

Andy Charalambous Presents...

PROFIT FROM PUBLISHING

Exclusive Publishing Course For My Subscribers



BOOK 3

PROFITS FROM PUBLISHING COURSE

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BOOK 3

CREATING YOUR NON-FICTION BOOK

Well done...you have made it to BOOK 3! You know half the battle with this business is having the determination and patience to keep pushing on while keeping your end goal alive in your mind.

You're at that mid-point now so stay focused, stay motivated and very soon you will be on your way to growing your book empire.

Ok...that's the tiny pep talk over with...let's do this!

At this point, (after reading through Book 1 and 2), you should have your chosen niche, the topics you are going to write about and maybe even a few main keywords to get you started. You are ready to create your book.

Before you put "pen to paper" you need to know a few more very important details about your niche and the types of books you want to create. Get your note pad out and run through the "six important things" list below to help you pinpoint exactly what your books will be and how you plan on putting everything together.

SIX IMPORTANT THINGS BEFORE YOU BEGIN WRITING

1. Why Would Someone Want To Buy Your Book?

Write down in 50 words or less what your book is about. Write down what benefits your book will provide to readers. Before beginning to write your nonfiction book, hone your topic and its angle. Figure out why someone would want to read your book rather than someone else's book on the same topic.

Write a short statement that describes the essence of your book, and follow it with some bulleted points of the added value readers will take away from its pages. What might you write about your book that would make someone want to purchase it?

All that you write here will not go to waste because you can also use it as a part of your book description, which we will be looking into later on in this course.

2. Who Will Want To Read Your Book?

Make sure you know your average reader as well as the size of your book's market. We already did some research via Amazon and so hopefully, at this point, you have a rough idea of the type of people who want to read your book.

If you are still not sure, go back to some of those books you were researching in "Book 2" of this course and browse through the customer reviews. You will learn SO MUCH about your target audience from the reviews alone.

3. Is Your Book Unique?

When comparing your book to the other books in your niche or category make sure it is not only unique but also necessary. Take a good hard look at what other authors have already written and published. Is what you want to write different enough to make someone buy your book? Is there a need for another book on the subject? If no books have been written on the subject, why? Is there a need for even one book on the topic?

4. Do You Have Enough To Write About?

I think if you followed my method in "Book 2" of this course you would have picked up plenty of topics to write about just by browsing and getting ideas from the table of contents of popular books.

Avoid getting stuck for content by mapping out your book first. Create a draft and just brainstorm by writing down your book sub-titles and organizing all these ideas into an outline. When you are done with this process you'll know if you have enough content to fill a book, and you'll know what content you plan to include in the pages of that book.

5. Are You The Best Person To Write This Book?

Are you an expert on your topic or is it something you had to do a lot of research on first? Does writing this book fulfill a sense of mission for you? If you personally write your book but have very little interest in your chosen topic then it will show in your writing. In some niches it may not be a big issue but with certain sub-sub niches readers may notice.

This is not a big problem because you can always outsource the writing of your book and it does not have to cost that much. I have done this many times especially when I know the niche is profitable but I have no WANT to write it. I would prefer to pay someone else to write it...someone who is interested in the topic.

6. Is This the Only Book You Will Write On This Topic?

You will sell more books as your brand catalog grows. The more books you write, the more books you sell. If you want to create a business around your book it would be a good idea to spend a moment brainstorming other "spin-off" books on your topic.

I know you must REALLY want to get on with the creation of your book but just bear with me as I provide you with a couple of writing techniques that may come in handy. These will help keep your readers turning pages and wanting more of your books.

