



**Thanks for purchasing the 9 Words ATTACK Formula!** This is your step-by-step guide to creating books that get attention. Please refer to the accompanying mind map so that we can take you through from beginning to end.

### ***Let's create an ATTACK!***

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# 1 - A Genre You Love

Imagine being passionate about the books you create, and imagine a big crowd of fans greedily eating up everything you write. You are passionate about what you write, and they are passionate about YOU and your work.

That's the situation I want you to be in. That is living the dream. That's the good life. But how do we get there? Well, there are two things we need to balance: Your passion, and audience hunger.

Let's say you love sailing. You decide to write a book about boat repair. You check the book category on Amazon. Guess what? That type of book is not selling too well. There are already a bunch of books about boat repair, and readers just aren't buying them.

**Let's brainstorm this a bit:** What if your theme was *ultimate freedom*? What if you wrote about the sailing lifestyle? You could simply write a book about your travels and adventures outside of the Rat Race.

Your book is no longer about simply repairing the hull of a sailboat. You still discuss boat repair in your book, but your book is now about a whole lot more than simply boat repair. Your book just became much more interesting and much more unique than just a repair manual.

You can even fictionalize parts of your book. You can write about all sorts of crazy adventures you got into, traveling the world. You can create a main character and say that he's your older brother. You've always admired his sense of limitless adventure.

You could give the book a 'spiritual' twist. You can include your thoughts on god, on being a good person, on getting in touch with who you really are. You could talk about being open to whatever life brings to you. Being brave and letting the wind take you wherever it wants.

Or you could turn your idea into a full novel. How about a novel about a man who repairs boats, but he gets caught up in the international drug trade? There would still be passages in the book about how the boat is constructed, and all the technology that makes modern sailing possible. But now the main focus is sheer adventure.

Are you beginning to see the possibilities? With a little brainstorming, you can make your book more interesting and more unique. And that means it will appeal to more readers.

**Remember:** We are creating a delicious meal to serve to a hungry audience. If I serve you a big plate of steaming rice - but you don't like rice - I have miscalculated in a big way. I can explain to you all day long that this is very high-quality yummy rice, but my words will fall on your deaf ears.

Before you decide what type of book to write, can you do me a huge favor? Take a look at the top-selling book categories:

*Romance*

*Science fiction and fantasy*

*Teen and YA*

*Religion and spirituality*

*Children's*

*Self-help*

*Biographies and memoirs*

*Health, fitness, and dieting*

*Business and money*

*History*

Is your passion in one of those book categories? If not, can you adapt your passion to one of those categories? Brainstorm this and see what you can come up with.

I really want you to write in a book category where readers are already hungry for what you will be giving them.

**Target Book:** After you decide on a genre, look at the top-sellers in that genre. Read a few of the top books, and pick one that you like. You are going to emulate this book. You will not create a copy of this book. But you will be guided by it when you create yours.

The Target Book shows you what readers of this genre expect. And it helps you understand the genre you will be writing in. Is it First Person or Third? Is the lead character aggressive? Thoughtful? Witty? Is the book cover dark and mysterious? Is it bright and sunny?

The Target Book is your guide so that you don't get off track. You will refer to your Target Book every step of the way: Choosing a title, creating a book cover, writing your book, and launching your book.

**Reading Their Minds:** You can take your research much deeper by 'spying' on the fans of your Target Book. There are two resources that are often overlooked:

1 – Amazon Reviews

2 – Author Fan Pages

Make sure you read the reviews of your Target Book. Especially the 3-star reviews. Those are usually very well balanced, and more analytical than the other reviews. What did readers love about the book? What did they hate? What do they want more of? What do they want less of?

Second, make sure you check out the Facebook Fan Page of the author of your Target Book. Read fan comments, but also click on through to the personal Facebook profiles of these fans. Who are they? What do they love? What do they hate?

[James Patterson – Facebook Fan Page](#)

Once you pick a popular book category, it's time to create your ATTACK!

## 2 - Create Your ATTACK!

First, you must study your chosen book category. You need to understand what people expect in the genre. Once you understand what people expect, you are going to disrupt them.

You are not going to *disappoint* them inside your book. In fact, you are going to give them what they want inside your book. You are going to give them a great book that they will love. **But you are going to ATTACK and disrupt them in the title of your book.**

How about a *diet book* with this title:

## ***How Not To Die***

How's that for an attack? The one rule in the Diet Category is that you don't insult the potential book buyer! You certainly don't want to be calling people 'fat' inside your diet book.

