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

Write a Short Article to Promote Your Book Online

By Judy Cullins

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Dissatisfied with your book sales? With book signings, press releases, book store sales?

So many authors spend a lot of time and money on promotion that doesn't work. It's time to do what authors do best—write a short article. Follow these ten steps to write an article top web sites will clamor for with a link back to where your book is sold.

Apply these Ten Steps

1. Choose a topic that relates to your book. Make sure this how-to article has useful, needed information. One site who markets to professional speakers just published my article "What Makes One Book Out Sell Another."
2. Know your article's thesis. The thesis is what your article will prove. In the introduction above, the thesis is stated in the last line, "Use these ways to write an article top web sites will clamor for with a link back to where your book is sold."
3. Know your preferred audience. Just as your book has a target audience, so should your article. My book, "How to Write Your E-Book or Other Book Fast! is a short, easy-to-read, step-by-step guide to assist professionals with writing and selling their book.
4. Write a sparkling opening. Like a headline in a press release or on your book's back cover, your first sentence should grab your readers by the collar so they will keep reading. The

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opening could use a shocking fact, a question, a benefit, or a compelling story right out of your book. Make the opening a short paragraph, even a single line. Readers want short, concise, digestible information, especially on the Internet.

5. Illustrate a need. Whatever your topic, show your readers why they need your information. If you have written a book on listening, then in your short article discuss how much is at stake for not listening such as divorce or lost business.

6. Give a brief background of the problem or situation you will solve. One of my book coaching clients wrote a book, "The

Cure for Multiple Sclerosis." She shares that over 2 million people worldwide with Multiple Sclerosis are diagnosed incurable, that doctors are pressured to use pharmaceuticals, and that the health industry is not about getting people well, but about making money.

7. Share the problems that result. In "The Cure for Multiple Sclerosis," the problem is that most people rely on western medicine which does not have the answers. Big money is not spent on alternative or complementary ways to prevent and cure chronic diseases, so people with problems get drugs that deplete the immune system.

8. Give the solution. Your book offers solutions to problems. So must your article. Show your readers how to get excellent health, how they can write a book, make more money, or have better relationships.

9. Show them where to get the solution and how. The article, "How to Listen at Work," needs to suggest where to go or what to do next. You may name a quality book to read (maybe your book!). Mention a seminar or training, or recommend a coach. You may even mention a web site address or 800 number.

10. Place your article on as many high traffic Internet sites and Opt-in Ezines as you can. Just as feature articles in newspapers are seven times as powerful as advertising, so is your article.

People are looking for free information Online. That's the major reason they surf!

So, now that you know how to write a short article, put it to

work for you to promote your book.

Judy Cullins: author, publisher, book coach
Helps professionals manifest their book
dreamseBook: [_Write Your eBook or Other Short 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.

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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"

To receive FREE "The Book Coach Says..."
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