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**The Easiest Way to Build Credibility and Increase Long-Term Sales**

**By Alexandria K. Brown**

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If you're looking for low-cost ways to promote your business (and aren't we all?), I do hope you've considered publishing an e-mail newsletter, or "e-zine."

I began my "AKB MarCom Tips" e-zine three years ago, when I'd just started my copywriting and marcom consulting business. I wanted an easy way to stay in touch with past associates, current clients, prospects ... just about everyone! And I wanted them to realize I really knew my stuff about writing compelling copy for Web sites, ads, brochures, etc. I wanted to be seen as an "expert" in their eyes, to encourage them to hire me and/or refer me to possible clients.

Well, it's worked far better than I'd imagined. Each year I gain tens of thousands of dollars in new business based on leads from my e-zine alone. And if you need to promote YOUR business (and/or yourself) to others, I highly recommend publishing your own e-zine.

Here are 5 darn good reasons why you shouldn't wait any longer:

1. An e-zine is a very CREDIBLE and SUBTLE way to promote your services or products.

Instead of simply \*saying\* how great you are (as in traditional advertising), an e-zine lets you \*show\* how great you are by sharing your expertise with your readers. (As my old journalism professor used to say, "Show me, don't just tell me!") You're avoiding simple bragging, and are instead offering useful information that demonstrates your knowledge. Bravo!

2. Publishing an e-zine positions you as an EXPERT in your field.

By showcasing your knowledge and skills, you're likely to attract more clients. And by sharing what you know well, you're saying, "Hey, I know my stuff! I'm an expert! You should listen to me."

And don't be scared of the word "expert" --- you don't have to know EVERYTHING in the world about your topic to call yourself an expert --- you just need to know a lot more than most people. If you make a

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living doing what you do, you're likely an expert in your own right. If you're still uncomfortable with that term, try on the word "resource." Okay, feel better? ; )

3. An e-zine is the perfect way to **STAY IN TOUCH** with your clients and prospects on a regular basis.

Imagine calling or writing each and every one of your clients and prospects every week! Nearly impossible to pull off, right? Well, an e-zine achieves the same goal -- keeping you on their "radar screens" ... in an unobtrusive way. This makes them more likely to think of YOU -- not your competition -- when they need to hire someone who offers your services or products.

4. An e-zine allows you to effortlessly **SPREAD THE WORD** about you and your business.

If you write a good e-zine, your readers will be very likely to pass it on to friends and colleagues. Remember that '70s shampoo commercial that went, "And I told two friends, and she told two friends, and so on, and so on..."? That principle -- clients passing on the word about your product or service -- is called "viral marketing" these days.

Most publishers begin with only a few dozen subscribers (their clients and associates). But after several months they can end up with thousands of readers on their list -- thanks to viral marketing mixed with some promotional legwork.

5. An e-zine is **CHEAP** and **EASY** to publish -- especially compared with a print newsletter.

If you were to produce and mail a snazzy-looking printed newsletter, you could easily spend thousands of dollars each year. But with an e-zine, there's no design involved (unless you want there to be), no printing, and no postage costs. That means it's essentially **FREE** to put together and publish -- it just takes a bit of your time. And you can make it as long or short as you'd like. (Some of the best e-zines I get feature only one tip per issue.)

### READY TO GET STARTED?

Don't jump into publishing just yet! Take the time to plan a *\*quality\** publication from the start, and you'll reap amazing results. There are dozens of Web sites that offer articles, reports, tutorials, and manuals on the subject of e-zines. Here are a few to get you started:

<http://www.e-zinez.com>

<http://www.ezine-queen.com>

<http://www.ezine-universe.com>

Alexandria K. Brown, "The E-zine Queen," is author of "Boost Business With Your Own E-zine." She offers a biweekly newsletter called "Tips from the E-zine Queen." Learn how to write, publish, and promote a dynamic e-zine that builds customer trust. Subscribe now for **FREE** at <http://www.ezine-queen.com>.

## 5 Ways a Book Review can Increase Your Sales

By Kathy Burns

### 5 Ways a Book Review can Increase Your Sales by Kathy Burns

If you write and/or publish books of any kind, you need to get your books reviewed. Why? Because it can dramatically increase your sales. Here is a quick list of 5 ways a review can help to increase your sales.

1. **Massive Exposure** — Book reviews are picked up and distributed across the web, and throughout a variety of print publications. Having your book review distributed widely can get it seen by hundreds of thousands of people.
2. **Eliminate Buy Fright** — Writing a book is one thing, and if you're a known expert in your field then you already have much of the credibility needed to drive sales. If you are a new author however, not widely known, or available only in non-traditional book formats, you may not be fully trusted by the general reading public. Getting a professional review of your book lends credibility to the title and helps to remove any skepticism, or "buy fright" that your customers might have.
3. **Word of Mouth Referrals** — When customers read a review that interests them, they tend to pass the word to friends, family and associates. Some people even do this for books they might not like when they think a family member or close friend might enjoy it.
4. **Impulse Buyers** — Reviews that are found through simple browsing, reading and word of mouth can generate instant impulse purchases. If the reader likes what they've read in the review, they are more likely to click through to the purchase site and buy it immediately.
5. **Greater Credibility** — Testimonials from satisfied customers help to increase sales, and objective reviews work the exact same way. A well-written review however, will explain both the strengths and weaknesses of your book — this makes the readers trust the review more!

Testimonials *\*always\** say great things. You've heard the saying "if it sounds too good to be true it probably is"? This can be the case with testimonials... they risk making the book sound *\*too\** good. And how is a reader to know whether those testimonials didn't actually come from a friend? A review is more objective and thus the readers

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are likely to feel more informed. This makes them more comfortable

with purchasing the book.

So, no matter what kind of book you have: Print on Demand, Electronic, Self-Published; Get it reviewed and use that review to start increasing your book sales.

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