

Paul vs The Publishing Gurus

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1- Marketing is just storytelling.

Answer: Very, very true. Many authors see marketing as a necessary evil. As something shady and dirty.

But the best marketing is simply expert storytelling. It isn't deceptive. It is simply storytelling. This is the number one thing I hope to put into your mind. Marketing is just great storytelling.

Have you heard of an author named J. K. Rowling? Scan your memory real quick. What do you know about her? Not her books, but the woman herself.

You know she was poor, right? You know she was on welfare. But how did you know this?

You know this because of marketing. Part of the marketing campaign for the Harry Potter books was the rags to riches story of J. K. Rowling. Her struggles, and her eventual victory.

Did you know that you were being marketed to? Any aspect of her life could have been revealed and announced to the world. But what aspect of her life was revealed? Her poverty, her struggle, and her eventual victory.

This is not deceptive. But it is highly selective. This, obviously, is an extremely edited version of her life.

She is stuck on a train. The train is going nowhere. It's been delayed for four hours. She hates the commute. She hates her job. She hates her life.

Suddenly, the vision of the little boy named Harry Potter comes to her. She can see him. He has come to change her life. To rescue her. To take her off this train to nowhere, and put her in a grand mansion.

This is brilliant marketing because it is effective and invisible. It is also simply expert storytelling.

J.K. Rowling - Rags to Riches:

<https://amp.businessinsider.com/the-rags-to-riches-story-of-jk-rowling-2015-5>

2 - Ebooks are dying: Connect your publishing with other profit streams.

A: Partially true. You can still make very good money from self publishing. I know many authors who do. But I agree with the gurus that you should connect your books to new profit streams.

Your books are a business. Self publishing is a business. The core of your business is your fans. You are connected to your fans via your email list. You can most certainly sell items that are not books to your list.

But some authors see this as profiteering. So let's look at this at a very basic level:

You write vampire romance novels. I love your novels. You decide to take one of your book covers and offer it as a poster. I absolutely would pay you for that poster. Especially if you offer a framed version.

Now, what if you offered to sign that poster? I will proceed to go nuts with joy over your signed poster. I will put it on the wall where I can see it day by day, and feel just a little better in my life.

Is this wrong? Is this shady? Not at all. Pleasing your fans is a very good thing. Not a bad thing.

I recommend you start with something simple like posters. These are printed on demand, and then sent automatically. This will not eat into your writing time. And you will be selling posters while you sleep.

When you are brainstorming what to sell to your fans, always keep in mind your core theme and what your fans love most about your books. Yes, survey your fans. Simply ask them what they want.

The net result of this will be more for them, more profit for you, and a closer relationship for you and your fans.

Revenue Streams for Authors:

<http://www.magnoliamedianetwork.com/33-revenue-streams-for-authors/>

3 - Storytelling is lying. Marketing is lying. You must lie to your readers a little if you want to sell books.

A: False! I just can't agree with this one. The top book marketers are multi-millionaires. And they have taken many authors from poverty, to real wealth. Sometimes immense wealth. These

marketers are brilliant. They are truly gurus.

But sometimes they are also Mad Scientists. And sometimes they take things a little too far. They are on the razor's edge. They live on a tightrope. They continually push the boundaries.

Should we also push the boundaries? Yes, definitely. We want to be dramatic. We want to be extreme. We want to be unique. We absolutely want to get attention. Otherwise, our books lie dormant.

But we don't want to leave our integrity behind. Our job is twofold: We want to get attention, but we also want to build a real relationship with our readers. A relationship built on trust. A lifetime relationship.

Can we still step over the line? Yes we can. But there must be full disclosure.

Let's say you want to create a book about acquiring wealth. You come up with this title: 60 Seconds to A Million Dollars.

But your subtitle is: Maybe a little more than 60 seconds, but certainly less than a lifetime.

You have already hooked people with your impossible title. And you've given them full disclosure in your subtitle, with a bit of humor thrown in.

