

Your Book Publishing Coach Newsletter

*The insider's guide to writing,
publishing, and making money with information products*

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***** QUOTES OF THE MONTH *****

On "Purpose"

"Pleasure is not the purpose of man's existence. Joy is." -- David O. McKay

"Great minds have purposes, others have wishes. Little minds are tamed and subdued by misfortune; but great minds rise above them." -- *Washington Irving*

"Having conceived of his purpose, a man should mentally mark out a straight pathway to its achievement, looking neither to the right nor the left." --*James Allen*

"You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand."
--*Woodrow Wilson*

"Nothing stops the man who desires to achieve. Every obstacle is simply a course to develop his achievement muscle. It's a strengthening of his powers of accomplishment."-- *Eric Butterworth*

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*****MAIN ARTICLE*****

Scam or Valuable Resource? How to Evaluate a Product

Someone wrote and asked me what I thought of a particular person's "how to become a best-selling author" type program.

I do not want to name names, so I will not mention the specific program. Especially since I haven't had the opportunity to look it over myself.

However, in my answer to her I came up with some general principles that will help you evaluate anyone's program. Before you put down your hard-earned money on something that makes a big promise (as they all do), I suggest you do a little sleuthing.

1. First, ask yourself: Why do I need this product? This may seem obvious. However, I confess that I have bought products just because I thought I *might* need them someday. What really happened was that I fell for some slick marketing.

To quote one of my mentors, Jimmy D. Brown: *"Don't buy something because someone sought you out. Buy something because you sought it out."*

If you don't need the product right now, for what you specifically need to know to achieve your current goal, file it into a "someday/maybe" folder and go about your business.

2. Pay attention to how the person markets the program--and how it affects you as a potential customer. Is he/she using typical, somewhat high-pressured Internet Marketing strategies? This is not always a red flag, especially if the person purports to help you know how to market. A big part of making your book sell well is to learn how to use words persuasively (called copywriting). *Important:* Pay attention whether or not their approach would fit you. Can you envision writing that kind of copy for your book? Because that's what you'll learn from this person.

I respect Dan Kennedy as a marketing guru. However, his overall style simply does not fit me. I once ordered—and returned—a product from him because his approach does not work for me. (BTW, he did return my money—promptly and without question. As all reputable people will.)

3. Carefully review the "expert's" credentials. In one product I reviewed, the "expert" apparently wrote one book, self-published. (How could I tell? On amazon.com, you cannot "explore" or "browse" the books, as you can with a "traditional" publisher. BTW, the media know this little trick to check credibility, too.)

It's not necessarily bad to be self-published. Except if the person is telling you how to get published by a traditional publisher, of course.

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In one case, when I went to the person's author's page, I noticed he said he's the author of "several books," but what was named did not come up as books when I Googled them. They appeared to be articles (I didn't try to search each one). This tells me that author is "padding" his credentials. Likely, that's what he'd teach others to do, also. Would you feel comfortable with that? To me, credibility and integrity are crucial—especially when you're selling online.

If the product creator claims to be a "best-selling author," take that with a grain of salt. It seems to me everyone is claiming this. Look at the amazon rank. Does this suggest best seller to you? He may have gotten up higher for a short time with one of those amazon promotions. (By the way, those amazon promotions do not impress anyone "in the know" in the publishing industry, despite what people who sell that amazon best-seller programs say. Certainly it helps sales and can't hurt you to do such a promotion. Just know that publishers will look at longer-term sales to determine if you are truly a "best-selling" author.)

4. **What about testimonials** of people that supposedly used the product? Are there any? Are they credible? The most credible testimonies contain a name, photo, and audio. Still, for all you know, these people could be all the seller's friends. Other clues: Is there a link to a site you can check out? (I often check out the web sites of people who claim to have made so much money from the copywriting techniques they learned in So-and-So's course. When I see that the copy stinks, I immediately write off that marketer's product.)

Is there some context for who the person giving a testimonial is? (For instance, on my web site you can Google the names of any of my testimonial givers and find out who they are, or at least find out where they're from--some of those who have bought "Jump Start Your Book" are not yet published, but we're working on it. ☺)

5. **Guarantee.** What is it? For how long? *Insider's tip:* As a consumer, if you buy any kind of product that you can't check out ahead of time, you automatically, by law, can return it for a refund within 30 days. So a 30-day guarantee would be the minimum you should expect.

