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**Write, Finish, Publish, and Sell your eBook Fast: First Steps to Finishing Line**

**By Judy Cullins**

**Cullins**

You want ongoing, lifelong multiple streams of income. You want to raise your credibility and trust ratings with clients or customers. You want to get your message out so the world can be a better place.

Yet, You want to spend only a little time on it. (Would you be willing to spend 4 hours a week?) You want to get it out fast (Would 4–6 weeks be OK?) You want to market Online at a low-cost investment. And, for some of you, you are ready to be innovative and even take a small risk to get your eBook read by millions, rather than hundreds!

Where are you now?

You have the idea for your eBook; you have a lot of ideas! Take a moment and decide which one you are most passionate about now and will be for the next year. Focus on one great idea, then add others you know will work.

You have your eBook well on its way, but aren't finished. You need advice on how to get it done, what's needed to publish (not much!), and how to distribute it.

Who Should Write an eBook?

- If you are ready to invest a little to reap a great deal.
- If you are a business person who want to serve a wider community.
- If you have a unique message you want to share with the world
- If are willing to write, publish yourself, and sell 2 years ahead of traditional publishing
- If you want to create active, lifelong streams of income
- If you want to promote yourself, service or products

Every part of your book can be a sales tool. When you include the essential "Seven Hot-Selling Points" before you write chapter one, you'll sell more books than you ever dreamed of!

1. Write for your one preferred audience. Not everyone wants your book. Find out what audience wants/needs your book? What problems does your book solve for them? Create an audience profile and keep your audience's picture in front of you as you write. Ask yourself, is my topic narrow enough? The Chicken Soup For The Teenager, For The Prisoner, and other specific groups sold far more copies than the original Chicken Soup.

2. Write a sizzling book title including benefits. You have 8 seconds to hook your potential buyer.

While an eBook cover doesn't need fancy graphics you will want to create one that can be printed both in color and black and white. It must be easy to see and read. Your title and cover should compel your audience to buy.

3. Write a thirty-second "tell and sell." You only have a few seconds to impress your potential buyer. Include your title, a few benefits, and the audience. Use sound bites to grab attention. *Write, Finish, and Publish your eBook Fast to Pull Online Sales* shows professionals how to shortcut each step of writing, publishing, and promoting a salable short eBook.

Include a sound bite that grabs attention such as "It will do more for you than instant cappuccino." You may also want to compare your book to a successful one such as "How to Write an eBook Fast!" is the "Fast Lane" companion to Dan Poynter's "Self-Publishing Manual."

4. Write your sales letter before you write your book. This important sales tool gives the benefits your potential buyers want. Include compelling ad copy, benefits, testimonials, and a small blurb about you, the author. If your potential buyer likes it, they will buy on the spot.

5. Write your eBook's introduction. Include the problem your audience has, why you wrote the book, and its purpose. In a few paragraphs include more specific benefits, and how you will present it (format). Keep it under a page. Your introduction will help you write your sales letter.

6. Create a table of contents. Each chapter should have a title, preferably a catchy one. If your reader can't understand the chapter title, then annotate it. Add some benefits or a sub title. In my first chapter called "Why Write an eBook?" I added this partial list of benefits: Ongoing lifelong multiple streams of income, credibility as the expert, products sell easily online, buyers are more targeted and hence you create more profit.

7. Reach out to opinion molders. After an initial contact of asking for feedback, resend them the same chapter and the table of contents of your book. Ask for a testimonial then. These influential contacts' testimonials will help promote your eBook Online.

Design every part of your eBook to be a sales tool and a beacon that brings out your best: writing—compelling, understandable, organized, and enjoyable. Your book can sell to thousands, even hundreds of thousands.

Judy Cullins: author, publisher, book coach  
Helps professionals manifest their book  
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## **Price your eBook to Sell Well**

### **By Judy Cullins**

A. The big answer is "it depends."

Here's seven tips to help:

1. Determine your audience's need and demand for your book. If your book solves a particular problem for a preferred audience, it will sell well at any price. When you know your 30–60 second "Tell and Sell," you'll be more likely to know a proper price.

Let's say you have a book "Stop Divorce Now." Your tell and sell includes "Helps the nearly divorced audience, both men and women." That audience gives your book a slant, and makes it more valuable. In the "Tell and Sell" you must also include the benefits your book brings its audience. The top benefit of this book is that it stops divorce now.

No matter the number of pages, anywhere from 15–99, this kind of book will bring a healthy price. Maybe \$39.95, maybe more.

2. Sell to your "wants it short, easy, and cheap to yield big profits audience. You can charge more than some general information book aimed at a general audience.

The 8 and 1/2 by 11" forty–page book "Write Your eBook or Other Short Book—Fast!" loaded with how to's and which specific steps to do first, along with hundreds of Web and email resources is well worth the list price of \$24.95. The author puts it on discount several times a year for only \$18.95, but it sells well at \$24.95.

If someone wants to write and publish a book, this price tag is small for what it gives and the speed one can finish a short book to start making money within 60 days.

3. Know that eBooks bring as big a price as print books. Don't under price yours. Assign it the highest price you feel your audience can afford. If you don't sell many (remember to sell many you need to promote your books Online and on Web sites) try a lower price. Always start with the highest price.

4. Rethink your title to sell more books. Make it short and compelling, but be sure to make it clear. Three–six words will sell better than a really long title, although there are exceptions.

One eBook "High Traffic=High Web Sales" sells better than "How to Dramatically Increase your Web Traffic and Sales."

5. Know that "how-to" books bring a larger price than a story.

6. Price your personal growth and health books lower than the specific how-to books. Shorter eBooks such as 10-30 pages will easily go for \$7.95 to \$12.95. Longer ones can go for \$15.95. This audience is huge, but your book has far more competition in this group. Think Chicken Soup for the Soul series, selling over 70 million.

7. Promote your eBook Online to catch the Online business people. Reach 1000's, even hundreds of thousands each day you submit a related article. They want all kinds of books. Learn how to sell more books by learning this kind of promotion.

Apply these tips to your print books too. You can make 1/4 to 1/2 your income from book sales if the price is right.

Judy Cullins: 20-year author, speaker, book coach  
Helps entrepreneurs manifest their book and web dreams  
eBk: "Ten Non-techie Ways to Market Your Book Online"

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**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**