Their next step is reading your book description. You are on your way to a sale, and you have not sacrificed your integrity.

Not Liars, Storytellers:

http://sethgodin.typepad.com/all_marketers_are_liars/

4 - Your first two pages will either make or break you.

A: Absolutely true. I want you to look at the first two pages of your book in a new way. Put everything out of your mind and give me a blank slate.

Suddenly, you are absolutely broke. There was a hideous accident. Or the economy changed drastically. You now have nothing. No resources. One dollar in your bank account.

Now you have to ask for help. You have to. There is no way out. You can't let yourself sink to the bottom of the ocean.

So you decide to ask your sister for a loan. But you don't even have a good relationship with her. You haven't spoken to her in a year.

There is now immense pressure on you. You must pick your words very carefully. And those words must be very genuine. You must convince her. You must win her over.

But you have a secret weapon. Do you know what that weapon is? It is called Total Focus. You absolutely have it because you don't want to end up on the street.

The first two pages of your book are more important than the rest of your book. Why? Because if people aren't hooked by your first two pages, the rest of your book will never be read.

Right now go to your book and read the first two pages. Is this the absolute best you can do? Or can you make it more dramatic, more personal, more heartfelt, more human, more powerful?

The Art of The Sample Chapter:

<https://www.poynter.org/news/kindle-books-art-sample-chapter>

5 - No book has value, marketing gives your book value.

A: Partially true. I want you to be tough on this one. I want you to be tough on your writing, and tough on yourself. I want you to take a hard look at your book and be brutally honest about it.

What's the core of your book? What makes your book valuable? What's the unique thing you are offering us? And why should I care? Why should anyone care?

This is the mindset we need to succeed. We need to take what's absolutely amazing about your book, and present it to the world. Otherwise, your book doesn't exist.

Yes, tough stuff. But we want to win. We want to bring your message to the world. We are shooting for the stars. So we have to be strong.

Once you are able to explain to me what makes your book great, build up that core even more. Yes, rewrite it. Make it greater. It doesn't matter where in your book that core is, expand it.

That core is a gold coin at the center of your book. You are going to rewrite it and turn it into a big pile of solid gold bars.

The final step? You are going to reference that pile of gold in all your marketing. You now know that your book has great value. You can be confident about how valuable your book is. And you

are going to mention that value in everything you do.

Now we know the value of your book. You have made it obvious to us. We don't even think about the price of your book. We just have to have it.

What is Your Book's USP:

<https://www.susandaffron.com/what-is-your-books-unique-selling-proposition/>

6 - Every book title should use Psycho-Cybernetics.

A: True. The gurus have opened my eyes on this one. Psycho-Cybernetics is, in a sense, Self Marketing. But before we get into that, let's start at the beginning.

The author of Psycho-Cybernetics was a plastic surgeon named Maxwell Maltz. And he discovered something about his patients' reactions to successful plastic surgery.

After surgery, many of his patients gained great confidence. They felt their appearance was drastically better. The surgery was truly life changing.

But other patients, who underwent the exact same surgery, gained no confidence at all. Doctor Maltz would show the patient before and after photos of their faces. Clearly, their appearance had improved.

But the patients would not believe him. Even when their friends and family agreed with the doctor.

Therefore, their lives didn't change. They were still stuck. Their bad attitudes remained the same.

They had negative Self Marketing. They kept telling themselves: I'm ugly, and there's nothing anyone can do about it.

You can use this in your book titles to get attention and hook people. This is very powerful stuff. Let me give you an example. How about this book title:
Did You Ever Hate Your Mom?

All of us, at one time or another, have had thoughts we are not proud of. Thoughts that we don't even agree with. Nevertheless, those thoughts pop up.

The reason Psycho-Cybernetics works in a book title is because you naturally want to defend yourself from the accusation implied in the title.

