

Why Should I Buy your Book?

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By Judy Cullins

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How would you like to have countless people clamoring for your books and willing to visit your Web site to buy them?

Most entrepreneurs wait until their Web site is designed before they think about marketing their products on it. What a shame!

When someone asks you about your book, maybe you've said, "My book is about...." You mention the features such as tips in a book or your story. Your story may be too long and bore your prospective readers. These mistakes will turn your prospective buyer off. What they want is a quick billboard visual of your book—your 30–60 second "tell and sell."

Without your "30 Second Tell and Sell" that strongly states the main benefit, audience, and what makes your product unique, you will bore your visitor and lose that attention you need to entice him or her to take out their wallets and pay you on the spot.

Your "tell and sell" gives your book audience a reason to buy. The "Tell and Sell" is the shortest sales letter you will write. You can also use this one to two–sentence blurb at any business meeting or appointment where you only have a few seconds to impress. Speakers refer to it as an "elevator speech."

It's Not the Book, It's the Hook!

It's best to know your sizzling title, unique selling points, preferred audience and benefits before you put words to paper, before you even write a single chapter. But, even if your book is already out, you can still motivate endless book sales with your "tell and sell." Be prepared to write five to seven versions until the best one emerges. And, remember your "tell and sell" must be clear, compact,

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compelling and commercial.

How to Build your Bullet Proof Tell and Sell

1. List your title. For instance, "Write Your EBook or Other Short Book—Fast!"
2. Add your major audience and benefits after you say the title.

Example: "Write your eBook..." offers authors and small business people short cuts to design and market your top selling book so you can share your unique useful message with the world, become known as the savvy expert, and make consistent, ongoing top money each month.

3. Add a sound bit that will help people connect easily with your book. Compare your book to a famous one. Call it a companion piece to a famous author's top title. Your potential buyer will want your book because it is in good company.

"Write your eBook" picks up where Dan Poynter's "Self Publishing Manual" leaves off. It's the nuts and bolts you need to market and design and fast-forward write a book that sells.

4. Put them all together, they spell your own "tell and sell" that you memorize with enthusiasm and share with everyone next time someone asks you, "What's your book about?"

Final example: "Write your eBook or Other Short Book—Fast!" offers authors and small business people like you short cuts to design and market your top selling book so you can share your unique useful message with the world, become known as the savvy expert, and make ongoing top money each month. Recommended by Dan Poynter, it picks up where his "Self Publishing Manual" left off.

The Big Benefits of Owning your "tell and sell"

When you know your "tell and sell" before you write your book, you'll be marketing while you write. You will give your audience so much more. Your book will be much improved because you will write more organized and focused copy making it easy for your buyer to understand. Every chapter will prove your "tell and sell." You will also write faster, because with focus, you'll need far less edits and rewrites.

Knowing benefits sell, you now can be ready when you meet anyone anywhere with your book's "tell and sell."

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

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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 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

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- 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.



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