

What Service Do You Need to Make your Book Sell?

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What Service Do You Need to Make your Book Sell?

By Judy Cullins

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Whether you are just starting or almost finished with your print or eBook, you wonder, "What step to take next?" Who can help me find the right publisher? Who can partner with me to make my book a solid seller? Check out your choices to be sure you get what you need.

Many writers think that all they need is a good editor and their book will be ready for publishing and promoting.

Maybe you think you don't have enough time to write it yourself? A ghostwriter can take over and finish the research and get it out.

Think about another choice: Bookcoaching. Before you write too many scattered chapters consult with a coach who knows your book category, who your market is, and where to find them.

Your book coach also knows what makes up a saleable title and can help guide you to write a great seller by knowing your thesis, your audience, your "tell and sell," and the correct introduction. When you incorporate these essential "hot-selling" points before you write many chapters, you will then write a compelling, organized, easy-to read page turner.

Don't hire a ghostwriter before you know exactly what you need to write, publish, and promote a great-selling book.

If your book is almost finished, you must hook your potential readers with the solutions you know will serve them. Knowing your audience before you write the book helps you write focused, organized, and compelling copy. Do you know the rules for writing a saleable book? Too many "I's" and linking verbs like "is" and "was" slow readers down and make them bored. They want vital verbs and specific nouns. If they don't receive multiple benefits, they will put your potential great book down and won't

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recommend it to friends or associates.

You already know that word-of-mouth works, yet takes a year or more to really get up steam. Many authors quit too soon because they don't know how or don't want to promote their book. An experienced book coach can give you the real picture before you put time and money into your book. She can also make you aware of easy marketing and promotion that takes only a few hours a week at home or in the office. And, you can delegate it all to an assistant.

Maybe, you just want to get your book done. An editor can fix your grammar and even your disorganization, but can an editor help you get your book published and promoted, and know which way is the best for you?

Think about what you want—a saleable book whose audience will flock to it because it totally helps answer their questions or solves their challenge. And, entertains too. Editors are not trained to think about the benefits your book will give your audience. They don't know how to market as you write. Check with your book coach who will point out your brilliance and show you your benefits and features in ongoing phone and email sessions.

Remember that only benefits sell. This is the end result your reader gets after reading your book. Results sell. Features such as what's inside the book—steps, charts, tips, interview, pictures, or quote explain, but do not sell.

When you don't know why your audience should buy your book and you can't tell them in a few sentences either in print or in person, they will back away and keep their wallet or credit card inside their pockets or purse.

Hire your editor after you contact a book coach. When your chapters do not have a consistent format with questions posed as headings and answers in the copy below, a line editor cannot make your work sell just by changing a few sentences. Even a developmental editor needs format to help make your book the best it can be. Even a ghostwriter will need this format.

If authors want their book to succeed, they need to choose the right partner.

Judy Cullins, 20-year book and Internet Marketing Coach, 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 <http://www.bookcoaching.com/opt-in.shtml> and over 140 free articles. Email her at <mailto:Judy@bookcoaching.com>.

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

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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.

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.

Top 10 Ways to Know your Book Concept will Sell—Before you Invest Time and Money
Selling Is Not A Dirty Word
Why Publishers Buy Books: 28 Reasons
Price your eBook to Sell Well
28 Reasons Why Publishers Will Buy Your Book

The Great Big Book of Internet Marketing
How to Gain and Retain More Customers
Pay Per Text Marketing
Vegetarian Recipe Book
eBarteringTactics



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