If you don't defend yourself, you are agreeing with the accusation. This is not a good thing. If you agree, you have implicitly said: I am not a good person. I have hate in my heart. I even hate my own mother.

In order to defend yourself, you need to read the Book Description. You need to read the book sample. You need to find a way out. You do not want the accusation to stick to you. You might even have to purchase the book in order to solve this problem.

The most elite book marketers on the planet consider Psycho-Cybernetics their bible. This is potent stuff that can be used for good or evil. But I know you will use it to make people's lives better.

Psycho-Cybernetics and Success:

<https://mindpowermarketing.com/2009/11/18/psycho-cybernetics/amp/>

7 - An interesting book cover is more important than a professional book cover.

A: Partially true. You need both. But, the gurus are right on this one. You need to get attention. You must stand out of the crowd.

Let's say you have written a romance book. You hire a graphic artist and he designs your book cover. He designs a cover that looks very much like the covers of the top books in the romance genre. There's nothing wrong with that.

But what if you did things a little different. What if you tell your designer to start again and make the entire book cover look like a desperate love note?

It would be handwritten. It would be an emotional message: "If I can't have you, then I can't have me. Goodbye everything."

What if the designer made it look like blood had smeared on the love note? Do you think that cover would capture people's attention?

So I'm going to agree with the gurus on this one. Getting attention is first. But I will also add, make sure your cover also looks professional. We want to be able to compete with the biggest publishing houses on the planet.

Book Covers that Get Noticed:

<https://www.coverdesignstudio.com/book-covers-focal-points/>

8 - The best marketing is no marketing at all.

A: True. But this is a tricky one. What the gurus mean by this is that your marketing should be invisible. But how do you make your marketing invisible?

Let's start with an old saying: Help people achieve their dreams, and they will bow down and worship you. Ok, that's an extreme statement. But there's much truth in it.

You are hungry. You go to McDonald's. You order a meal. The worker behind the counter smiles at you and says: Do you want to supersize your fries?

What is she really saying to you? She's saying: Do you want even more of what you crave? Do you want to be completely satisfied? Do you want to really satiate your hunger?

We already know you are hungry. You are in McDonald's ordering food. We know that you want to satisfy your hunger. And we know that you deserve more. We are simply trying to help you treat yourself right.

Do you see what's happening there? It's all about the customer, it's not about the sale. We are focusing 100% on the needs of the customer.

How can we help you get where you want to go? How can we help you satisfy yourself?

This makes our marketing invisible. It also moves us out of the salesman category, and into the helper category. On our way to being the Trusted Advisor.

What do your readers want? Are they looking for a dream romance? Are they looking to lose weight? Maybe gain muscle mass? Maybe they just want to be accepted. To be approved of. To be loved.

An effective marketer is just a helper. Being humble. Being thankful. And intensely focusing on your readers is the path to real success.

The Art of Invisible Marketing:

<https://krsocialmedia.com/2011/10/the-art-of-invisible-marketing/>

9 - Get emotional, and sell books.

A: Absolutely true. So much of book marketing is actually based on emotion. Not fact. Not reality.

You are an author. That means you are a creator. Get creative and look at the emotional side of your book. If you don't think there is one, think again.

Why did you write your book? To improve lives. Maybe just to improve your own life. That is an emotional hook right there.

I was broke, I was directionless. I decided to describe my dream life in a book. And that book has made all the difference.

Now present this emotional journey to your readers. They will instantly connect to you and your book. Emotions connect people. Emotions sell books.

Emotional Marketing:

<https://www.entrepreneur.com/amphtml/297367>

10 - Before you write your book, market your book.

A: Shocking but true. Let me be honest with you, authors hate this one. They believe this puts marketing above their book. But, it really doesn't.

Let me ask you a very important question: Who needs your book? Does anyone really need your book? Does anyone desire your book? Why?

Before you write your book, you must ask these questions. This doesn't mean you are a sellout. This doesn't mean you are pandering. It simply means you are thinking ahead.

