



News & Views

▶ Helping authors and publishers create, market and sell more books

OCTOBER 2008

OCTOBER 8 MEMBERSHIP MEETING:

Writing That Sells

We do it every day. We hear messages that inform, entertain and motivate us to make a purchase. Whether we're looking for a new car, craving a pizza or downloading the latest tunes by our favorite singer, our purchase decisions are all influenced by marketing. *How can you make that happen with your book?*

Marketing is a big business and our speakers have worked in the industry. They're going to share some of the insights into how they position a brand for success—and how you can do it with your book.

Get tips from seasoned pros who know how to make us buy things we never even knew we wanted.

- **Your marketing:** Know where to put the real focus
- **Your message:** Exercises to fine-tune your words
- **The back of your book:** Use your real estate wisely
- **Your sales materials:** Write it to sell!
- **Your website:** make it turn casual visitors into hungry buyers
- **Your USP:** What is it and how do you create one?

Special Opportunity: Bring your book, your marketing materials and your url. Our experts will provide customized tips on how to make the most of your own message. If you'd like us to review your materials ahead of time, send email to slpa@staircasepress.com.

This is the meeting where you'll learn how to turn your book writing talents into book selling talent. You wrote a book, but can you write effective marketing copy? Come and learn how to get noticed in a noisy world.

Our experts:



Ed Sylvia

Ed Sylvia began his advertising career at Doyle, Dane Bernbach as a writer for Volkswagen. During his 30 year career, he's written print ads, TV and radio for airlines, food companies, phone companies, financial institutions and more.

Now as an author/independent publisher, his focus has shifted to spiritual topics. His first book *Sermon from the Compost Pile: Seven Steps*

Toward Creating an Inner Garden, sold well to a highly targeted audience. His next book, *Proving God*, will release in early 2009.

Continued on page 2

Words that Sell

By Dawn Josephson

We all know the English language contains hundreds of thousands of words. But did you know that only 21 of them can easily sell for you? Yes! It's true. When you know what these proven words are and how to use them to your benefit, you'll save both time and money when selling to prospects. In fact, once you master the use of these 21 words, your business will quickly get the results it deserves. (Hint: this paragraph contains 10 of the 21 words. Did you spot them all?)

What's in a Word?

The exact words you use in your company's marketing materials can make the difference between success and failure. Choose the right words and your prospects will find you and your company irresistible. Choose the wrong words and you'll spend most of your time convincing prospects to do business with you. Why waste your time selling prospects on your products or services when you can let strategically written marketing pieces do the work for you? When it comes to writing marketing pieces, your word choices do matter. Following are the top 10 of the 21 words that sell. Use them wisely and watch your marketing response rates soar.

The Top 10 Words that Sell

1. **You/your** – "You" is the most powerful word in the English language. It's more powerful than the word "money;" it's more powerful than the word "sex." Prospects want to feel as if you're talking to them directly, and the word "you" accomplishes just that. So instead of writing, "Our clients

Continued on page 2

In This Issue

- 1 Thinking Way Out of the Box
- 1 Words that Sell By Dawn Josephson
- 3 President's Corner by Ed Sylvia
- 3 SLPA can sell your book at The Big Read
- 4 Take The Test: Does Your Marketing Copy Sell?
By Nancy J. Wagner
- 5 Turning the Casual Scanner into a Buyer
By Vanessa Selene Williams
- 6 Five easy ways to turbo-charge your viral marketing efforts
By Thomas Murrell

Writing That Sells ... *Continued*


Ed is a past and current President of SLPA. Visit his blog at: thegodguy.wordpress.com.

Bob Baker is a full-time author and independent publisher who has developed a successful niche writing and speaking about music marketing and self-promotion for songwriters, musicians and bands. He served three terms as president of the St. Louis Publishers Association and is an advocate for the self-publishing movement.



Bob Baker

Bob is also an active speaker, blogger and podcaster who is passionate about showing creative people how to make the most of their talents using the Internet and low-cost guerrilla marketing tactics. His books include *Guerrilla Music Marketing Handbook*, *Unleash the Artist Within*, *MySpace Music Marketing*, and *Branding Yourself Online*. Visit TheBuzzFactor.com and FullTimeAuthor.com for more details.

