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Sell More Books With Your Sparkling Introduction

By Judy Cullins

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Why write an introduction? Nobody reads it anyway.

Up until now, this opinion has had clout. But now, book authors need only write a short introduction of one to two pages. Through the five essentials below, part of your essential "7 hot-selling points" that every book needs to sell well, your sparkling introduction will compel its readers to take out their credit card and buy. Potential book buyers want this concise, personal note from you.

Here's the Five Essentials of Your Book's Introduction:

1. The hook. Your first paragraph must compel your potential buyer to read more, so they will buy your book. Make your opener short—one sentence is best. Answer their question, "So What? Why should I buy your book?" Your opener might be a shocking statistic, question, fact, powerful quote, or headline of a top benefit. It may be a short vignette from one of your chapters. Whatever it is, it must grab the reader's attention.

2. The background. Your particular audience has challenges. Describe where they are now, why they haven't succeeded, how they are uninformed in a few paragraphs. Include a few sentences on why you wrote the book. At the end of this information, state your thesis statement, a general statement of what your problem your book will solve. This includes entertainment.

3. The benefits. In the next paragraphs, keep answering the "So what?" that is inside every potential buyer's mind. Show the general benefits such as increased health, communication, finances or fortune. Show specific benefits. For instance, in *Write Your eBook or Other Short Book—Fast!*: "Create each part of your book as a sales tool, rewrite less, publish cheaper and faster"

4. The format. Every non-fiction book needs a format, giving your audience an idea of what they will experience ahead. They have already looked at the Table of Contents that gives them a general, format and direction. In your introduction you need to

say what will happen in the coming chapters. Format includes the features of your book such as poetry, tips, how to's..

Usually there is an order. For instance in a book called "Passion at Any Age," I opened each chapter with an outstanding quote illustrating the chapter's focus. In each chapter I offered a short introduction, an individual's story to illustrate my main point.

Just mention the purpose of your book and how your reader can look forward to great information coming.

5. The last sentence. Invite your reader into the text of your book. Entice them once again with an enthusiastic "read on." For example in one of my writing books I used this last line, "You've been waiting too long to share your unique message that will make a difference in people's lives. Read on and apply all the simple steps I give to make you a successful author."

Now that you've written a sparkling introduction you have helped your potential buyer decide to buy.

Judy Cullins: 20-year author, speaker, book coach Helps entrepreneurs manifest their book and web dream

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The Latest Developments In The Audio Book World

By Paton Jackson

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