But here we have an author who is hinting that you may be dying soon! The title is telling you that you may be eating yourself to death. It also implies that you are already in trouble. That you are already dying. That's why he's offering you a solution.

**Do you see how effective Attack Marketing is?** It shakes you up. It gets your attention. But most importantly: It gets under your skin and stays there. Check out the rank of the book here:

## ***How Not To Die***

Let me call your attention to a few things. This book was published in 2015, and it's still at the top of the Amazon charts. Also, the book is much more expensive than most ebooks, \$14.99, but people are buying it like crazy.

And the book is *not* enrolled in Kindle Unlimited. You must pay full price for this book in addition to your monthly Kindle Unlimited fee. But guess what? People don't mind. They are buying the book anyway.

Now let's create a book cover that catches a whole bunch of fish.

# 3 - Your Book Cover

When you create a book cover, you need to know what readers expect to see on a cover in your chosen genre. If you are writing a vampire novel, people will expect the cover to be dark. They will expect to see the moon, a night-time sky, a mysterious woman, etc.

We are going to look at the book covers of a whole bunch of books in our target book-category. We want to see what makes those covers similar. And that will let us know what book buyers in this genre expect to see on the cover of our book.

To make things easy, we are going to use a very handy website called Yasiv.com. [Yasiv.com](http://Yasiv.com) is a website that visually displays the book covers of all the books related to our target book. First, go to your target book on Amazon and copy the ASIN:

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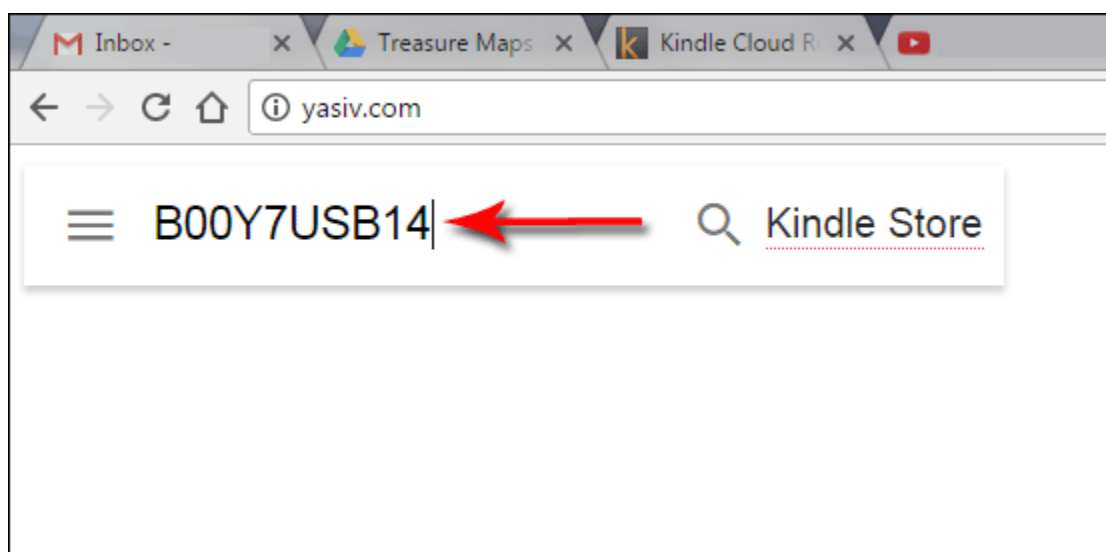
**Text-to-Speech:** Enabled ☒

