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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Top 10 Ways to Know your Book Concept will Sell—Before you Invest Time and Money

By Judy Cullins

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by: **Judy Cullins**

Make your book stand out from the crowd! Test your book's significance, find your market before you write, and treat your book as part of your business.

1. Test your book's significance fun, humor easy to read teach something interesting, new? original, unique info? potential to positively affect the reader's life? create a deeper understanding of life? give skills and info to help people? How to's sell well do you already have an audience who wants it?

You only need 2 significances to have a book that will sell.

2. Find your market before you write.

Who out there needs or wants your information? Without knowing a preferred audience as your write, your writing may be too general and not compel your audience to keep turning pages. In my eBook Write eBook or Other Book Fast in ch. 3 —"The Essential Hot Selling-Points," I discuss how to gage which audience is best for your book.

3. Know your best audience.

Remember the 100,000's Online too. Write your audience a letter on why you are writing the book and how it will benefit them.

4. Keep your book short.

Most audiences want to learn something fast and easily.

5. Unleash your passion for at least 2 years for one book.

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Love your topic and don't quit.

6. Get some help with a book coach.

Try an introductory 1/2 hour book coaching session for only \$35.

7. Intend to have your book vision manifest.

Know your book will be published, name your outcomes— what you will hear, see, and feel now that it's done and people are reading it. 8. Treat your book as part of your business. Make a plan –when to write, how much to write each week, when you will finish, what your next step is—approach a book coach professional. 9. Know you will eventually have to spend some money to make your book a top seller. If you work a full week, then see if you can put 10 hours a week in on your book including its promotion. 10. Solve your audience's challenge and you not only will sell a lot of books, you'll also

have a 24/7 sales person for your book.

When you write your book aimed at your best audience, and spend enough time on it, you can produce a successful E or print book.

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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.

Stock Market Trading Strategies.

By Jigar Chandrakant Vikamsey

Its a Common investor problem!.

One say's "I bought shares of "XYZ Company" at \$100 and immediately after I bought the stock price dropped to \$80." I feel very sad. Another comes with a different version "I sold shares of "XYZ Company" at \$80 and it went up to \$100 same evening" I made an imaginary loss of \$20 per share.

Solution for such scenarios:

1.Solution for the first scenario:

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You can buy more shares of "XYZ Company" @ \$80 and reduce your overall buying cost. This has to be done only if you believe in the fundamentals, management and the future prospects of the company.

To achieve this you need to keep money ready. Whatever money you have and wish to invest, split it into two parts. Then keep half of the cash aside, only invest with other half. So if need to buy more of any stock when the price falls you have cash available.

Also now if you have 100 shares of XYZ Company 100 @ \$100 and 100 @ \$80. Then the price goes up to \$120. Sell only 100 of the shares. Then if the price further shoots up, you have some shares to sell And participate in the rally to make money and incase the price falls you have already booked some profit.

2.Solution for the second scenario 2:

Next You sold the share for XYZ Company and the price went up. The solution to this is never sell all the shares at one time. Sell only half of your shares you own of that company. So if the price goes up later you still have the other 50% to sell and make profit.

i.e If you have bought 200 shares of XYZ Company and you are going to the the shares at \$80, sell only 100 shares and retain the balance 100 share so if the prices shoots further to \$100 then you have the 100 shares remain to book profit.

The golden Rule is to first do your own analysis of the stock before investing than buy on "tips". Also invest only in companies which declare dividends every year. To be sure that you are not investing in loss making companies.

All Market experts advise to do your stock analysis before investing in the stock market. But nobody tells you how.

Well, in my next article I would write about how to do stock analysis using various tools such as financial ratios and by checking the track records of the companies you plan to invest in.

is a freelance writer and writes articles on Stock market investing and

stock trading.

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