Note: If the product includes a service aspect—the person giving you his/her personal time—then there is some flex here. I once bought an ecoaching course in which the instructor coached us personally via email for 4 weeks, in addition to the course materials. The guarantee was that, if I did not think the program was worth the money, I could get a full refund halfway through the course. That seemed fair enough to me. (The course was worth it, by the way.)

I could go on, but I suspect you get the idea of how to dig a bit deeper into who a person really is, and how to check out a product or service.

I will be publishing a Special Report not only expanding on this article, but also reviewing those programs I do think are well worth it. To get on the notification list for when this Report will be ready, go to http://www.wordstoprofit.com/Beware_the_Scams_notification.html and sign up.

*******RESEARCH TIP*******

Find Free Information Fast Online

One thing I've recently learned through browsing the Web is that there is a lot of information you can get for free, if you just know how to look for it.

What one person might charge \$27, \$47 or even \$97 for, another might be giving away FREE as a bonus.

So, when you need information, it makes sense to search for the free stuff first, right?

Here are some tools to do that.

1. **Search Google by key words**, enclosed in quote marks. For example, "book marketing tips" or "list building tips." You can use "tips," "mini-course" or "ecourse", "lessons", "ways to", "how to", "top 10" (or "top 5" or "101" etc.), "ebook", "articles", "guide to", "tutorials", "videos", to name just a few possibilities.

2. **Search Google by file type.** Here you have Google search for specific "types" of files, not just HTML web pages. For instance, you can type into the search bar:

- "book marketing" filetype: pdf
- "book marketing" filetype:doc
- "book marketing" filetype:exe

3.. **Search article directories.** Here are three of my favorites:

- GoArticles.com
- EzineArticles.com
- IdeaMarketers.com

On any of these article sites, you can browse by category, or via a search function by which you can search by title, article, author etc.

4. **Search forums.** Since there are so many different types, you might first want to do a Google search (e.g., "writing and publishing forums"), then look into the forums and ask questions. If you know what you want, e.g., you have a question about WordPress, you might just type "WordPress forum" in the Google search bar and go from there. Once you

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find a forum on the topic you want, post questions and sign up to receive the answers via email.

Yahoo also has a huge selection of forums and is itself a search engine and directory. So, search away!

*******JUMP START YOUR BOOK*******

Start Your Book—the Right Way

Are you ready to start your book, eBook or information product NOW? Why wait another moment? Go to <http://www.WordsToProfit.com/JumpStartYourBook.html> and find out the 12 questions you must ask before you write your first word. Within a week you can start your book the right way, saving you hours, months, even years of wasted time and ensuring your book will be salable.

Here's what Betsey Newenhuyse, Director of Editorial Production, Moody Publishers, had to say about [Jump Start Your Book: 12 Questions You Must Answer Before You Write Your First Word](#):

*"Please -- **before** you write your book, **before** you send your proposal on to people like me, **you MUST read**—and honestly answer -- Diane Eble's '[Jump Start Your Book: 12 Questions You Must Answer Before You Write Your First Word](#).'"*

*"Diane knows publishing from the inside out. She knows how we think and how the business works. And **she wants to help you succeed!** So do yourself ... and us publishers ... a big favor and **get Jump Start Your Book!**"*

When you do get [Jump Start Your Book](#), you'll also receive a 51- minute recorded coaching session which contains much more detail on how to create an information product from scratch. Plus another bonus—a coaching session with me as a follow up.

Go now to <http://www.WordsToProfit.com/JumpStartYourBook.html> for details.

*******INSIDER'S TIP*******

Know Your Author Rights—and Hang Onto Them!

When a book or magazine publisher agrees to publish your work, you must sign a contract. In this contract there is a very important area concerning rights.

Be very careful about which rights you retain, and which rights you hand over.

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For a magazine article, you want to grant *first rights* only. Be careful of granting electronic rights, which almost everyone will ask for these days. If they are paying you for a piece, be clear about whether you want them to be able to distribute it on the Internet. If you do grant this right, know that the article probably can't be resold anywhere else (because it will be so available to everyone else).