Join us the second Wednesday evening of the month, October 8, at the Lodge at Des Peres. Doors open for networking at 6:30 PM; meeting begins at 7:00 PM. The formal meeting concludes around 8:30 with networking continuing till 9:00. 

Words that Sell ... *Continued*

report increased productivity as a result of using the Widget 2100," write, "You will experience increased productivity as a result of using the Widget 2100." Keep every sentence in your prospect's perspective.

- 2. Money** – Ask people what they wish they had more of, and chances are they'll say "money." People love to save money just as much as they love to earn it. So if a benefit of your product or service is that it saves people money or helps them earn more money, state it along with a monetary figure people can grasp. For example: "Using the Widget 2100 saves you money... over \$5000 per year!"
- 3. Health/healthy** – The second thing people wish they had more of is good health. People want products and services that are going to either improve their health or not negatively impact it. For example: "Vitamin X improves your health and well being by..." or "Pesticide Y has no known health implications," or "Product Z is part of a healthy diet."

- 4. Guarantee/guaranteed** – By nature, most people are not risk takers. They want assurance that they're not wasting their money and that your product or service can live up to its claims. By giving some sort of guarantee, you put prospects at ease and make them trust you. For example: "We're so confident the Widget 2100 will work for you that we offer a full money-back guarantee."

- 5. Easy/easily** – Between 40+ hour workweeks and increasing demands at home, people want things that are easy. They don't want products or services that are going to make their life more difficult. So always state how easy your company makes things. For example: "The Widget 2100 makes it easy for you to..." Or, "With the Widget 2100, you can easily remove spots from your carpet once and for all."

- 6. Free** – Everyone loves getting something for nothing. That's why the word "free" continues to be one of the top selling words of all time. Realize that the free offer doesn't have to have a high monetary value, just a high perceived value. Some freebies that work include: "Free consultation," "Free estimate," "Free report," "Free shipping," and "Buy one get one free."

- 7. Yes** – Face it, you love being told "yes," don't you? "Yes" means you have permission, you were right, or you can get what you want. "Yes" is one of the most pleasing words to the human ear. So tell your prospects "yes" often. For example, in your marketing materials, you can ask a series of positive yes/no questions, and then write, "If you answered 'yes' to any of these questions, then the Widget 2100 is what you've been searching for."

- 8. Quick/quickly** – In today's microwave age society, people want things quickly. They don't want to wait weeks or even days for the results you promote. They want to know they'll see a quick return for their investment now. So while the perception of quick results may vary from person to person, as long as you know that your product or service is quicker than something else, state it. For example: "Lose weight quickly," "Make money quickly," and "Quick and tasty meals from your own kitchen."

- 9. Benefit** – Most written marketing pieces do state the benefit of the product or service; however, they neglect to actually use the word "benefit." When people read the word "benefit," they subconsciously perk up. They know they're about to learn something that will impact their life, so they want to know more. For example, "As an added benefit to this product, you get (state the benefit)."

Continued on page 3

Words that Sell ... *Continued*


10. Person's name – People love to hear the sound of their own name and they love to read their name in print. That's why so many souvenir shops sell personalized items—from magnets to coffee mugs. Including the prospect's name in a marketing piece, especially in the middle of the sentence, boosts attention levels. For example, "As you can see, Steve, the Widget 2100 makes perfect sense for your needs."

The Remaining 11

The other eleven words that sell are: **1) Love, 2) Results, 3) Safe/safely, 4) Proven, 5) Fun, 6) New, 7) Save, 8) Now, 9) How-to, 10) Solution, and 11) More.** While synonyms to these 21 words are acceptable, synonyms are not as powerful as the actual word itself. So in order to not appear redundant in your marketing piece, use the appropriate word wisely, and don't overdo it.

As your marketing writing prowess increases, consider combining words that sell in the same sentence. For example, maybe your product works "quickly, safely, and easily." Or, perhaps your service makes cooking "easy and fun." Or, are your "proven results guaranteed"? You get the idea. Since short marketing pieces are more powerful than a long one, make sure every sentence packs a punch.

