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The Top 10 Secrets of Successful Authors

By Judy Cullins

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If you are not a successful author yet, incorporate the following 10 Secrets:

1. Treat your book as a business.

You spend many hours creating a masterpiece to help your audience. It follows then, you need to set up a regular time schedule to market and promote it.

2. Create a flyer for each book you offer.

Hand out your flyer at business meetings or at any public place. Ask your audience to pass the flyer along to friends and associates. Offer one free report or ezine on the flyer to get new email addresses to send promotion to later.

3. Create a line or two about your book in your signature file that goes on every email you send.

After your name, title, and benefit statements, add something like: eBk: "Write your eBook or Other Book—Fast!" Include your addresses and phone numbers too.

4. Invest some money in book marketing.

Contact a book coach and schedule a low-cost introductory session to see if you are a match and will get what you need. Many authors print too many copies or use an expensive service to get book finished instead of putting aside an equal amount to market it.

5. Take a teleclass on how to market your book.

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These low cost and low time investments can make your book the great seller it should be. Discover inexpensive ways to market via the phone and email. How convenient!

6. Don't get fooled by high-cost services.

If it's too good to be true, it isn't true. When you hire someone to do it all for you, it can cost over \$1000 a month with small results. Check out what services fit your budget, and get a realistic picture of what your results will be.

7. Delegate some of the marketing.

Like me, hire a low-cost computer assistant from your local high school. They know more than many professionals. For under \$10 an hour, you can multiply your promotion exponentially via ecommerce your assistant does for you 2-3 times a week.

8. Set a dollar goal for your book each month.

Don't count copies sold. Count each month's book sales. Put your goal near your workstation to remind you of what you want. Don't price your book too low, so you'll appreciate an easy experience—getting what you deserve for all your work.

9. Learn more about Internet book marketing.

Think about reaching hundreds of thousands of your audience every week. When you give them what they want—free information—they will eventually buy. Many authors go the traditional path of talks, ads or press releases. They don't always pay well for the effort.

10. Don't stop marketing.

Many clients come to me and say they are discouraged their book didn't sell well in four months. Replace doubt with patience for the process. Success takes many months, but once you get it, the Internet keeps it multiplied for you.

Knowing the secrets of successful authors can help you receive the same prestige and become a household word.

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Judy Cullins, 20-year book and Internet Marketing Coach works with small business people who want to make a difference in people's lives, build their credibility and clients, and make a consistent life-long income. Author of 10 eBooks including "Write your eBook Fast" and "How to Market your Business on the Internet," she offers free help through her 2 monthly ezines, The Book Coach Says...and Business Tip of the Month at

and 140 free articles.

Ebook Review: How to Write and Publish Your Own eBook in as little as 7 days

By Andy George

Jim Edwards and Joe Vitale who are both well known in the Internet online industry wrote this eBook. The 2004 version of this book is 206 pages long though it should be mentioned that less than 100 pages are concentrated on the theme of the eBook whereas the rest of the eBook involves interviews with various successful eBook authors (in the eyes of Edwards and Vitale) and bonus reports.

I believe that Edwards and Vitale were wrong to follow this approach since when one tries to overkill with respect to information, the result is opposite to the one intended since the reader may be confused even more and in my opinion the eBook would have been more effective if it was shorter and did not include the interviews with these authors whose approaches were different. Perhaps Vitale and Edwards should have sold the interviews by the eBook experts as a separate eBook.

The 7-day eBook was written in an unorthodox style in that it was written in a "chatty" style rather than in a formal manner. To be fair to the authors this did help in maintaining the interest of the reader.

The content of the eBook contained some very useful aspects such as: Distinguishing between a successful and failure formula for an eBook. Tips for selecting a topic for an eBook How to write the eBook in 7 days - though I think this target may be ambitious in practice the methodology mentioned by the authors is worth considering. Various tips on how to publish the eBook.

The price of the eBook is in my opinion reasonable value considering the money that can be saved by reading this eBook and the valuable links that can be obtained from the eBook. But I felt at times that the authors over elaborated and could have been more concise in their writing.

Overall I believe that a purchase of the eBook for a price under \$30 is worth buying despite its limitations.

Andy George is a qualified chartered accountant who was born in Birmingham, England and who has had many years' experience in public practice, industry, and commerce and as a lecturer. Since 1991 he has been based in the island of Cyprus. Andy was a financial correspondent for eight years at the Cyprus Financial Mirror where he wrote articles on business and accounting related issues to a non-technical audience.

He is the author of eBooks: How to write and Publish Your Own With a Shoestring Budget

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