

Sell More Books With Your Sparkling Introduction

By Judy Cullins

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Word Count: 486 words at 65 characters per line.

Thanks,
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Why write an introduction? Nobody reads it anyway. Up until now, this opinion has had clout. But now, with a shorter introduction of one to two pages, and through the five essentials below, your introduction will become the fourth sales tool for your book. When people read your clear, concise personal note to them, they will buy your book on the spot!

Your Book's Introduction Includes:

1. The hook. Your first paragraph must compel your potential buyer to read more, so they will buy your book. Make your opener short--one sentence is best. Answer their question, "So What? Why should I buy your book?" Your opener might be a shocking statistic or fact, powerful quote, or headline of a top benefit. It may be a short vignette from one of your chapters. Whatever it is, it must grab the reader's attention.
2. The background. Your particular audience has challenges. Describe where they are now, why they haven't succeeded, how they are uninformed in a few paragraphs. Include a few sentences on why you wrote the book. At the end of this information, state your thesis statement, a general statement of what your book will give them.

3. The benefits. In the next paragraphs, keep answering the "So what?" that is inside every potential buyer's mind. Show the general benefits such as increased health, communication, finances or fortune. Show specific benefits. For instance, in Write Your eBook or Other Short Book-Fast!: "Create each part of your book as a sales tool, rewrite less, publish cheaper and faster"

4. The format. Every non-fiction book needs a format, giving your audience an idea of what they will experience ahead. They have already looked at the Table of Contents, which gives them a general, format and direction. In your introduction you need to say what will happen in each chapter. Usually there is an order. For instance in one of my books, I opened each chapter with an outstanding quote illustrating the chapter's focus. In each chapter I offered a short introduction, then an individual's story to illustrate my main point. Some writers sprinkle quotes throughout the chapter. Readers love quizzes, sidebars, tips, stories, how to's, and practice.

5. The last sentence. Invite your reader into the text of your book. Entice them once again with an enthusiastic "read on." For example in one of my writing books I used this last line, "You've been waiting too long to share your unique message. Read on and apply all the simple steps I give to make you a successful author."

Now that you've written a sparkling introduction you have helped your potential buyer decide to take out their wallet and purchase your book.

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Judy Cullins: author, publisher, book coach

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