When you use these 21 words in every marketing piece, you quickly increase your prospect's interest in what you write, which ultimately leads to more money for you. So master the use of these proven words now. Doing so, dear reader, gives you the easy solution to achieve high marketing response rates you've been waiting for.

Can you do it? Yes! And you're going to love the results. Guaranteed! 

Dawn Josephson, the "Master Writing Coach," is President and founder of Cameo Publications, LLC, an editorial and publishing services firm located in Hilton Head Island, SC. Dawn empowers leaders to master the printed word for enhanced credibility, positioning, and profits. She is also the author of the book *Putting It On Paper: The Ground Rules for Creating Promotional Pieces that Sell Books* and the co-author (with Lauren Hidden) of the new book *Write It Right: The Ground Rules for Self-Editing Like the Pros...* Contact: dawn@cameopublications.com or at 1-866-372-2636.

SLPA Online Speakers Bureau

If you're a speaker and you're not listed in the online directory, we'll be accepting submissions again soon. Watch our site for details. Your free listing is a member benefit.


PRESIDENT'S CORNER BY ED SYLVIA
Less is More (More or Less)

Edward Sylvia

One of the requests we get constantly is for more information about Marketing. This month should make you happy. Everything we're doing in October is focused on marketing. Our new web site is finally live and contains some of the online marketing features we've been promising our members for a long time. We're still adding more content, so keep checking regularly.

SLPA is also marketing our organization this month at The Big Read (Oct 11). We'll be presenting our popular **How to Publish Your Book workshop from 11:30AM-1PM that day.** It's free and often attracts new members to our group. If you've never attended one of these, it's worth your time.

We're also displaying members' books for sale that day in the SLPA Co-Op booth. Check our new site for details under Special Events. **The deadline for participating in the SLPA Co-Op Booth: Wednesday October 8.** (see below) Bring your books and a check with you to the meeting.


Our October meeting is all about writing for marketing and since I'm one of the meeting speakers, you'll be hearing plenty from me that night, too. So I'll keep this one short and sweet, to leave room for the other articles our team has gathered for you. 

— Ed Sylvia, President
slpa1@staircasepress.com

SLPA can sell your book at The Big Read**The deadline for participating in the SLPA Co-Op Booth: Wednesday October 8.**

To have your book showcased in the SLPA Co-Op Booth,



or for more information and entry form, visit the new St. Louis Publishers Association website. For questions and drop off arrangements, contact **Barbara Davis at (636) 448-9821** or email: DisplayCoordinator@stlouispublishers.org. Be sure to put "2008 Co-Op Booth" in the subject line. 

Take The Test: Does Your Marketing Copy Sell?

By Nancy J. Wagner

Your marketing materials must grab your prospect's attention long enough to convince them to investigate further. Assuming you get past this hurdle, your piece's message must next convince the reader to call or buy.

To make the copy in your marketing materials pull its weight and then some, take this simple test: pretend you're a potential buyer who knows nothing about your product or service, then answer the following questions:

1. Do your headlines entice you to read the fine print? In other words, do your headlines use problem or benefit-oriented headlines? If your headlines don't grab your attention, they won't grab a prospect's attention. In today's fast-paced world, headlines make all the difference. Think about how you read a newspaper. Many readers first search the major headlines, then decide where to start reading the fine print.

The same thing applies to your marketing materials; some readers peruse only the headlines to understand the message and rarely read the rest of the copy. Others read the headlines mainly to decide whether or not they even want to read the rest of the piece. To entice your prospects to keep reading, make sure your headlines state a problem or a benefit that clearly speaks to that particular audience.

2. Do you immediately explain your headlines in the copy that follows? Once the reader is willing to read the finer print below the headline, make sure you provide the solution or an enticing explanation of that headline immediately in the copy that follows. Readers will quit reading after less than a paragraph if they feel the headline just set them up and didn't explain itself promptly.

3. Does the copy clearly speak to your potential buyer? First, you need to know everything about your reader. What are their demographics or characteristics? If you sell to consumers, keep in mind their age, level of education, interests, etc. For instance, copy about music that appeals to teenagers should read completely different than copy used to sell retirement homes to an age 55+ audience.

If you sell to businesses, determine the role your prospect plays in his company, identify his education and experience, and find out what matters most to him in using your services and products. Then, make sure your copy speaks loud and clear to that reader.

