

## How To Write A Book, 7 Tips To Make Your Book A Best Seller

**Writing a book** will undoubtedly take you to new personal and professional heights. However, writing a best seller will multiply your satisfaction, monetary success, and notoriety tenfold. Here are 7 tips to make your book a best seller.

**Tip #1 First and foremost**, it is imperative to write on a topic you are passionate about. If you are not passionate and interested in your subject, no one else will be. When you are passionate about your topic you will choose words that demonstrate your enthusiasm. You will be able to organize your material in a manner that makes the most sense, and you will add your personality to your material - always a good thing.

**Tip #2 Research demand for your topic.** While writing on a subject you are passionate about is key, it is also important that there are enough people who are also passionate about your topic that it warrants a book. In the article 3 Critical Steps to Finding The Perfect Book Topic you will find just a few of the ways to gauge demand for your topic. For example, if you are an accountant and want to write a book about how to do your taxes yourself or how to set up a small business successfully, these two topics might fit under the category of saving/making money or how to save time - both something desired by most people, which means there may be a significant demand for your topic.

**Tip #3 Specialize.** Finding a niche is imperative to making sure your book is a bestseller. A niche is defined more loosely as a specialty. Your book must specialize. For example, if you want to write a cookbook, a generic everyday cookbook might sell a few copies if you work really hard to market it, however a cookbook on vegetarian 30 minute meals or 101 chocolate recipes you can make in less than 15 minutes, is a very specialized topic, not something everyone has on their bookshelf, and it meets a specific need. Your sales, as a result, will skyrocket.

**Tip #4 Choose a catchy, benefit driven, book title.** Your customer will make a decision about whether or not to buy your book in about 20 seconds. What do you think they see first? Your title, of course. Your title is the first and strongest deciding factor which makes it extremely important. The best way to format your title is to not only make it catch but to make sure the benefit of buying your book is evident in the title. For example, in tip #2 we used the example of an accountant writing a book on doing your own taxes. A typical title might be - Your Personal Tax Guide. Okay. That title is fine it might not sell tons of books but maybe it won't turn people away. However, what about this title - "Lower Your Taxes Big Time". I grabbed that title off of the Amazon best sellers list.

**Tip#5 Fill a need.** Do a little research and find out what information your audience needs or is looking for. For example, if you are an expert chef and want to write a cookbook, what need has not been filled? What questions do you get time and time again? Nothing comes to mind? Ask your friends and associates what questions they might have about your topic. Maybe they want to know how to create a five star gourmet meal for less than \$50. Maybe they simply want to know easy to make sauces to make every meal a little extra special.

**Tip #6 Who is your audience?** It is imperative that you know who you are writing your book for before you write it. If you do not know this information, then how are you going to know what information they need, what benefits they are looking for or how to write your book just for them?

**Tip #7 Send an email.** Once your book is written and published, gather together a couple of incentives. Your incentives could be several other e-books for free, free audios, free videos, or a combination. These freebies can be created by you; you can purchase the rights to them, or grab a public domain item and offer it up. Now comes the fun part! Email everyone you know and also enlist some JV partners to reach as many people as possible. Tell them you want to make your book an Amazon Bestseller and give them a day to make their purchase. Tell your email list if they help you out, by making a purchase, they will get a whole list of freebies. This method works quite well and it is fun for everyone involved.

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