them out. You can mail them to current customers to announce an upcoming event or product. You can put a coupon on them and offer a discount, or dollars off amount.

So what are you waiting for. Do up a flyer and see how it can increase your profits.

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