5 VERY HELPFUL NON-FICTION WRITING TECHNIQUES

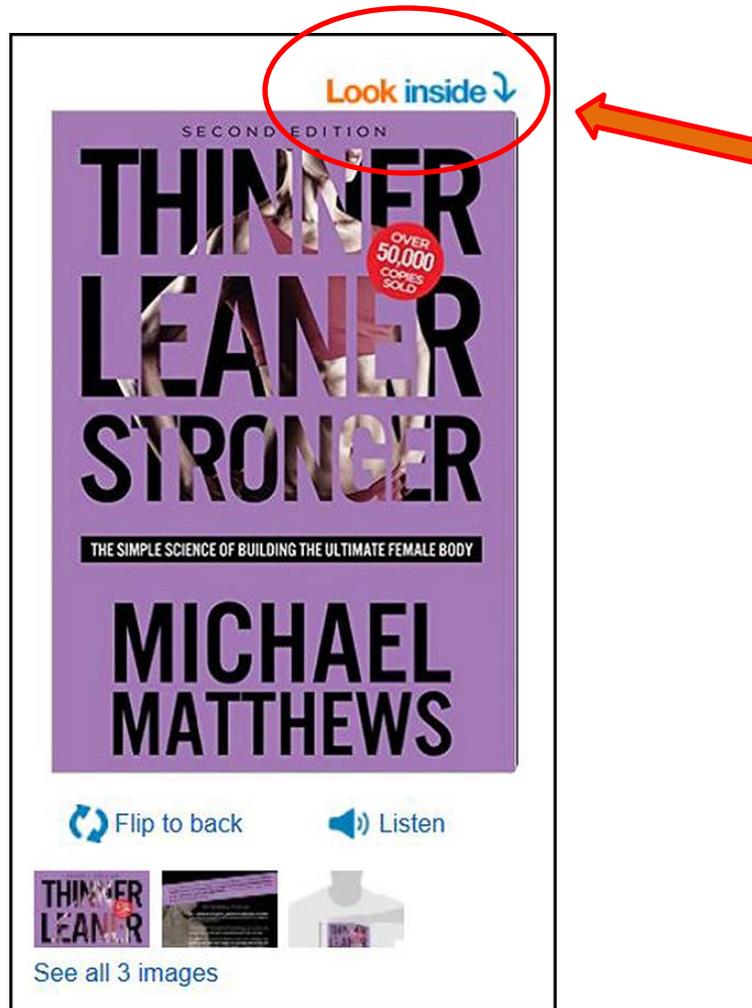
1. Tell a memorable story

Whether you can do this or not depends on the topic and niche you are working with but even so...there is always room in the introduction of your book to add something a little personal.

Humans have been fascinated by stories since the dawn of time. We remember stories much better than abstract rules, formulas or concepts. Your book introduction or chapters will be stronger and more relatable if you include little examples, experiences and comparisons. Just two or three additional sentences are often enough to help your words hit home for the reader.

2. Bait your audience

Regardless of whether you write fiction or non-fiction you need your content to grab your reader right at the beginning....at least from the first page. One of the reasons for this is because Amazon has a "Look Inside" feature for their books which allows people to see the first few pages of a book online. Now, if you can grab your reader's attention while they read those first few paragraphs then you have a higher chance of making a sale.



Remember, your books will be in direct competition with thousands of other books in the same niche; your reader can choose from all of them instantly.

Does your first sentence make the reader want to read the second? Does your second sentence evoke curiosity for the third? Here are a couple of options for beginnings that may help:

- Begin with a little personal or historical story.
- You could ask a question that moves your audience. If you are writing a book about weight loss you could start with something like, "Isn't it frustrating that no matter what you do you still can't seem to be able to keep the weight off?"

That's how you put yourself in the reader's shoes, to make him/her identify with you.

- You could start with an interesting or funny thought. Starting off with an interesting fact or a funny story gives you a better chance of catching your reader's attention — and keeping it.

3. Use emotional language

In some cases non-fiction can be boring to read so you need to incorporate ways of making it fun to read...or at least not boring.

- You need to use more imagery, more emotion and more personality. Metaphors are also an interesting way to add some spice.
- Use less abstract nouns. Any noun of something you're able to touch physically is better than something you can't touch. Palpable words draw the reader into your text more effectively, so he experiences them instead of simply reading them.
- Use emotionally charged power words that hit your audience strongly. They make them feel your content. Power words can evoke vibrant emotions, and emotion will keep the reader's eyes glued to every single word of yours.

(Checkout the Power Words List PDF that comes with this book).

4. Keep It Simple

Have you ever given up on an article or instruction manual because its wording frustrated you? If you have great content, don't encrypt it. Provide even more value for your reader by cutting the content down into easily digestible bites.

You need to think about putting your content into short sentences and easily understandable vocabulary. Break your subject down into detail, short paragraphs and a lot of white space. Make it as simple as possible, but also make sure your idea comes across.

5. Surprise Your Reader

A lot of nonfiction often reads predictably and dull. You need to keep your reader interested by including an unexpected twist or turn when you can. It will keep things interesting and fun for your audience.

One way of doing this is by asking them a question and answering it in a way they wouldn't have expected. You could also make a statement and follow it up with a point that seems like a contradiction. Don't forget to explain and reconcile your points.

A surprising joke or a provocative comparison can keep the reader interested as well, provided it fits your style and the format of your writing.

COMING NEXT...

It is not enough that the contents of your book is awesome. In order for anyone to even get to read your content they first need to be drawn to it. Something has to catch their eye amongst all the other books you are competing against.

The three main things that can do this for your book are the title, sub-title and book cover. These three things need to be thought out and utilized correctly because it doesn't matter how great your content is...if the title or cover does not interest someone then they will pass over your book and move onto the next.

