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Top Ten Ways to Write a Book That Sells

By Judy Cullins

Top Ten Ways to Write a Book That Sells by Judy Cullins

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Is there a book inside of you? Yes? Then why don't you write it? Or, if you've already written a book, wouldn't you like to sell more? So many of you have a great idea for a book, even a dynamite title, but much more is needed to write a book that sells. Here's the top ten ways to write a book that sells:

1. Write what's interesting to you and what will still interest you in two plus years. You can maintain all of the parts to writing a book much better if you know a little and want to know more about your subject.
2. Have passion about your topic. If your book is an extension of you, you'll be more willing to do the work involved. You'll need sustained passion to develop talks, seminars, articles or consulting services. Passion helps you be a titillating radio or teleclass guest.
3. Prepare for each chapter before you write. Have a format plan that includes headlines throughout to organize your chapter so well; your reader can't put it down. To avoid a thin chapter list questions and facts that relate only to the one chapter and thesis you work on at a time. You will then answer these questions, thus fulfilling your need to benefit your audience. These techniques make it easy for your reader to understand.
4. Commit to a regular writing schedule. Lackadaisical or non-focused efforts fail. A book doesn't finish itself. A page a day equals a book a year. Think about your circumstances. Just how much time can you put into this effort with all of your other priorities? Take a minute and decide to let go of something not as compelling for the moment. Doing it all at once dilutes your efforts.
5. Write fast so you can produce chapters fast enough to get published sooner to get the cash flow going faster. Use the "fast-forward" writing technique in chapter seven of the book "How to Write your eBook or Other Short Book—Fast!" Each chapter must answer all of your readers' questions. All

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non-fiction chapters have a similar length because their format is the same. Remember, you can write a short book (25–90 pages) your first time.

6. Market your book as you write each chapter. Know and write such essential "hot-selling points" as your 60-second "tell and sell," your specific audience, your sparkling introduction that is a mini sales letter, and your back cover or Web sales letter for each book you write.

7. Know your audience before you write your book to keep it organized, flowing, and compelling. Keep their picture by your workstation. Write your audience profile first to include their sex, their top interest, what they spend money on, their Internet savvy, what books they want and need. Your subject must benefit your audience or they won't buy your book. What audiences want what you have? Who will let go of their hard-earned money to buy your book?

Remember that women buy 78 percent of all trade books. Is your subject narrow enough?

8. Write your non-fiction, self-help book first. While writing a novel may draw you, start with the moneymaking book first, so you can finance your other efforts. Think a shorter first book, maybe 30–90 pages. Today, people are busy. They want information fast and easy. Make your chapters shorter too. If you answer 4 questions about one chapter topic, you will create a four-page chapter.

9. Put your book into your readers' hands. Think first, "What's the purpose of my book?" Think about your audience and your fame. Will they really go to the bookstore looking for your book? Since distributors often go broke, think about distributing your book yourself. Today it is easy with the number one way to promote—Online. And, it's free with a short learning curve. Ask your book or Internet marketing coach.

10. Make things happen. Even if you are one of the chosen 1–2% an agent or publisher accepts, if you are an unknown, they will provide little marketing. After a book tour and placing your book on the bookstore shelves for three months, you'll have to pick up the talon and lead your own marketing efforts.

So start early and take a teleclass or read a book on how a non-techie can sell a book Online through free articles and other free, easy ways.

Judy Cullins, 20-year book coach works with emerging authors who want to write a print or an ebook, make a difference in people lives, and make a consistent life-long income from it. Her 10 published books include "Write your eBook and Print Book at the Same Time," 10 Non-Techie Ways to Marketing your Book Online, and "How to Drastically Increase Website Traffic and Sales."

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How to Discover If Your E-Book Idea Will Sell – Before You Actually Write It

By Joe Vitale

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Jim Edwards sent out a survey about e-books. He asked a variety of questions. But the number one thing everyone wanted to know was this: "How do I find out if my e-book will sell—before I write it?"

Obviously, that's a great question. If anyone could accurately determine the salability of an e-book before it was written, that person could be a billionaire. Every aspiring author would hire him, or her, to judge their idea.

The truth is, there is no guaranteed way to 100% accurately test an idea for an e-book before you actually begin to sell it. Yes, you can run ads for your e-book and see if it will fly or not. But that's not totally accurate. Or guaranteed. And if people buy and you don't deliver that e-book within 30 days, it's also illegal.

But there *is* a way to massively improve the odds of your e-book being something the public will want. This is something you can do right now, before you write a word of your e-book.

Let me explain this system to you:

I researched the 1800s to write my book on P.T. Barnum.

I researched the 1920s to write my book on Bruce Barton.

I researched the last 150 years to write my book on ads.

And I've been researching ancient Roman history to write a forthcoming book on old world marketing practices. What I discovered in the most unforgettable way is that in every era, people wanted the exact same things.

