

Ready, Set, Go Sell Your Book In The Real World!

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**Ready, Set, Go Sell Your Book In The Real World!**

**By Mary Holzrichter**

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We hear a lot these days about more books actually being sold 'outside' the traditional bookstore. Think about it. When was the last time you actually took time to linger and explore the bookshelves? When did you last impulsively grab a book, flip it over, read the blurbs, and finger through a few chapters? Let's face it, most of us are too hurried.

So What's The Point?

If you don't take the time to browse, why expect your potential customer to do so?

Try This:

Grab about five copies of your book, and head for the "Ma and Pa" stores in your hometown area. Pick a time when you know it won't be too busy. Talk to the owner or manager. Ask him if you may set up a small display on his counter. Offer him a percentage of each sale.

Get Impulsive!

Go for the impulse buyers! Haven't you at one time, while waiting at a cash register, seen a small display of books on the counter? Before it was your turn to get checked out, you grabbed it, became excited, and added it to your other purchases? Maybe it was a novel set in your locale. People love reading tales taking place in their familiar surroundings.

They think, "Oh, I've driven that road! I know where it is!

Where's the next landmark? Have to find out!" They feel they become a "part" of it.

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Is your book set in your region? Try your local gift shops, bed and breakfast inns, pharmacies, hair salon, even the little "quick stops." You get the picture.

Is the hero in your book of Italian descent? Is there a lot of ethnicity? Head for the specialty shops like that little corner deli. Pesto. Gnocchi. Fresh-baked focaccia. Get your book on that counter!

Maybe kayaking through turbulent river rapids is a large part of your novel. Or sky diving, race car driving, hang gliding, deep sea diving. Head on out to the sporting goods stores.

Whatever, go for it. Take control.

### Another Idea

Grab your books and get a booth at the local festivals taking place in and around your area. Maybe share one with an author friend. In my area, there are different festivals every weekend throughout the

summer and early fall. In the winter, many craft fairs. Think "thousands of potential customers!"

### What Are You Waiting For?

I know you're thinking, "But I only want to write!" That may be so. Promoting is time consuming. But what's the alternative? Your book just sits there and gathers dust. So ease on out of that chair, and head on out. Let people know about your book. Talk it up. Readers who love your book will add another dimension to your promotion – word-of-mouth advertising!

### Start Small and Think Big

Some stores you approach may not work! Granted. But you'll get the ball rolling and your mind spinning. "Where else can I sell my book?" You'll find yourself eyeing every little store as a possibility, while driving your car or strolling the sidewalks of your hometown. Who knows, you may even become your hometown's next "celebrity!" Give it a try!

### Mary Holzrichter

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authors.

## **How To Get Sellers To Call And Beg You To Take Their Property!**

### **By Joe Crump**

## Ready, Set, Go Sell Your Book In The Real World!

I'm going to give you the \*basic\* steps in my \$0 Down Real Estate Investing Program. I outline the program in \*detail\* in my 324 page e-book. For details about the book.

and much, much more!

I personally put together four more real estate deals last week... not to mention the deals that I helped my coaching clients put together. This business gets addictive when you get the system set up. It is a lot of fun seeing deals come together with very little effort.

Setting it up in the first place is where the effort comes in. After it's set up, it is fairly easy to maintain.

I do most of my work on the phone. It doesn't take a lot of my time.

### THE METHOD

First I set up the ads that attract the Sellers and the Investors.

You are looking for two types of Sellers. The ads in the book are designed to get them to call you and ask for your help.

Here are the types of sellers that you are looking for...

TYPE ONE – Property owners who will sell to you at 15–30% below market value.

TYPE TWO – Property owners who will sell you property subject to the existing loans or with terms.

You must get either \*price\* or \*terms\* to get a good deal. There are several ways that you can use to bring these deals to your doorstep. They are too detailed to include here and are outlined (step-by-step) in my book.

You will want to set the program up as a "system" that creates a steady stream of qualified sellers calling you and asking you to purchase their properties.

Next, I talk to the people who respond to my ads and see if their property qualifies for my program. I categorize their property and determine what type of deal I'm working with.

First of all, does it fit one of my two criteria above (price or terms). Second, what am I going to do with it after I own it. Keep it as a rental? Sell it to an end user on lease option (rent to buy)? Sell it for cash to an Investor? (which I also show you how to find) Sell it to an Investor with Terms? Sell it to an end user for cash?

Fill out the questionnaires that I've provided in the book. They will tell you exactly what type of

investment property you are dealing with.

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The next step is inspecting the property. If you know how the functions of a home work, this is fairly easy, if not, read up on home inspections or use the guidelines that I give you in the course.

If you haven't checked out Joe Crump's "\$0 Down Real Estate Investing With Bad Credit And No Job!" yet, go to his web site for full details.

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