**X-Ray:** Enabled ☒

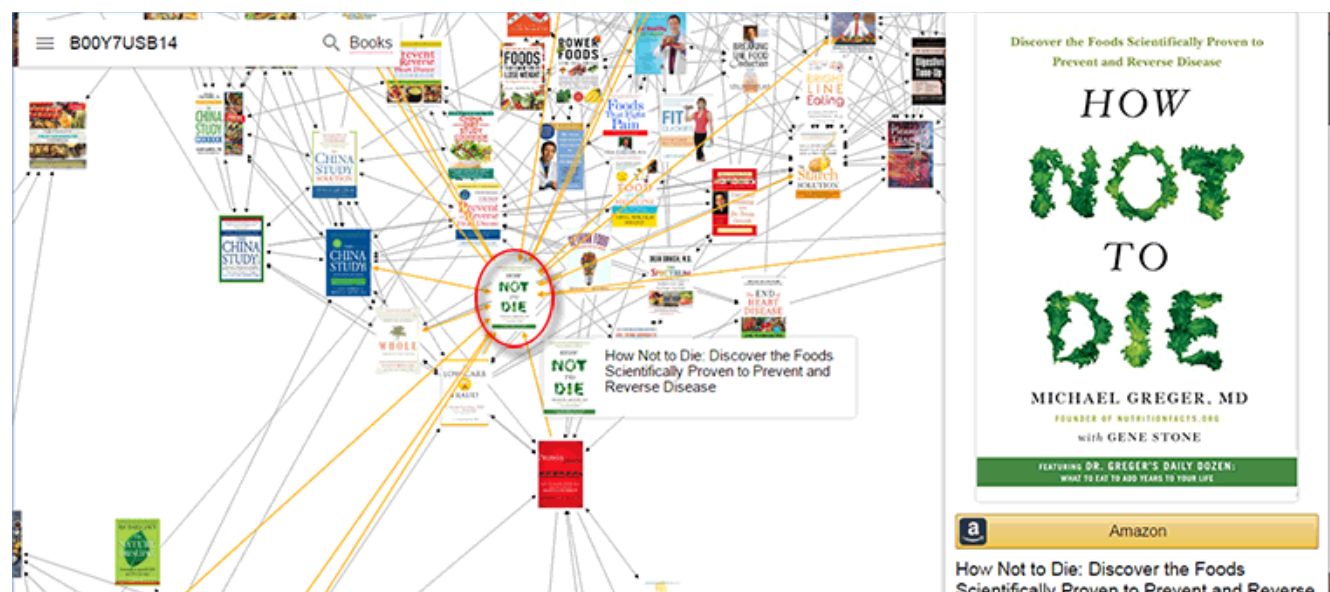
**Word Wise:** Enabled

Next, paste the ASIN into the search field at the very top of YASIV:





Click the little magnifying-glass icon to search, and you will get this:



**What do these covers have in common?** First, they use a lot of *white space*. The covers are not too crowded, and we can see the white background of the covers. White relates to purity and cleanliness. It can also have a medical feel to it.

Speaking of a *medical feel*, notice the appearance of doctors on a few of the covers. This lends authority to the books. These books are about guidance, and a doctor is a trustworthy guide.

Now take a look at the fonts. They are precise, elegant fonts. They look clean, not too fancy. Notice how thin many of the fonts are? This makes sense for a book about weight loss and good health.

We also see the cover designers sneaking in little images of vegetables on the covers. The vegetables do not dominate the covers, but are more of a highlight. This also makes a lot of sense when we are talking about diet and health.

Now let's take a look at the cover of our target book. Notice there is a lot of white space on the cover. This gives the book a clean, open look. He also chose a skinny, elegant font. Nothing fancy, nothing radical.

The designer also made two of the words in the title entirely out of vegetables. This is a clever way to work the vegetable images into the cover. It is also a twist on what's expected of the covers in this book category. A twist that captures attention.

So you see, this designer did not start from scratch. He used many of the elements that readers expect to see on the cover of this type of book. But he used a clever twist to grab attention and keep potential book buyers interested.

When creating a book cover, we don't need to re-invent the wheel. We only need to put our own little twist on it, so that our cover stands out and hooks people.

You can, of course, create your own book cover. However, I recommend you hire a professional. There are different levels of book cover designers, and they charge rates from very low to very high. But I urge you to spend as much as you can afford on a quality cover designer. They will greatly add to your success. And that quality

book cover will help you generate sales for years to come.

[KBoards - Cover Designers](#)

[Fiverr - Cover Designers](#)

Now let us keep the momentum rolling by creating a powerful book description for your book.

## 4 - Your Book Description

There are two things that are absolutely crucial to understand when it comes to creating your book description:

**1 – You are continuing the Attack from your book title.**

**2 – Your book description is a Sales Page for your book.**

Let's continue the attack as we write the book description, adding power and momentum to it. For example, let's say this is your book title:

*Would You Murder Your Wife to Save Your Daughter?*

You continue the attack in the first line of your book description:

***Kill one, or the whole city will be nuked. Your wife? Your daughter? Which one do you choose?***

Make sure you bold this line, and separate it from the rest of the book description. We want it to stand out.

[Supported HTML for Book Description](#)

We are putting even more pressure on the potential book buyer. We

are adding even more to the drama. And we are telling him that there is no way out. He must choose. The whole world is waiting for his answer.

Continue this attack all the way through the book description. Keep adding pressure, keep adding drama. We are stacking the emotional pressure higher and higher on top of the potential book buyer. We are making sure he clicks that **buy button** for you!

