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The Timeless Secret to Creating Bestselling Niche Non-Fiction

By Jim Green

It is quite an achievement when a niche non-fiction book remains consistently at the top of the bestseller lists for a period spanning six months; an achievement that is all the more difficult to fathom when you consider that the subject matter has nothing to do with sex, drugs, rock and roll or the like; subject matter that might even be regarded as mundane in the extreme.

What is the secret?

- o What drives a book with a commonplace topic to the top of the lists and keeps it there for months on end?
- o What causes it to attract mass appeal within its prescribed niche?

It must be best of its kind but even that is not enough to create a No. 1 bestseller that stays the course.

You need more, much more, and it comes in the shape of a timeless but little-known secret of which 99.9 percent of writers are completely unaware.

Only a handful of established authors use it, either consciously or subconsciously.

And yet this timeless secret is freely available to every writer, every would-be published author, if only they knew how to access it.

It is simplicity personified, it is perceived wisdom handed down through the ages to a fortunate few; it is the concealed catalyst that creates bestsellers.

Let me give you an example of its incredible power...

The book to which I specifically refer in the opening paragraph is one of my own, a book that clearly identifies with a traditional, rapidly growing global mass market - but a market that is already on the brink of saturation.

The Timeless Secret to Creating Bestselling Niche Non-Fiction

"Your Retirement Masterplan" (How To Books ISBN 1857039874) was first published in October 2004, reached the No.1 spot out of 3326 competitive titles on Amazon.co.uk within days, dipped in time to No.3, then hovered in the top ten for the next six months.

Thereafter it reclaimed the No.1 spot and has retained it consistently ever since.

This incredible staying power persuaded the publisher to forge ahead on a 2nd upgraded, cosmetically enhanced edition which will hit bookstores world wide in February 2006.

That will sustain the momentum but only temporarily because it will be broken when my latest book "How To Earn Money In Retirement" (How To Books ISBN 1845281128) is released in April 2006 and knocks its predecessor off the No.1 spot for the keyword `retirement' on Amazon.co.uk.

I tell you this not to impress but to provide positive proof of the remarkable influence of the little-known secret that creates bestselling books; an influence that spills over from topping bestselling lists online to generating massive sales offline in bookstores all over the world.

Have you guessed what the secret is?

I doubt you have guessed right but when you do discover it you will know what you must do FIRST to create a guaranteed bestseller BEFORE you write a single word...

You can uncover the timeless secret by visiting the website featured in the resource box below.

Jim Green is a bestselling author with an ever-growing string of niche non-fiction titles to his credit. View his output at

<http://1st-creative-writing-course.com>

How to Craft a Series of Bestselling Titles from

By Jim Green

During the past ten years I have authored seventeen traditionally published niche non-fiction books, all of which (save one) have achieved bestselling status in their respective genres.

Here's the thing though; I have used only 2 topics to produce 16 bestsellers.

How do you do that; craft a series of titles from a single topic?

It's a little-known technique that dates back to the dawn of literature and is used by all bestselling authors either consciously or unwittingly.

And when you know the secret, you can also use this technique in writing fiction.

The Timeless Secret to Creating Bestselling Niche Non-Fiction

It has a lot in common with what the late great Alfred Hitchcock called the `McGuffin'; the singular device he employed in all of his screenplays.

Hitch reckoned that everyone is looking for something whether they are watching a movie or reading a book and when you discover what people are searching for in your particular niche you will be well on your way to writing a successful book in record time.

And when you've done it once, you can do it all over again – as many times as you like.

Although considerable mileage still remains in the 2 topics I used to produce 16 bestsellers, I decided eighteen months ago to research a third topic for its McGuffin potential and the result was "Your Retirement Masterplan" (How To Books ISBN 1857039874) published in October 2004.

This title currently ranks No.7 out of 3328 competitive titles on Amazon.co.uk and is due for a 2nd upgraded edition in February 2006; to be followed by "How to Earn Money in Retirement" (How To Books ISBN 1845281128) in April of the same year.

But the McGuffin on this third topic is only just starting to bite...

I also have signed contracts for these forthcoming titles:

1. "Maximising Mindpower to Enrich Your Retirement" - Publication date 2007
2. "Give Your Mind a Daily Workout in Retirement" – Publication date 2008
3. "101 Retirement Holiday Options" – Publication date 2008
4. "101 Projects to Spice Up Your Retirement" – Publication date 2009
5. "101 Online Venues for Stimulating Retirement Interests"– Publication date 2010
6. "Chronicling Your Lifetime Achievements in Retirement" – Publication date 2011
7. "Achieving Your Greatest Successes of Retirement" – Publication date 2011

Have you guessed the secret yet?

There is no end to its power in producing bestsellers and if you would like to incorporate it in your creative writing, you will find out how in the website featured in the resource box below.

Jim Green is an entrepreneur and bestselling author with an ever-growing string of niche non-fiction titles to his credit.

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