People never change. They will always have the same basic desires. Technology will change. People won't. Today we have e-books. That's a new technology. Yet what people want to read in those e-books will remain the same as always. Human desires are hard-wired into our DNA.

That's good. By knowing what people want, you can profit from their desires. And since their desires are predictable,

your ability to make money from your ideas just got a lot more bankable, as well.

So, what exactly do people want to read about?

First, the top three general categories are these: Food, sex, and money.

There will **always** be a market for new cookbooks, new books on love, and new books on ways to make money. That will never change. Ever. So if you have an idea that fits in one of those categories—and if it's a new spin on existing ideas—you may have a winning race horse.

Second, Jim Edwards and I identified the TOP Ten tried and true subjects for e-books in our own e-book, "How to Write and Publish Your Own e-Book in as little as 7 Days."

Our own research proves these ten reasons are just as reliable as the three more general ones that I discovered. These are the subjects people will **always** want to know about. Since those subjects are listed in our e-book, I won't discuss them here.

Third, after Jim and I wrote our e-book, we discovered 16 more subjects that people always want to know about. These, too, are proven hot buttons for people. When I reviewed my studies from the last several years, I realized that these 16 topics are things people will always want to know more about, too. Here they are:

11. To attract sex.
12. To keep their possessions.
13. To have more fun.
14. To satisfy curiosity.
15. To protect their family.
16. To be in style.
17. To have beautiful possessions.
18. To quench their appetite.
19. To emulate others.
20. To avoid trouble.
21. To avoid criticism.
22. To be an individual
23. To protect their reputation.
24. To grab opportunities
25. To be safe.

26. To make work easier.

So, how does this system work?

Okay. Say you have an idea for a book on how to make money in network marketing. Will it sell? Since people want to (20) avoid trouble and (26) make their work easier, I'd say chances are good it would. Add to this formula the fact that people always want to know how to make money (one of the top three subjects hard-wired into our make-up) and yes, the book could sell.

And what if you have an idea for a book on how to find cool things at garage sales? Would that sell? If you tied the title to a direct benefit—such as to make money—then your idea could work. In other words, title the e-book something like, "How To Make A Fortune In Garage Sales" and you just made it fit one of the basic human desires. If you can also tie it to (14) satisfying their curiosity about garage sales, all the better.

What if you have a technical book idea, such as an e-book on how to filter out spam? No sweat. People want to save time, so you might tie your idea to that benefit. "How to Save Time By Eliminating Spam!" might work. Or you could even tie your idea to (23) protecting their reputation. Then your e-book might be "Protect Your Name By Stopping Spam!"

Get the idea? You can take almost any e-book idea you may have and improve the odds of it selling by simply matching it to one of the 16 categories above or the TOP 10 listed in our e-book. It's easy.

Now, before the critics rush in and shoot at any holes they see in this system, let me add these final words:

A book that sells is more than "a good idea." It's an idea well expressed. It's an idea packaged in an irresistible way. It's an idea targeted at a specific niche audience. And it's an idea that works once people begin to implement it.

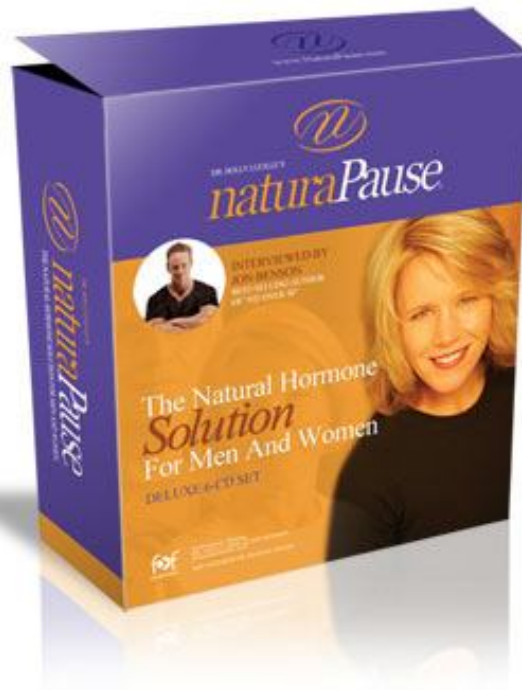
In short, make your book idea fit one of the key categories people are proven to want more information on. Title it to reflect benefits people want. Describe it in your sales

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letter in ways that activate people's basic desires. Just be sure you deliver what you promise.

Do all that and your e-book will sell---guaranteed!

Joe Vitale is the #1 best-selling author of "Spiritual Marketing" and the co-editor of the new "Millionaire Weekly Memo" free eZine. Do you want more practical New Marketing Era secrets to market your business and achieve the personal wealth you deserve? Subscribe here:
<http://www.TheMillionaireMind.net/ezine.html?a2j>



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Impair Healthy Healing In People Over The Age Of 30!**