

Quadruple Online Sales

By Judy Cullins

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Word Count: 473 words

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I am a non-techie book coach who has been in business for 20 years, but only Online for 2 years, and only selling ebooks and special reports for 4 months. In just 4 months I manifested amazing Online profits. In August, my first month up on my new Web site my ebooks sold \$75. The second month my sales quadrupled to \$300. The third month my sales catapulted to ten times. My fourth month, November, 2001, made \$1135.

How did this happen? Certainly I'm not an overnight success. I had a huge learning curve. I kicked and screamed when business friends said, "Judy, you have to have an email account." My Web master friend said, "Judy, you have to have a Web site." That was two years ago, and now I'm known by many as the Non-techie eBook Queen.

If you're like me, you may want to create an ezine to let people know who you are and what services you can give them. Be open to growing and ask people who know more than you do for help. It's amazing that the higher you go, the more willing people ahead of you are willing to help.

Yes, it takes some effort, but what else would I do since I love this work so much? Willing to delegate, my virtual assistant and myself work as a team, I do the writing and the creating, and he offers technical support to get the word out to millions of Internet savvy people who want to buy Online. We spend 3 days a week 2 hours a day on these Online projects.

I discovered that marketing is everything and Online marketing is so much easier, faster, and more profitable than offline. It's convenient. You don't have to travel; you don't even have to talk to large groups or sell products at the back of the room. Like myself, you can sell many more products each month than through traditional publishing and promotion methods.

Online costs are low: no printing bills, no wrapping, no postage, no trucking, no inventory, and no sales tax. Another benefit? Your customers are happy because they get immediate delivery of their books to their email address.

The biggest benefit? This endless virtual marketing machine is out there for anyone of you, and you can learn from a qualified teacher, author, take a teleclass, or get individual coaching to boost your Online sales beyond your wildest imagination. What are you waiting for?

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Judy Cullins: author, publisher, book coach

Helps writers manifest their book dreams.

20 clients published since 1999!

Ten Non-techie Ways to Market Your Book Online

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