

Revised: How to Market Your Unsold Books on the Internet: It's Easy

By Judy Cullins

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Revised: How to Market Your Unsold Books on the Internet: It's Easy
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Your book expresses your wondrous information, your creativity, your genius. It's your dream come true. Or is it? You have already tried a few venues--maybe an expo, book signings, press releases, book reviews, distributors, wholesalers, speaking and book tours.

Now, there is a new way to market those unsold books. Use the Internet. And you don't even have to have your own Web site or spend money.

Get ready to create a continuous, passive income. Be ready for those checks and charges coming your way often!

What Kind of Books Can I Market?

Depending on your passion, your willingness to learn a new way, and putting energy into your campaign, you can market any kind of book: how-to, non-fiction, fiction, short special reports, booklets, training manuals, workbooks, poetry, short stories, articles.

Sell your Print Books and Create New eBooks

If you already have a print book, you can still sell it Online. One way to draw attention to it is to write a short eBook on the same subject. This won't take long.

Make this eBook around 10-25 pages. You can take the information right from your print book. Just copy and paste information on one topic, perhaps one chapter. Reduce the number of stories to keep it short. Then add a new introduction and conclusion. People on the Net want straight-to-the point information.

Put your eBook into Word and Portable Document Format. Use your Word file to update and edit and use your PDF file to send your book by email.

Who will Buy?

You can sell your short eBook for 6.95-\$14.95, depending on how much your audience wants it and how well you write your sales copy. You can also give this book away to stimulate your audience to want the whole story--the print book.

Online audiences read all kinds of books. Many will want the shorter electronic version and be perfectly willing to print it. Others only want a book they can hold and enjoy on their nightstand a long time. They will buy the longer version.

To publicize your books start writing short articles, anywhere from 400-1200 words on your book's topics. When you submit to Online ePublishers, Web masters and ezine owners, each article will be seen by thousands, even hundreds of thousands of Online readers. They are hungry for information. That's why they go to the Web.

To the bottom of the ezine, add a signature file that gives your title, tag line, book title, free offer, phone numbers, and e and Web addresses.

While your title may impress some, your tag line is far more important. What major benefit do you bring potential buyers? For example, "Helps professionals make money on their books through the Internet." Offer a free report or a free ezine to seal the deal. Not only do more people want to know more about your book, you will have their email address to send further promotions to.

Divide and conquer. Use your one book as a spring board for many others and catapult your sales.

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