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Seven "Really" Truly Unique Ways to Sell More Books

By Catherine Franz

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These marketing tips aren't for the weak at heart. Use discretion and know where the ego and self-promotion boundary stands for you.

1. Use a fold over business card. Place your book information inside the fold. The title on the bottom side of the fold so it is seen first when the card is opened. Only one book to sell right now, no problem. To fill up the page, add the book's tag line or this book is about paragraph. On the top of the fold, list three places the book can be purchased.
2. When you are paying your bills, slip one of your fold over business cards inside.
3. Hand your card out to everyone you have a conversation with. Whether it's the server, a desk or grocery store clerk, or anyone else. This isn't boasting, this is marketing. I've done this on many trips it always increased my mailing list and sales in big ways.
4. When you tell others about your topic and they ask for a tip. Give them two and then tell them what chapter they can find more in. If your card lists several books, circle the book that continues to give them more tips.
5. Always carry one of your books in your hands, cover facing out, wherever you go. Even parties. Keep a dozen books, protected well for frequent shifts and temperature

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changes, inside your car. Not the trunk.

6. Wear a T-shirt with a copy of the book's cover on the back and your URL at the bottom and on the front. Or list's Amazon.com's URL if you prefer. Get T-shirts for the rest of the family too. When the whole family is wearing one in an unusual color the information will always get inquiries.

7. Create Get a member page and profile on Amazon.com and the other online booksellers. Know and understand member profiles on Amazon.com (<http://www.amazon.com>). On Amazon, select help and type in member profile. Be on Amazon's

bestseller list. Sell any damaged books in Marketplace on Amazon.

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Catherine Franz, is a certified life and business coach specializing in marketing and writing, Internet and infoproduct development. For other articles, and ezines: <http://www.AbundanceCenter.com>.

Amazons of E-Books: Two Women That Successfully Sell E-Books

By Noelani Rodriguez

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For a long time I was the only one I knew that sold e-books. I've been selling e-books for 7 years, and when I would say "I sell e-books" at parties, people would barely know what I was talking about for a long time.

I was shocked when a mutual friend told me about Julie Fast, a woman with several successful e-book sites including bipolarhappens.com. As it turns out she does the same thing for a living as I—selling e-books, and lives right in the same area.

When I met her in a Portland, Oregon cafe for the first time, I stared at her like she was the "missing link". I couldn't believe I was seeing someone that had the same career as I did: selling e-books.

We both shared observations about our Google Adwords and Overture campaigns; we were both optimizing our customer service and e-mail re-marketing strategies. Having all these unique things in common was too good to be true.

Julie and I have the lifestyle of selling e-books in common as well, and it is all too often a guilty pleasure. It means having time - time to do as you want to do, like writing that long put off card to a

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family member or friend. Or going to the dog park more often. It means having to explain to relatives that work three jobs that you are skipping off to yet another vacation destination. And that maybe they could write some successful e-books too.

Julie and I now meet in cafes, or at one of our homes so that we don't have to do our work alone. We share that we don't have to work at all, but work when we want to. Our websites and campaigns do most of the work for us.

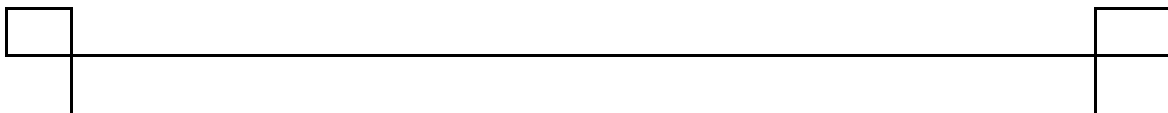
I have found joy with my friend Julie Fast. We celebrated my birthday on the Oregon Coast—my cake had a big "E" on it. We've recently started talking about e-books on the radio, teaching classes about e-books, and we even wrote a 100 page e-book together called "Make A Living Selling E-Books".

Well I thought I would share our little story with others. Our lifestyle is too good to keep all to ourselves.

Noelani Rodriguez is a Radcliffe grad, a former E-Commerce Consultant that now likes to help people to e-market their products online. She especially loves e-books. Her joint site with Julie Fast is <http://www.amazonsofebooks.com> –feel free to write if you love e-books, at: [amazons \[at\] amazonsofebooks.com](mailto:amazons@amazonsofebooks.com)



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