You are focusing on your potential audience. You know they will become important to you. And you will become important to them.

Your Target Audience:

<https://foundr.com/target-audience-marketing-strategy/amp/>

11 - Your email list is more important than your books.

A: Shocking but true. With an active email list, you can send a wave of book buyers straight to

Amazon's algorithm. This is how all the top authors remain top authors.

Also, when you want to make a pivot in your work, you already have a tribe that will follow you. It depends on how extreme the change is, but you will have more than a few fans that will follow you through anything.

I've seen authors who have made extreme changes, and their fans followed them.

I know an author who used to write action novels, but he left it all behind to write spiritual books. And many of his fans are still with him. This really shows the power of your email list.

Email Marketing for Authors:

<https://booklaunch.com/email-marketing-101-for-authors/>

12 - Most people don't even finish the books they buy, so write short books.

A: Very true. This is an embarrassing secret in the world of publishing. I have recommended for years that authors should start with short books.

There's nothing wrong with longer books. But it's much easier to be interesting and engaging for thirty pages versus five-hundred pages.

We really need a do-or-die mindset for this. Bring your absolute best stuff to the table. Your most dramatic stuff, your most controversial stuff, your most loving stuff.

We need to be extreme if we want to break through and sell significant numbers of books. And we need to keep that intensity up for page after page if we want repeat buyers.

Disrupt with Shorter Books:

<https://qz.com/700366/james-patterson-says-hell-disrupt-reading-by-writing-shorter-books/>

13 - Most authors fail because they think marketing is dirty.

A: Sad but true. We must get over the feeling that marketing is evil. It certainly can be shady and deceptive.

But at its most basic, marketing is just saying hello to a stranger and having a chat with them. And hopefully creating a connection. Maybe even the beginning of a friendship.

I have a question for you. What if you were put in charge of a charity that helps child burn victims?

And what if your team told you that donations have dropped year after year. There's so little money left. It really is a crisis.

What would you do? Wouldn't you turn to marketing? The money won't fall from the sky by itself. You have to get the word out.

And your cause is certainly worthy. There's nothing shady about your organization.

That puts you in the same chair as every other marketer. You must connect with a crowd that is willing to give.

Maybe their lives were touched by this tragedy. Maybe they have a friend whose daughter was burned very badly.

No matter what, you have to reach out to these people. You have to get their attention and deliver your message.

What you are doing is not shady or wrong. It's actually a very, very good thing that you are doing.

I know you believe in your book. You poured your heart and soul into it. Your book, in a sense, is you. How can you feel dirty marketing it?

Why Authors Hate Marketing:

<http://newbieauthorsguide.com/2012/09/24/why-authors-hate-marketing/>

14 - You should put more effort into marketing your book than writing your book.

A: I can't agree. This is where the gurus frustrate me. They are very aggressive marketers. They are very successful marketers. And they have helped authors achieve life-changing success.

But I still believe what's in your book matters. Marketing is extremely important. But so is your book.

I see marketing as simply opening a door so that we can present your book to a reader. I guess I am old fashioned on this.

Your book contains your blood, sweat, and tears. And hopefully your book will change lives.

Stealing the Book that Changed My Life:

<https://www.theguardian.com/commentisfree/2016/nov/11/moment-changed-me-school-library>

15 - Whatever is best about your book, give it away.

A: Sounds strange, but it's absolutely true. Yes, give your best stuff away. That's how you get attention. That's how you hook people. That's how you shock and surprise people.

Let's say I have written a diet book. I have one core diet technique that nobody else has. One original and unique thing that I created all on my own.

I am going to do something crazy. I am going to give away my secret technique right in the book description.

Why? Because it is guaranteed to get attention. People haven't heard of this before. It's new, it's different.

And this also builds trust. Instead of telling people how great all the stuff inside the book is, we reveal what's absolutely unique about the book immediately.

