

Write, Finish, and Publish your eBook Fast to Pull Online Sales

By Judy Cullins

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Why write an eBook?

You want ongoing, lifelong multiple streams of income. You want to raise your credibility and trust ratings with clients or customers. You want to get your message out so the world can be a better place.

Yet, you want to spend only a little time on it. (Would you be willing to spend 4 hours a week?) You want to get it out fast (Would 4-6 weeks be OK?) You want to market Online at a low-cost investment. And, for some of you, you are ready to be innovative and even take a small risk to get your eBook read by millions, rather than hundreds!

Where are you now?

You have the idea for your eBook; you have a lot of ideas! Take a moment and decide which one you are most passionate about now and will be for the next year. Focus on one great idea, then add others you know will work too. You want to know what is the next step.

You have your eBook well on its way, but aren't finished. You need advice on how to get it done, what's needed to publish (not much!), and how to distribute it to pull Online sales.

Who Should Write an eBook?

- If you are ready to invest a little to reap a great deal.
- If you are a business person who want to serve a wider community.
- If you are willing to move much faster than traditional publishing
- If you want to create active, ongoing sources of income.

One method to help make your eBook successful is to use the essential "Seven Hot-Selling Points."

Seven Things to do Before Writing Your eBook

Every part of your book can be a sales tool. When you include the below tips, you'll sell more books than you ever dreamed of.

1. Write for your one preferred audience. Not everyone wants your book. Find out what audience wants/needs your book? What problems does your book solve for them? Create an audience profile and keep your audience's picture in front of you as you write. Ask yourself, is my topic narrow enough? The Chicken Soup For The Teenager, For The Prisoner, and other specific groups sold far more copies than the original Chicken Soup.

2. Write a sizzling book title including benefits. You have 8 seconds to hook your potential buyer. While an eBook cover doesn't need fancy graphics you will want to create one that can be printed both in color and black and white. It must be easy to see and read. Your title and cover should compel your audience to buy.

3. Write a thirty-second "tell and sell." You only have a few seconds to impress your potential buyer. Include your title, a few benefits, and the audience. Use sound bites to grab attention. Write, Finish, and Publish your eBook Fast to Pull Online Sales shows professionals how to shortcut each step of writing, publishing, and promoting a salable short eBook.

Include a sound bite headline that grabs attention such as "It will do more for you than instant cappuccino." You may also want to compare your book to a successful one such as "This book is the Fast Lane of Dan Poynter's Books."

4. Write your sales letter before you write your book. This important sales tool gives the benefits your potential buyers want. Include compelling ad copy, benefits, testimonials, and a small blurb about you, the author. If your potential buyer likes it, they will buy on the spot.

5. Write your eBook's introduction. Include the problem your audience has, why you wrote the book, and its purpose. In a few paragraphs include more specific benefits, and how you will present it (format). Keep it under a page. Your introduction will help you write your sales letter.

6. Create a table of contents. Each chapter should have a name, preferably a catchy one. If your reader can't understand the chapter title, then annotate it. Add some benefits or a sub title. In my first chapter called "Why Write an eBook?" I added this partial list of benefits: Ongoing lifelong multiple streams of

income, credibility as the expert, products sell easily online, buyers are more targeted and hence you create more profit.

7. Reach out to opinion molders. After an initial contact of asking for feedback, resend them the same chapter and the table of contents of your book. Ask for a testimonial then. These influential contacts' testimonials will help promote your eBook Online.

Design every part of your eBook to be a sales tool and a beacon that brings out your best: writing a compelling, understandable, and enjoyable book that millions of Online buyers will want.

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Judy Cullins: author, publisher, book coach

Helps professionals manifest their book dreams.

20 clients published since 1999!

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