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Why Publishers Buy Books: 28 Reasons

By Catherine Franz

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Editors will buy a book for one or more of the following reasons:

1. The author's previous books have sold well
2. They love a book and think it will sell
3. They think a book will sell
4. They love it enough to publish, regardless of its commercial potential
5. It's a book that deserves to be published because of its value to a cause or the country
6. An editor is passionate enough about it to overcome any doubts the house may have about the book
7. A new editor has arrived from another house and its building a list
8. The publisher has the opportunity to reflag a successful author from another house
9. The book will be the first in a series with strong growth potential
10. The idea for the book is brilliant
11. The idea for the book is timely
12. The writing is superb
13. The title alone will sell books
14. An author's promotion plan guarantees a book's success
15. The author is a media magnet who can guarantee enough publicity to make a book successful
16. The author has a national platform such as a column or a radio or television show that will guarantee continuing exposure for the book
17. The publisher thinks that a book will backlist and

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become an evergreen (like evergreen tree -- sells for long long time)

18. The book has subsidiary rights potential including book clubs, audio cassettes or foreign, electronic or movie rights

19. The book has adoption potential in schools or universities

20. The house has published similar books with success

21. The book is on a subject that the house has or wants to build a list in

22. Overcome by auction fever, publishers convince themselves that, despite the profit-and-loss statement rated

to determine a book's value, they pay whatever it takes to outbid their rivals.

23. The author wants to switch houses

24. The editor discovers a book on a trip to a book fair and thinks it will sell, or is caught up in the excitement surrounding a book, or wants to justify the trip

25. The publisher is sending the industry the message that because of new management or despite changes in the house, the houses a player

26. The book being sold may not be a big one, but future books will have bestseller potential

27. The author has a personal connection with someone in the house with the power to buy the book

28. Publishing the book will enhance the house's prestige

This is not a definitive list. John Saul, a novelist, observed if publishers don't want to buy a book, they say "It's been done to death." If they do want to buy that book, they'll say "Always works."

Catherine Franz is a marketing industryveteran, a Certified Business Coach, Certified TeleclassLeader and Trainer, speaker, author, and Master AttractionPractitioner. For marketing,nonfiction writing anddeliberately creating ezines and other newsletters, visit:<http://www.AbundanceCenter.com>,<mailto:catherine@abundancecenter.com> or 703-671-5677.

Audio Book Myths Or The "Audio Book Phobic" People

By Paton Jackson

Audio books are becoming more and more popular. Yet, there are a lot of individual people that are afraid of trying audio books - they are the "audio book phobic" people.

Why Publishers Buy Books: 28 Reasons

I have interviewed some of them recently and collected the so called reasons that separate them from the audio book world. I have proven to each one of them that those reasons are only myths and even succeeded in persuading some of them to try those threatening audio books. Here are the main myths I have encountered:

1. I believe audio books are expensive - wrong. In fact, there are free downloadable audio books online. Audio books on mp3 files are usually cheaper than the same title in its book version. Audio book on Cd and books on tape could cost more but are still not expensive.

2. I think that audio books will never be a good substitute for the "real" books - Right. Audio books' publishers do not see audio books as potential books substitutes. They are only an extension for the book concept. You can learn foreign languages or learn history by listening to audio books - You will enjoy it more this way than reading a book about it. Audio books are intended for the times of the day when you can not read books.

3. I have no time to listen to audio books - Wrong. Most of the people listen to audio books driving, cleaning the house, jogging etc. You can not read books in these times. Did you know that the average annual delay due to traffic congestion has more than tripled since 1982 and that More than 19 million commuters travel more than 45 minutes each way to their jobs. In fact, More than 97 million workers drive alone to work each day;

To sum up, to all of you "audio book phobic" people who claim they can not afford audio books. Listen to me; you can not afford not listening to audio books.

Paton Jackson is the head of 911 corp. We have made a comprehensive research about audio books. Let us share with you our finding - the best audio books sources, titles and much more audio book information only on



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