Therefore, we are not marketers. We are not hyping what's going to be revealed inside the book. We are actually revealing it. We are becoming the trusted expert.

Become a Trusted Expert:

<https://neilpatel.com/blog/become-expert-content-marketing/>

16 - It's better to be interesting than talented.

A: This is a tough one, but it's true. Why would I agree with the gurus on this one? Because each book has to go to an audition.

If you are not invited to the audition, you don't get a role in the movie. You must find a way to stand out in the audition.

Your book must stand out. There must be something unique about it that people can latch onto. Something that widens their eyes a bit. Something that they will remember.

If you've already written a book, don't panic! You can add a new angle, or you can build up something inside your book that was only a footnote.

I have helped authors do this many times. It absolutely works, and it does not harm or change the integrity of your book.

You are simply amplifying one little aspect of your book and then shining the spotlight on it.

Elevator Pitch for Novels:

<http://www.writersworkshop.co.uk/blog/the-elevator-pitch/>

17 - To be a truly successful author, you must have a coach.

A: I'm torn on this one. Many gurus sell coaching services. So they push coaching services.

On the other hand, I have seen miracles once an author hooked up with the right coach.

The mere fact that another human being is keeping tabs on you, will definitely motivate you. You don't want to let your coach down. That's a very human reaction.

But what if you don't have the big money it takes to hire a coach? Then you must learn to be your own coach.

You must hold yourself accountable. You can also hook up with a fellow writer, and hold each other accountable.

Finish What You Start:

<https://authorunlimited.com/writing-accountability/>

18 - In order to make significant money from publishing, you must become a real person.

A: This one sounds strange, but it's absolutely true. Let me explain.

You are a book author. But we don't know you. We've never heard of you. Why should we trust you? Why should we give you our money? Why should we care?

If you can present yourself to potential book buyers as a real person, they will open the door to you. They will begin a relationship with you. You are not just a name on a book cover anymore.

How do you become a real person to your readers? You can become a real person in a positive or a negative way. Both work. But you need to be careful.

If you want to take the negative route, you have to make sure you don't push too far. A loveable rogue is acceptable, cruelty is not.

Let's say you are a romance writer. You present yourself like this: I started writing romance because all the top romance books are so fake and ridiculous! I want real romance!

This is like a crusader personality. This will definitely get attention and hook people. But you notice we don't insult other romance authors. We are not cruel. We are not petty.

We are on a mission to give the world genuine, life-changing romance!

Be Authentic:

<http://adage.com/article/digitalnext/brand-authenticity-real/303191/>

19 - Have a cause, and you will sell many books.

A: True. It does not necessarily have to be a political cause. But you need to be extreme in whatever you do.

If you are writing about vampires, dress up as a vampire and post the photos on your blog.

Hold a vampire photo contest for your fans. Which one of your fans is the most convincing vampire? The reward is a \$100 dollar Amazon gift certificate.

Live and breathe the theme of your books. You will get attention. You will sell books.

Authors with a cause find marketing much less painful. They focus on the cause. And they become more relaxed, and more effective, about the marketing.

Cause Marketing:

<https://writerswin.com/author-marketing-mastery-48-cause-marketing-when-book-sales-benefit-charity-and-vice-versa/>

20 - Write a powerful life story for your main character, but don't forget to write one for yourself.

A: This sounds strange, but it's absolutely true.

Let's say you wrote an Action Thriller. Do you want to talk to your fans about your struggle to lose weight? It would be much better to present a different facet of your life.

What if your grandfather was an amateur boxer? You could tell stories about how he would spar with you when you were just a little boy. And you could share with your readers all his stories about his victories and his defeats.

This will connect you to your fans in a very powerful way. And it will reinforce the themes in your novel: Self sufficiency, toughness, resilience, and striving for glory.

This is selective editing of your life. It is not lying. Your life has many facets. You are simply presenting a facet that matches the themes in your book. And you are powerfully connecting to your readers.