It may be advantageous for you to grant electronic rights, as long as you make sure you stipulate that they must include your byline and web site address(es). This way you will get something out of it—free, targeted traffic to your site. This is a key marketing strategy which I use all the time. I write articles and distribute them for free—but only with a carefully-worded resource box that tells people where they can go for more information, which I make as enticing as I can.

A publisher who wanted to rework an article I'd written back in 1987 for a product they wanted to sell recently contacted me. They didn't ask me, they just told me, and included a check for \$25. Upon inspection of my contract, I learned that they had a right to do that, because even though they had bought "first rights," the contract also said they could use it as a reprint in an anthology or reprint.

As for books—grant only print rights, if you can. I have clients whose hands are tied on creating other (more lucrative) products, because they signed away things like "audio-video recordings of any parts of the WORK or of adaptations of the WORK."

One author recently told me that current book contracts include wording such as "the right to all forms of the WORK which currently exist or may be invented, into perpetuity"! Yikes!

If you do land any kind of publishing contract, seek out a good intellectual properties attorney, or at least send me an email about your contract. I can help you spot what may be problematic in it.

Note that agents aren't always as sensitive to these things as you should be. Though they are supposed to have your best interests in mind, they want to seal a deal, and unless they would be included on your other information product ventures, they don't have a stake in making sure you retain these rights.

The words you create are your most important assets as an author. Make sure you protect them!

Your Questions Answered ...

Thanks for sending in your questions!

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Many of them were answered in an interview I did with Goal Guru, Jill Koenig. The interview is now available on my web site for all to download.

If you have not yet subscribed to this newsletter yourself, go ahead and subscribe at <http://www.wordstoprofit.com/Subscribe.html>. You will receive the downloadable mp3 file of the interview I did on publishing Q&As.

If you're already a subscriber, you will be receiving an email about where to go to download this interview.

Enjoy! And if you have a question for Diane about writing, publishing and/or promoting a book, send your question to questions@WordsToProfit.com.

By the way, you might also want to drop by Jill's site, <http://www.goalguru.com> and sign up for her newsletter. Jill has some great ideas that will help you achieve your goal of writing and publishing your book.

*******MARKETING TIP & RESOURCE*******

Book Marketing Expert Newsletter

If you haven't discovered this resource yet, please don't delay to go and sign up. Each issue is rich with real-world book marketing advice. Plus, when you sign up, you get a FREE - Hot "Top 50" National Media Contact List. Here's an excerpt from a recent issue:

Links Rule!

Getting links to your site is one of the best things you can do for your search engine ranking, and the best place to get them is to find out who's linking to your competition, and then go after them as well. If you're imagining countless hours spent sifting through web sites and linkbacks, here's a neat little trick that will save you a lot of time. Go to your favorite search engine and type in link:www.competitor.com, replacing the word "competitor" with the URL of the competitor you're targeting. The search will pop back all the sites that link to them, it's that easy!

(Reprinted from "The Book Marketing Expert newsletter," a free ezine offering book promotion and publicity tips and techniques. Sign up at <http://www.amarketingexpert.com>.)

***** **ON THE BLOG** *****

A Cautionary Tale

At this moment, as I write this, there is no blog. I'm sure I can get it back, and soon, so by the time you read this it should be fine. (So feel free to go to <http://yourbookpublishingcoach.com> and sign up, if you haven't already.)

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Two lessons learned from accidentally deleting all my web sites:

1. Do not work on computer things, or anything that is not your forte (as technology is not my forte), late at night when you are tired.
2. Always, always, ALWAYS back up data. I recently invested in a 500-gigabyte backup external network drive for my computer, and I have other backup systems in place. BUT I had not backed up my web sites on my server. There was no excuse, either. My web host, [ThirdSphere](#), has a wonderful backup and restore system, and they urge customers to use it. I just ... did not get around to it. Now it will cost me.

Perhaps you can learn from my mistakes, and avoid wasted time, money, and emotional energy. Whether it's your manuscript, your email files, your web sites--remember to back up important data regularly!

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