As you can see, your book description is simply a sales page for your book. That is its purpose. It is a sales pitch. It's not a place to talk about how passionate you are about your book. It's not a place to talk about how good looking the main character is.

**It is a place to stack as much emotional pressure as you possibly can on top of the book buyer's head. Give them no way out. They MUST buy your book to solve the dilemma.**

## 5 - Write Your Book

Did you notice that we did everything else first, and saved writing the book for absolute last? Yes, we did things in reverse. We sharpened the tip of our sword first. Planned where to strike. And *then* we assembled our troops.

### Short Reads

The book you write can be very, very short. Why do I want you to write a short book? Because if you create a tiny book that people desire, you can easily add an entire series of books behind that short book.

Another benefit is that you can create a short book very quickly. If it's a misfire, you can fix it very quickly. You can launch your book again fast, and get on the right track.

Many books aren't read all the way through. But in the case of short books, readers will read every single word you write. This means you've planted a seed in them. Your words, and your ideas, are inside them now. They want more from you.

Short books are so important now, that Amazon has given them their very own category. Amazon calls short books Short Reads. Check them out here:

[Short Reads: Great Stories in One Sitting](#)

## **Target Book**

Make sure you keep referring to your Target Book. This will keep you on track, prevent panic, and make sure the project gets completed! When in doubt, refer back to your target book.

## **Outline**

Outlining your book will keep you on track, and can greatly speed things up. Remember, we are building our book on the foundation of our Attack. We want to amplify and add tension to the core idea of our Attack.

So, if this is your Attack: *Would you murder your wife to save your daughter?* Then we are going to have the main character realize how much he loves his daughter. We will give him flashbacks to all the good and gentle moments he had with her.

And we are also going to give him a whole bunch of loving flashbacks of his wife. He loves her so much, he feels he will really die without her. We are going to stack impossible emotional pressure right on top of the main character. And therefore on the reader.

Creating an outline will help you organize the emotional pressure each step of the way:

### [The No-Stress Way for Writers to Outline](#)

#### **Get Expert Advice**

I am a huge believer in getting the edge in any way I can. And that means picking the brains of writing experts. There is a whole bunch that goes on "under the hood" when it comes to creating a book people really, really desire.

And that's exactly what we want. We want our book to be a drug that people get addicted to. They beg for more. That's why authors write entire series of books. To keep up with the demands of their book addicts.

Writing coaches can show you how to build and maintain tension, how to keep putting twists in your story to maintain interest, and how to create a main character who is flawed just enough so that readers love him and can't forget him.

For your non-fiction book, I highly recommend you add a positive and motivational theme that runs alongside your main theme. If you are writing a diet book, keep telling the reader that it's going to work out. Stick with it. It's going to be worth it.

So, seek out the writing experts. We want to get the edge in any way we can for our books. We want our stuff to be unforgettable. Here are a couple links to expert advice for you to get a taste:

### [Creating loveable flaws in your characters](#)

### [How to Build Tension and Heighten the Stakes](#)

## 6 - LAUNCH Your Book!

You now have the formula for creating aggressive books that will get attention. Books that break through the haze that most consumers suffer from in this busy, modern world.

You can also use this formula to recalibrate your book if it is under-performing. You may have an amazing book. But your title may be weak. Your Book Description may lack clarity. Your cover may be confusing people.

I have seen this formula rescue books that people had given up on. Once you come up with a strong ATTACK, you now have a very good chance of getting your book noticed.

**But I've also seen a problem.** A big problem that has hurt many authors. That problem is launching books with no real plan. It's sort of a vague, helter skelter approach to book launches.

This is a big mistake. This is the way to bury your book. This is the way to sabotage yourself. The saddest part is, many of the books buried were actually really good books worthy of attention.

*Please don't make this mistake.* Instead, follow a proven launch plan. Follow a plan that is modeled on real-world success. Stack the deck in your favor with a powerful launch plan:

### **9 Words LAUNCH Formula**



## 7 - Get Support

**I love life.** Just thought I'd let you know that. I also love the fact the we, just regular people, can reach out to the entire world with our words, our ideas, our books.

Especially if we understand how to get attention. How to penetrate the busy haze that surrounds everyone in the modern world. How to challenge and wake people up. How to open their doors.

**Good luck with all your books and book promotions. If you need any help, contact me:**

[Bookpumper Help Desk](#)

*All my best,*

***Paul J Coleman***

Paul J Coleman

[Bookpumper.com](#)