Coming up in **BOOK 4** I show you how to think up amazing titles, sub-titles and book descriptions that will help draw a reader in. (Look out for the additional PDF's that come with Book 4).

We are almost done...keep going!

Sincerely,

Andy Charalambous

Marketersnest.com

marketersnest@gmail.com

Keep An Eye On Your Email.



*The Next Book In This Free Course
Is On Its Way To You.*

PROFITS FROM PUBLISHING COURSE

**CHECK OUT MORE OF MY COURSES ON THE NEXT FEW
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Andy Charalambous's

**BESTSELLING ONLINE INCOME
STRATEGY GUIDES**

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Step By Step!

Easy To Follow!

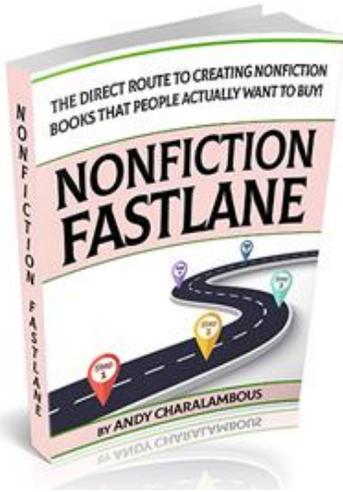
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MORE...





**What if you had all the SECRETS to
BECOMING a PROLIFIC,
SUCCESSFUL nonfiction author?**

**What if you had a STEP BY STEP
plan ready for you on your desktop
and all you had to do was follow
those SIMPLE STEPS?**

**THAT would make creating books
so much EASIER & FASTER!!**

And of course if you can begin creating and publishing your books almost on AUTOPILOT that would certainly help BUILD on your MONTHLY ROYALTIES wouldn't it?

Creating quality nonfiction books puts you in the proverbial "Fastlane".

These are the type of nonfiction books that will make their way into bestsellers lists!

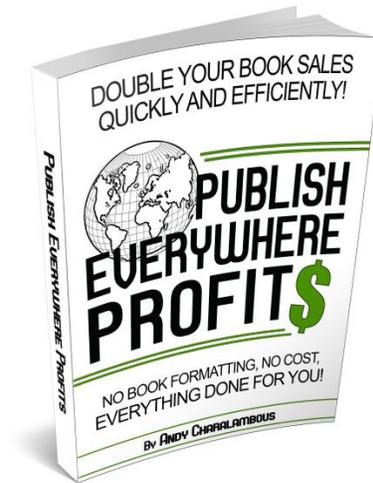
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You Have The "POWER" To Get Your Books In Front Of Thousands Of Hungry Buyers WITHOUT Doing Any Actual Marketing!!

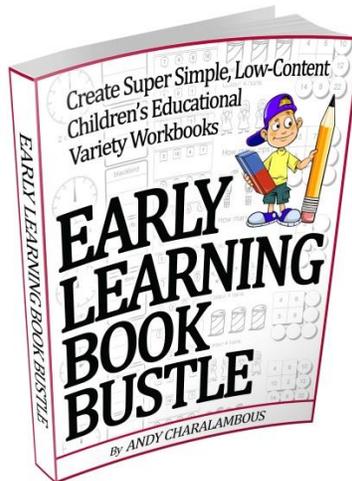
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Everything is SIMPLIFIED for you and all information about your book sales and profits, (Statistics), will come from one SINGLE source.

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**This HUGELY PROFITABLE Business Model Is
A FAST Way To EARN CASH Month After Month
In A HOT EVERGREEN MARKET!**



A NEW Method For Creating Kid's Workbooks!

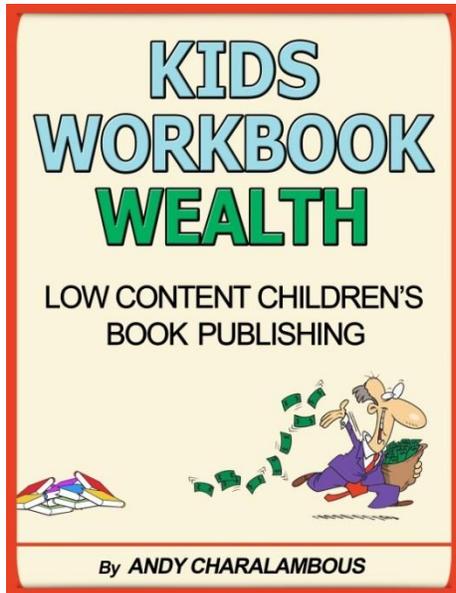
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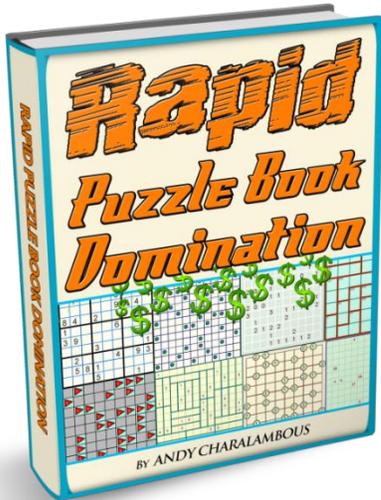
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This puzzle book creation course will teach you the fastest and easiest way you can make huge PROFITS from your