You are The Selling Point:

<https://www.helpingwritersbecomeauthors.com/marketing-your-book/amp/>

21 - A successful publishing business is made up of just three things: Theme/bait/list.

A: Strange, but very true. The theme is what your books and business are based on. Your theme is your soul. It's the reason you write books. It's the reason you get up in the morning.

Maybe you write Thrillers. Your theme might be: Through grit and self-sufficiency, you can conquer anything.

Maybe you write diet books. Your theme might be: If you lose weight, you will have a happy life.

The second part of your business is the bait or hook. This is simply any gift you offer your readers to sign up to your list.

The third part is of course your list. Your list is your tribe. Your superfans. Your clients. Your family.

This is the heart and the soul of your publishing business. You are the Leader and the Servant of your tribe. You want to lead them to a better life. And they also want to reward you.

Focus on Your Superfans:

<https://www.forbes.com/sites/steveolenski/2016/05/31/for-real-marketing-success-focus-on-your-superfans/amp/>

22 - Present your failure first, then your success.

A: Sounds a little crazy, but it's absolutely true.

Why focus on our failure? Why even mention failure? We mention our failure because we are going to disarm people.

What if you heard a knock on your door late at night. You look through the peephole. There is a very tall, muscular man outside. Do you open the door?

Now a second scenario. It's late at night, you hear a knock on your door. You look through your peephole, and you see a little boy standing outside. He's probably not more than ten years old. Do you open the door?

We need to appear small and harmless to people in order for them to open up and give us a chance. We need to present our most humble side.

If we talk about how rich, smart, and amazing we are; we will crash and burn.

The Best Marketers are Humble:

<http://gainbits.com/the-best-marketers-are-humble/>

23 - Publishing success is based only on the face of a book, nothing else.

A: I don't fully agree with this one, but there is much truth to it.

When the experts talk about the face of your book, here's what they mean: Your title, your cover, your book description, and the first two pages of your book.

These are the four things that win people over and turn them into book buyers. It's like a little funnel that builds interest and trust along the way to the buy button for your book.

You should devote as much time as possible to these four. You should hone these four things until they are as sharp as a razor.

If you have to rewrite your title, then rewrite your title. If you have to change the image on your book cover, go ahead and change it.

Keep sharpening and sharpening. This is what will open doors for you to make sales.

But, you still need a solid book behind that book cover. Write the absolute best book you possibly can.

We are not just marketers. We are authors and we want to change the world. We want to help make people's lives better, even in a small way.

If, after you sharpen the face of your book, the rest of your book doesn't measure up, rewrite your entire book. This is why I constantly recommend writing short books!

Write an Effective Book Description:

<https://forums.createspace.com/en/community/docs/DOC-1462>

24 - Real authors don't market their own books.

A: This is a tough one. And here I have to part ways with the gurus.

If you can afford it, then you should absolutely hire an expert book marketer. That way you can fully focus on your writing. That can make for a very happy author.

But, the top book marketers are extremely expensive. And the best ones are usually unavailable.

Why? Because they are fully committed to their current clients. They don't have time to take on any new authors.

Where does that leave the author who doesn't have a huge marketing budget? It leaves you with this: You must become a lean, mean, book-marketing machine.

You do not have time to be a full-time book marketer. That means you need to pick the most effective book marketing methods, and automate them as much as possible.

You also want to use what I call Trickle Book Promotion. This is a way of automatically promoting your book a little bit each day via AMS or Facebook advertising.

You need to automate as much as possible. That will give you maximum writing time, and minimum hassles.

Hire a Book Marketer:

<https://blog.reedsy.com/partnering-with-a-book-marketer/>

25 - If you do the marketing right, the book doesn't matter.

A: I can't agree with this.

Very high-level book marketers really are wizards. They are brilliant. But they also have some pretty big egos.

Your book counts. Period. But marketing also counts. It's a very strange thing because many authors believe that marketing is shady or dirty.

