

Make your Writing or Marketing Projects your Top Priority

By Judy Cullins

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When you finish your eBook or print books, you have a product you can sell. After you finish the book be sure to write the all important sales letter. The sales letter is the key to sales flooding in. Each book will market another book. Books help promote your service as well.

Like a messy room full of clutter, you just want to close the door on your project. If you really don't want it now, then make it ok not to do it. Or, if you are blocked in some way discover what that means and keep taking baby steps toward your dream.

Or, if you are like me you may want to look at the consequences/results of not doing it. These are some of the consequences that pulled me to finish my latest two books:

1. If your book doesn't get read by thousands of people this year your unique useful message goes unheeded. I know you want to make a difference and your book is your legacy and lasting gift to give.
2. Your business will just amble along, and you'll still be an hourly worker having to be present or even travel while you earn money. A book creates a lifelong income for you, and when you market online, you don't have to travel or speak. It's the easiest and most profitable way I know..
3. You miss the chance to build your credibility and become the expert in your field. The side affect of publishing your book is that it is your billboard, your business card, that builds your clients' and customers' trust and support. These people are your best sales force. Don't limit your expansion and success by not including them.

4. You won't enjoy the most ecstatic feeling of accomplishment, exhilaration, and adventure that creating and completing a writing or marketing task can bring you.

Take my lead. Treat your project as urgent! No matter what reason you have for not doing it, do as professional speaker and friend, Rita Kahn, says, "So what, do it anyway!"

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