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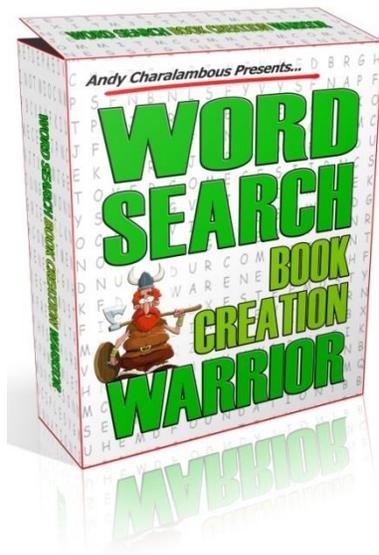
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EVERGREEN NICHE THAT HAS
BEEN MOSTLY KEPT A
SECRET...UNTIL NOW!**

This course takes you by the hand and walks you through the amazing word search puzzle book creation process in 3 SUPER SIMPLE steps!

**NO WEBSITE, NO TECH SKILLS and
WITHOUT SPENDING ANY MONEY!**

You will be able to create VERY POPULAR puzzle books in a matter of hours ready for sale...ready to make you money!

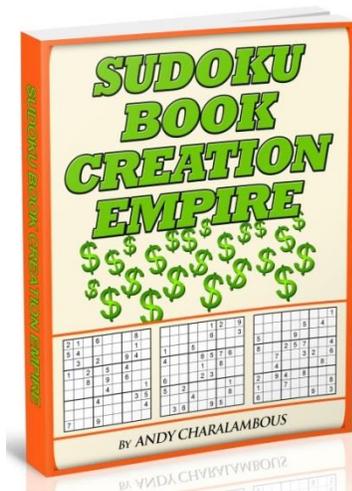
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Everything is FULLY EXPLAINED in detail in a simple manner to help anyone...including newbies...to grow your income in this PROFITABLE niche market!

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INCOME FOR YOURSELF!
CREATE ONCE & EARN
FOREVER!
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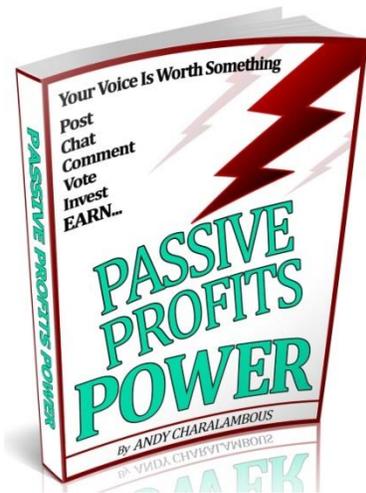
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- Sudoku is an evergreen niche, meaning that it will be popular year in and year out.
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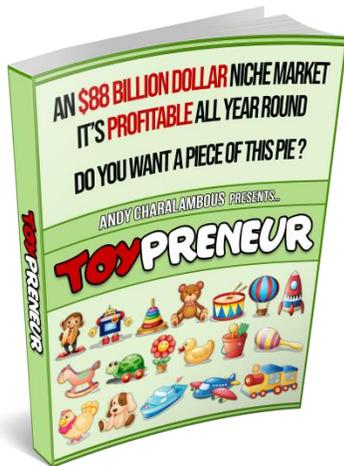
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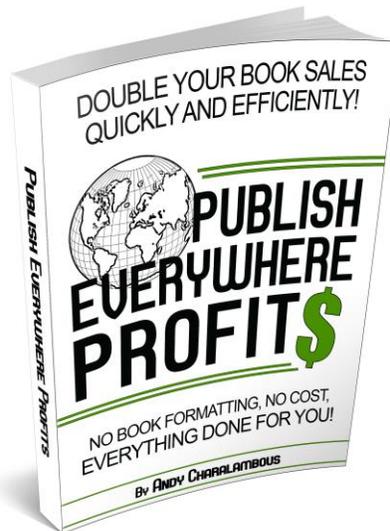
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