And on the other side, we have the gurus saying that most books are made of hot air. Most books are just retreads and clones.

What I'd like for authors to take away from this is that marketing is truly important. All writers need to think a little like a marketer.

Marketing does not have to be shady. But marketing does have to open doors. So that we can get your book, and you, through that door and into the wider world.

Good, Bad, and Ugly Marketing:

<https://www.mainstreetroi.com/online-marketing-good-bad-ugly/>

26 - Your book is actually a manifesto.

A: True. At the very core, you are writing a manifesto and putting it out into the world.

What is a manifesto? It is simply you taking a stand and announcing it to the world.

It is also you raising your hand for everyone to see. It is you putting yourself on the line in a very real way.

Do you remember the movie Rocky? Did it contain a manifesto? Of course it did, that's why it was a success.

What was the manifesto of the movie? I stand with the little guy against the rich and powerful that want to use him and then crush him.

But what about a non-fiction book? Let's take a diet book as an example: I am on your side, and you are beautiful, no matter what those cruel people say.

Please don't underestimate the power of this. A manifesto is the soul of your book. Even though it may be invisible.

Write Your Manifesto:

<https://jamesaltucher.com/2015/02/the-ultimate-guide-to-making-a-personal-manifesto/>

27 - Every book needs a heart transplant.

A: Partially true. Let me explain what the gurus mean when they say "heart transplant."

No matter how great your book is, there is no reason for us to open it up and read it. There really isn't. Unless you give us a reason.

So a guru will ask: "What's the one thing about your book that I can't live without? That I must have at all costs."

If you can't answer this question, it might be time for a heart transplant.

What is a heart transplant? Let's say you've written a diet book. It's a good diet book. A helpful diet book.

But what about your diet book will make me stop and take notice? What will make an instant emotional connection for me?

If we don't have anything in your book that can grab people's emotions instantly, then we will have to add it.

Let's say your mom was overweight when you were a kid. People said some pretty harsh things about her weight right in front of you. And it really hurt. It hurt you because you could see that it hurt her.

What if you added this to your diet book? We would now have a very powerful emotional core that people could latch onto. And we could also mention that core in your Book Description, your Facebook ads, etc.

Now, how do we sum up this emotional core? Like this: "When I was a child, people taunted my mom viciously about her weight, and I vowed to rescue her."

Does that grab your attention? We have successfully transplanted that heart into your book, and now we can mention that heart everywhere.

The Theme of Your Book:

<https://blog.reedsy.com/what-is-the-theme-of-a-book/>

28 - The marketing inside your book is more important than the marketing outside your book.

A: The gurus are absolutely right. I saved this one for last because it's by far the most important.

Marketing is not something that happens just outside your book. It also happens inside your book. If marketing were only external, then why have a beautiful image on your book cover?

You must build marketing inside your book. That includes your title, your cover, your book description, and the first two pages of your book.

But there's something more important than all four of those. The core of your book. The soul of it. The reason your book exists. The reason we desire your book.

What makes my book powerful? What makes it unique? What makes it attractive? What is it about my book that makes people desire it? That makes people gladly pay for it.

If you can't answer these questions, you need to find the one unique thing about your book, and amplify it. If that unique thing doesn't exist, we will have to build it.

There must be something unique, something precious in your book that we must have. Something so precious that we believe it's the missing piece in our lives. We must have it. Or we just won't be complete.

IMPORTANT: Save this PDF!

It will form the basis of our new Facebook group I am creating. This little PDF will be our manifesto and blueprint.

In the group, every author will get help on their book title, their book cover, their book description, and the first two pages of their book.

More importantly, we will help you adjust the CORE of your book. The reason for buying your book. The one thing that readers can't resist.

I will also pick three authors in the group, and I will personally promote their books. We need to see a real success, and we need to inspire every author in the group.

Yes, we are going to use the strategies of the gurus for our own benefit. And we are going to change the world!

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