

Attract Book Buyers-Create your Author's Home Page With Marketing

Pizzazz

By Judy Cullins

Attract Book Buyers-Create your Author's Home Page With Marketing Pizzazz

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Your home page needs to grab your visitors by the collar-persuade and engage them to click on your important links through the navigation bars.

You have the power to gain their loyalty, to bookmark your site, and eventually, to buy your products if you write irresistible, streamlined copy that engrosses them all the way to your order pages.

Here's a rough draft of my newest home page:

Part One. Start with a catchy, intriguing headline:

Sample: Do your books get a standing ovation or are they left out of the program?

Part Two. Add who you are and what you can do for your visitors.

Sample: Discover the hidden truths about getting your book written, finished, published and marketed. And learn the "fast-forward" way.

The Book Coach can answer your questions, and make your book dream a reality. Judy Cullins, M.A. offers her 20 years as an author, publisher and marketer of over 40 books and special reports-all in short, easy-to-read, formats and lively teleclasses.

Part Three. Add some specific benefits.

Sample: I can help you answer questions about your book

- What are the first steps to writing a great selling book?
- Will my book attract my desired audience?
- Do my potential buyers know they need my book and it's worth the money?

- Will my books sell enough copies for my satisfaction?
- Now that it's written, how can I best promote my book?

Part Four. Add a WOW testimonial.

Sample:

"Save yourself from headaches, disappointments, and money down the drain. Read Write Your eBook or Other Short Book-Fast! before you write another word. Judy puts you on the fastest track to publishing success."

Marcia Reynolds, M.A., M.Ed.

Past president of the International Coach Federation

Author of How to Outsmart Your Brain

<http://www.covisioner.com>

On my new home page, I will add an outrageous headline with a "click here" instruction that takes my visitor straight to my two new books:

"Design each part of your book to create sales"

Write Your eBook or Other Short Book-Fast!

"Want a quick and simple way to double, even quadruple your online book sales within 3 months?"

Ten Non-techie Ways to Market Your Book Online:

I include a box with benefits and testimonial to encourage subscribers to my eMagazine. On each page, I list the copyright and other important information at the page's bottom.

Just think-the more pizzazz the more visitors will return to your site to surf, get free information, and buy your services and products.

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Judy Cullins: author, publisher, book coach

Excerpted from: Ten Non-techie Ways to Market Your Book Online

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