

# Save Time and Money Marketing Your Book to One Audience

By Judy Cullins

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Thanks,  
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Let's say that before this year ends, you want to market your book at \$20 to 170,000 business women over 40 who want to create a relationship. You have found them on top Web sites through a search for "listening," "communication," and "business women."

If you sell your book for \$20 to 20,000 business women out of the total number, your market is worth \$400,000.(your book makes you \$400,000). In one year, is that a realistic number for you, considering the cost of your book to produce? (your cost is almost free as an eBook). Will you put enough marketing time and money into it to make enough money over your investment? Will you make the money you want? How much time and money are you willing to spend to make the \$400,000? Are your numbers realistic?

Focus your marketing efforts and money on one audience at a time. Then you won't waste time and money chasing the wrong market. You won't diffuse your marketing time and money. You will have a specific sales goal, and you will sell enough books to make you smile through the next big holiday!

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Judy Cullins: author, publisher, book coach  
\_Ten Non-techie Ways to Market Your Book Online\_  
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