

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Top Ten Ways of Why and How to Write your Book's Sales Letter

By Judy Cullins

Top Ten Ways of Why and How to Write your Book's Sales Letter by Judy Cullins

Top Ten Ways of Why and How to Write your Book's Sales Letter
Judy Cullins ©2005 All Rights Reserved.

Authors/publishers are great at getting their books written. But after the initial one-year honeymoon, sales slow down. To counter this make sure your print or ebook will keep on selling from the first day, the first year, even for life. Count on this being a two to three-year project to become well known.

Write a short sales letter for each book.

Whether you have a web site or not, you can write a first class, must-buy-now sales letter. Since you are making your book a business write a sales letter for each teleclass and service as well. I even write one for my bookcoaching services.

What Every Sales Letter Needs to Pull Orders and Profits

You can write each sales letter in less than four hours the first time. As you practice, you can an excellent one in two hours.

1. Start the Letter with a Benefit-Driven Headline.

Include similar headlines throughout your sales letter. Make them bold and in another font to stand out. Then, add the copy below that supports your claim. Here's one. What do you think? "Want a Quick and Easy way to Quadruple your Online Income in Four Months?"

If you answered, "yes" to yourself, the headline succeeds, because you will keep reading. If you said "No, I don't believe this, " but I'm curious where this is going," the headline still succeeds. You win when your headline seduces your potential customer to read on in your sales letter to discover your book's benefits and features, some fine testimonials, to finally click "buy now" that takes them to the order page.

Top Ten Ways of Why and How to Write your Book's Sales Letter

2. Make a list of all the problems and challenges your reader has.

To know your audience's problems is half of the solution. Before you can write your book's benefits, you need to know the problems. Do they want to lose weight? Do they want a lasting relationship? Note where they are now with their particular challenge. Hook your reader to go on with engaging questions such as "Are you sick and tired of being sick and tired?" "Are you ready to give up on attracting your ideal mate?"

After you list all the concerns and problems your audience wants solved, your answer for these will formulate your list of benefits. (See #4) Follow each specific problem posed as a question with your answer. Those are your benefits. Benefits sell.

3. Address your Potential Buyer's Resistances.

Remember to tell a background story of where they are NOW (see #3.) so they will emotionally connect with your book solutions. This is part of your introduction and is the hook to keep your readers going. Let's say they want to write an eBook or print book to make themselves the "expert," make life-long passive income, or share their unique message.

Many people don't write a book because they doubt it will sell well enough for all the effort, it may not be significant enough, it will take too long, cost too much money, and they really aren't writers. One, by one, your sales letter needs to address your audiences' concerns and show these potential buyers how they can become an excellent author and make their books more saleable, while building their profits.

Author's Tip: Make a list of these resistances before you write your sales letter.

4. List the Top Five–Ten Benefits of your Product or Service in Bullet Form.

From these lists, create and keep in a computer file called, "book benefits" a list of 5–10 benefits. Include the number one benefit at the top of the list. You need to know these before you can talk about your book to others.

If you are not rock sure of who your audience is, your sales copy dribbles away and doesn't meet its target. Keep redefining your audience and know as much about them as you can.

Remember that one benefit is the top undeniable benefit—usually more money easier, more clients faster, more profits from web sales, better relationships, and optimum health.

You will place the top five or so bulleted benefits after your sales letter Introduction. The rest you can sprinkle throughout your copy.

5. Sprinkle Testimonials Throughout your Sales Letter.

Potential buyers who visit your site are pulled to buy when they think other people have already bought and liked your book. If other people are happy with your product or service, they will be too.

Top Ten Ways of Why and How to Write your Book's Sales Letter

Include testimonials from experts in your field, celebrities, man/woman on the street, and other people who have profited from your book's advice. Learn how to approach influential contacts through email friendly notes and requests. To save these busy people time.(they want to help, but consider it's time consuming to create testimonials) ask them look at your list of 5–10 benefit phrases, and a page of your table of contents to give you're a testimonial within a few weeks. Remember, they don't have to read the whole book to give you a testimonial. Don't be shy on this one. It's part of the publishing–promotion process.

Give as you receive. Give that person something of value. Study their web site or read their ezine, and send them a short helpful tip, report or joke.

6. Offer your potential buyers three or four chances to buy.

Are you a skimmer? Many visitors are too. They may have already decided to buy before coming to your sales letter, or after your sparkling headline, book cover, and introduction don't want to read more.

After the cover, offer a "Click Here" or "Buy Now" near the top of the letter. Offer more buying opportunities along the way after a list of benefits, what's in this book (features), and testimonials. You may offer by a download eBook by credit card or with a toll–free telephone number—maybe three or four times.

7. Make your Sales Letter Credible.

To boost sales, authors often add free bonus reports related to their book. Visitors often want the bonus special report more than the product itself. The bonus "How to Get Testimonials From the Rich and Famous" I offered with the "How to Write your eBook or Other Book Fast!" on my web site's "Discounts of the Month." Link increased that book's sales double in one month.

Make sure your free bonus reports do not cost more than the price of your product. Would you believe this offer "Order this for \$49 now and receive 4 special bonus reports worth \$395?"

8. Share the downside of your book to create empathy.

For example, "this ebook won't write the book for you, or even get it published, but it will show you the steps and resources to write compelling copy, finish fully and sell well."

9. Include your expert credentials

"I spent 6 months researching this book and 3 months writing it. My background includes 23 years bookcoaching, presenting 70 writing and marketing seminars a year, and 48 published clients since 1999."

10. End your Sales Letter with your 100% Money–Back Guarantee.

When you offer an ironclad guarantee, people see your book as so valuable that you put yourself on

Top Ten Ways of Why and How to Write your Book's Sales Letter

the line for it. They will be more likely to buy and be satisfied with their purchase.

"This product comes with a 100% Money Back Guarantee. Read the book cover to cover, and if the strategies don't work for you within 60 days, we'll cheerfully refund your money, and you can keep the product too!"

Without a book sales letter to guide your potential buyers on your web site, you leave them bored, uninspired, without enough information to make that decision to buy. Your web site and ezine must entertain, inform, and give enough benefits to convince your readers to order your book.

For all email promotion campaigns, without a sales letter for each product, your unique, useful and inspiring information will not get read, people won't know you as the expert, and you won't make the sales you want.

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

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.

Top Ten Ways of Why and How to Write your Book's Sales Letter

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.

Judy Cullins © 2004 All Rights Reserved.

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.

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

Ten Tips To Get Started Writing Your Book

SALES LETTERS FOR SUCCESS

"How To Write A Riveting Sales Letter That Closes Sales"

Top Ten Ways to Write a Book That Sells

147 Killer Epublishing Strategies

Ebook Authors Interviewed

Build Your Own Mail Order Empire

Power Profits Autoresponder Course

Instant Info-Product Business



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!