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Sell More Books With a Powerful Back Cover

By Judy Cullins

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Did you know that your book's back cover information is, after the cover, the best way to sell more books? And, that most authors, emerging and experienced, miss this opportunity to engage more potential buyers?

Your book's front cover and sizzling title must impress your buyers in four seconds. If they like it, they will spend eight seconds on your back cover (mini sales letter)—a great opportunity to convince them that your book is necessary for their success.

Does your back cover pass the test?

Five Best Solutions to the Biggest Book Back Cover Mistakes

1. Mistake: Too many non-powerful words and too busy to have a focus.

Solutions: A back cover of 6 by 9 inches should have under 70 words. Use sound bites; picture and emotional words; benefits, not features; and testimonials to capture your readers' attention and to keep your message focused. Make every word count and be willing to get five-fifteen edits, because the outside of the book's message is 10 times more powerful than the inside pages.

2. Mistake: Too much superfluous material on the back cover. Do you have too long an author's bio or large photo? Potential buyers want to know how the book will help them, teach them a skill, or entertain them.

Solutions: Write only a one or two–line bio on the back cover. Put your photo and more bio on the inside of the back cover. Omit features such as format information, which belong in the book's introduction. Connect with your buyer emotionally with specific, powerful ad copy. For self–help books use bullets with specific benefits, and enough of the right kind of testimonials to sell your book in 8 seconds. For fiction, modify to include a bit of plot, with a powerful quote or dialogue. Use bookstore models

to assist you.

3. Mistake: Repeating the book's title at the top of the back cover.

Solutions: Since your potential buyers already know the title and are stimulated enough to look at the back cover, hook them with an emotional question or benefit–driven headline at the top..

This "Hot Headline" includes your best benefit and should compel your reader to buy. Notice the headlines in your newspaper. Visit your bookstore and notice other best selling authors' headlines. "What's So Tough About Writing?" by wordsmith Richard Lederer, author of *The Write Way*; "Imagine Being an Author, in Dan Poynter's *Writing Nonfiction*; or "To Age is Natural...To Grow Old is Not!" heads Rico Caveglia's "Ageless Living" back cover.

4. Mistake: Omitting testimonials.

Solutions: Testimonials sell more books than any other information on the back cover. Put three or four up. Contact a variety of people. Use one from a top professional in your field, one from a satisfied reader, one from a celebrity who cares about your topic, and one from a famous media person.

In her book, "A Kick in Your Inspiration", Ruth Cleveland got one testimonial from an exconvict!

Jacqueline Marcell, author of "Elder Rage," took eight months to get forty testimonials from celebrities. Her book is endorsed by: Steve Allen, Ed Asner, Dr. Dean Edell, Dr. John Gray, Dr.

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Nancy Snyderman/ABC, Regis Philbin, Jacqueline Bisset, and Phyllis Diller it was worth the effort, because in April, 2001, she made the cover of the AARP Bulletin distributed to over 35 million readers. It included a feature story, some how-tos and contacts and large pictures of the author and her book. She had to dance fast, and order 10,000 books to get distributed by the time the piece came out. After it came out, she was inundated with speaking engagements. There's a problem you might love to have!

After you write several books and become rich and famous, you, like other professionals, will fill your back cover with testimonials. You won't even need to add benefits, because people have already bought your other books and liked them. Potential buyers will purchase when they see people they trust and know recommend the book. Besides filling the back cover with testimonials, you may want to even add extra testimonials in the front pages of the book. The more testimonials, the better!

for more information, contact the book coach.

5. Mistake. Independent publishers submitting galleys to reviewers, distributors, and wholesales without ANY back cover information.

Solutions: People who may help the author want the back cover! Make the back cover your first area of concern, "says Susan Howard, Director of Consulting Services at top publishing firm, The Jenkins Group Inc., who write "The Publishing Connection" She adds, "Waiting for testimonials is generally the reason the back cover of a galley is left blank. Failure to realize the value of the back cover seems to equate with the failure to realize that the text for the finished back cover can always be changed before the printing of the book."

It's important for writers to "market while they write"— To make each part of their book sell copies. Your book's back cover is all-important.

Judy Cullins: 20-year author, speaker, book coach Helps entrepreneurs manifest their book and web dream
Bk: "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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How To Make Money With Comic Books

By Joe Goertz

In some way or another, we all try to find super hero characters in ourselves. Children love them, and even grown ups go to theatres to watch movies like Spiderman and Fantastic Four.

Fantastic stories are described in comic books, which are just soft cover magazines with pictures and words. The cover is made of glossy paper and the inside is a high quality paper, with its spine held together by staples. Comic books cover everything from horror to sci-fi, from crime to adventure and mystery. Usually there are evil doers and a person or a group to stop them, who become our superheroes.

History

Comic books were first introduced in the USA in 1896. The idea was to collect all the comic strips from the newspapers and produce and publish a book with them, and the result was the birth of comic books. People loved it, and it got popular rapidly. Because of this, they wanted to produce and reproduce more and more comic books. People wanted new stories, new adventures. This is one version of how comic books were born, although some people believe that comic books existed in some form in the earlier days, such as the Egyptian wall art and prehistoric cavemen paintings.

In the year of 1938, Superman was first introduced, and he became so popular and successful that people wanted to see more of him, and more characters with super powers. That was how characters like Spiderman were born.

The first comic books began as humorous books for children and that is why till now the word comic is used for humour in English. Characters like Popeye the sailor man and Krazy Kat are still loved by all. After that there were characters like Sabrina the teenage witch and Archie, which were introduced for the teenage group, so that they could relate to them. Archie and his group got so popular that they had fan clubs for the readers. There are currently leading stores which sell t-shirts, mugs, diaries and stickers of these comic book characters.

Comic book collectors

The fans of comic books love to collect them, and this becomes their hobby. They want to have all the editions, so they keep buying them more and more. The new ones are usually easy to find, these you can pick up from your local comic book store or toy stores and also some corner markets. The most difficult ones to find are the older issues, but if you are lucky enough, you can find them in comic stores as most of them keep some type of back issues.

Sometimes, people who have collected comic books for a long while decide to sell their personal collection, and you can also do that, in case you make up your mind. First you have to decide where to sell them, if in a comic store or even on auction sites. But you have to be aware that you take full responsibility of the condition and you must know how to protect your comic books during shipment if you want a good price.

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Besides selling personal collections, there are other ways of making money with comic books and their characters. The might and mightiest of Hollywood want to make movies on these comic superheroes or want to be a part of it. So, now you know how big comic books can get!

Read more from this author at:



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!