

## Your Book's Introduction is a Mini Sales Letter

Why write an introduction for your book? Nobody reads it anyway. Up until now, this opinion has had clout. But now, with a shorter introduction of one to two pages, and through the five essentials below, your introduction will become the fourth sales tool for your book. When people read your clear, concise personal note to them with benefits they will receive, they will buy your book on the spot!

Your Book's Introduction Includes:

1. The hook. Your first paragraph must compel your potential buyer to read more, so they will buy your book. Make your opener short--one sentence is best. Answer their question, "So What? Why should I buy your book?" Your opener might be a shocking statistic or fact, powerful quote. Or the best, answer your audience's # one question about their #one challenge. Start with where your audience is now. Don't tell them, engage them. .
2. The background. Your particular audience has challenges. Describe where they are now, why they haven't succeeded, how they are uninformed in a few paragraphs. Include a few sentences on why you wrote the book. At the end of this information, state your thesis statement, a general statement of what your book will give them.
3. The benefits. In the next paragraphs, keep answering the "So what?" that is inside every potential buyer's mind. Show the general benefits such as increased health, communication, finances or fortune. Show specific benefits. For instance, in "Write your eBook or Other Short Book-Fast!" Create each part of your book as a sales tool, rewrite less, publish cheaper and faster."
4. The format. Every non-fiction book needs a format that gives your audience an idea of what they will experience ahead. They have already looked at the Table of Contents that gives them a general format and direction. In your introduction you need to say what features will benefit them in each chapter. Each chapter format will probably include a hook and thesis, the middle part with information, how tos, tips, a story.
5. The last sentence. Invite your reader into the text of your book. Entice them once again with an enthusiastic "read on." For example in one of my writing books I used this last line, "You've been waiting too long to share your unique message. Read on and apply all the simple steps I give to make you a successful author."

Now that you've written a sparkling introduction you have helped your potential buyer decide to take out their wallet and purchase your book. This "Essential Hot-Selling Point" is all important-it's kind of a mini sales letter you can adapt for your book's back cover and your web book sales letter.

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### About the Author

Book and Internet Marketing Coach Judy Cullins helps businesses build clients and sell books. Author of "How to Write your Book Fast" and "The Fast and Cheap Way to Explode Targeted Web Traffic," Judy offers free eBook "Book Writing and Marketing Tips" with monthly ezines at <http://www.bookcoaching.com> judycullins@cox.net