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Secrets Of Successful Authors

By MalaMaal.com

Secrets Of Successful Authors

When the writing bug hits you, get out your pencil, typewriter, word processor or tape recorder and go to work.

Personal wants and desires, such as "How to Make Money" can put you on the road to success in the writing field. there are five main emotional appeals for selling this kind of publication: Money, Self Preservation, Family, Romance, Recognition. These appeals can all be built into your writings.

It pays to make up a good advertising schedule several months in advance and when you do hit the pages with your ads, be sure they "Drip" with enthusiasm!

The title is of the greatest importance. It alone can determine the sales volume to a large degree. Price your report so that you can come out with a good profit. You will want to make tests to see if your publication will bring in the required price before going into full scale advertising.

Most people are dreamers not "do'ers". It is only a short step to be a do'er... Just do it!

Sometimes it is better to write a strong ad before you write the report, then make the report live up to your ad. Make your ads friendly.

Write about a special subject in a unique way: Strive to write in such a way that you will get repeat orders or will receive orders from the same customers for your other books and products. Have a follow-up program ready to go.

Ship your orders without delay. Don't hold them up for checks to clear. It will do you much more damage than getting a few bad checks. Offer a free bonus for "buying today".

Get quality printing for use with all your paper needs (letterheads, envelopes, circulars, sales letters, return envelopes, order forms, etc.)

You can set up a distributor program, sell your publications direct to the consumer, or use both methods.

It's a good idea to give your other publications a boost within the pages of your other reports and books, but don't brag about your accomplishments or try to sell all your own products in the body of your publication.

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The Top 10 Secrets of Successful Authors

By Judy Cullins

If you are not a successful author yet, incorporate the following 10 Secrets:

1. Treat your book as a business.

You spend many hours creating a masterpiece to help your audience. It follows then, you need to set up a regular time schedule to market and promote it.

2. Create a flyer for each book you offer.

Hand out your flyer at business meetings or at any public place. Ask your audience to pass the flyer along to friends and associates. Offer one free report or ezine on the flyer to get new email addresses to send promotion to later.

3. Create a line or two about your book in your signature file that goes on every email you send.

After your name, title, and benefit statements, add something like: eBk: "Write your eBook or Other Book—Fast!" Include your addresses and phone numbers too.

4. Invest some money in book marketing.

Contact a book coach and schedule a low-cost introductory session to see if you are a match and will get what you need. Many authors print too many copies or use an expensive service to get book finished instead of putting aside an equal amount to market it.

5. Take a teleclass on how to market your book.

These low cost and low time investments can make your book the great seller it should be. Discover inexpensive ways to market via the phone and email. How convenient!

6. Don't get fooled by high-cost services.

If it's too good to be true, it isn't true. When you hire someone to do it all for you, it can cost over \$1000 a month with small results. Check out what services fit your budget, and get a realistic picture of what your results will be.

7. Delegate some of the marketing.

Like me, hire a low-cost computer assistant from your local high school. They know more than many professionals. For under \$10 an hour, you can multiply your promotion exponentially via ecommerce your assistant does for you 2-3 times a week.

8. Set a dollar goal for your book each month.

Don't count copies sold. Count each month's book sales. Put your goal near your workstation to remind you of what you want. Don't price your book too low, so you'll appreciate an easy experience—getting what you deserve for all your work.

9. Learn more about Internet book marketing.

Think about reaching hundreds of thousands of your audience every week. When you give them what they want—free information—they will eventually buy. Many authors go the traditional path of talks, ads or press releases. They don't always pay well for the effort.

10. Don't stop marketing.

Many clients come to me and say they are discouraged their book didn't sell well in four months. Replace doubt with patience for the process. Success takes many months, but once you get it, the Internet keeps it multiplied for you.

Knowing the secrets of successful authors can help you receive the same prestige and become a household word.

Judy Cullins © 2004 All Rights Reserved.

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

<http://www.bookcoaching.com/opt-in.shtml>

and 140 free articles.

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The Top 10 Secrets of Successful Authors

Ebook Review: How to Write and Publish Your Own eBook in as little as 7 days

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Why There Are No "Secrets" To Success.

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