4. Is your audience knowledgeable about what you offer?

Do you need to educate them about your products and services? Your materials need to make the reader feel smart by using language that clearly speaks to them. In other words, don't use jargon, slang or highly technical language (unless your audience truly knows the meaning of those technical terms). Examine every word in your marketing materials, and create explanations for terms that require advanced knowledge. Better yet, try your copy on someone who is not familiar with your product, and see what words and phrases they stumble over. Then find ways to make that language more understandable.

5. Does your copy use action verbs instead of "to be" verbs?

One of the simplest, yet most powerful ways to liven up your marketing copy is to change "to be" verbs into action verbs. Replace verbs such as is, are, was, were, has, and have with in- the-present action words. Besides making your copy more colorful and interesting, action verbs get your reader excited about what you offer. A great book that covers this topic is *Business Writing That Counts!* by Dr. Julie Miller (available at Amazon.com).

6. Is it clear your company has the expertise and qualifications?

Unless you have top market share, great visibility, and name awareness in your industry, you still need to convince prospects your company is trustworthy and experienced. Achieve this with relevant information on your company's background, testimonials from satisfied clients, certifications, important awards, and even awards you were nominated for, but didn't win. Also mention any professional organizations you belong to, continuing education seminars and training you and your staff take, and any boards or non-profit organizations you participate in.


7. Where's your contact info? Your company's contact information needs to be on every side of your marketing materials and easily found. If you can't find your company's contact information within 2-3 seconds of looking, it needs to be better positioned.

8. What step do you want the reader to take BEFORE they walk away from your marketing materials? Whether you want the prospect to immediately make a purchase, call, send an email, fill out a form and mail it in, call for a free consultation, or join your newsletter list, use language that clearly tells the reader the next step they need to take. Consider offering a freebie or an incentive to make that next step more enticing.

One last thought: once you've tested your marketing materials,

Continued on page 5

Take the Test ... *Continued*

make adjustments to the copy. But, don't stop there ? instead, test that piece on people you trust to give you honest feedback. Tighten up the piece some more, then get ready to watch your marketing materials convince prospects you really do have the solution to their problem! 

Nancy J. Wagner of Cut to the Chase Marketing is a speaker, writer, and marketing strategist who helps small businesses increase their sales with effective marketing materials and websites. Download her free 9-step marketing plan at www.CutToTheChaseMarketing.com

Turning the Casual Scanner into a Buyer

By Vanessa Selene Williams

The world is full of scanners. Most people simply scan the page to see if anything piques their interest, rather than reading the ads, sales letters, or web copy. That's why you should ensure that your copy is scanner friendly. That means placing headlines, subheads, and other devices throughout your copy that's compelling enough to sell your customers on your business.

How can you turn the casual scanner into an active reader?

More importantly, how can we turn a scanner into a buyer? First, ensure that your headlines can stand alone, without the support of other sentences. For most, that means getting rid of those one-word headlines. Headlines should include the benefit of your offering, evoke curiosity, or compel the scanner to read the main copy.

Don't forget the subheads. They also should be compelling, preferably complementing the headline, giving enough power to nudge your reader from scanning to reading mode. Keep in mind good subheads support the main promise of your copy. If your headline, for example, promises to help your customers lose weight, your subheads could briefly explain that your product is clinically proven or has a secret ingredient. Subheads are also a great place to introduce your offers.

Another way to be a scanner's friend is to use short paragraphs. Rule of thumb: Keep paragraphs between 3 to 5 sentences. If you must use a long sentence, place a short snappy paragraph after it.


The most popular way to generate interest: Use underlines, boldface, highlights, and italics throughout your copy, very carefully. Too much can leave your customers overwhelmed

and likely to stop scanning and move on. When using these tools remember, the purpose is to emphasize certain points, not everything.

Some ideas on what you should highlight in your copy:

- Call-to-actions, phrases like buy now, subscribe here, or receive your special offer today
- Contact information, including toll-free numbers, emails, and web-sites
- Major benefits supporting the promise of your copy
- Your rates and fees and how they compete
- Your business or product's name

Adding a second color to your copy boosts retention and readability. Especially when using a medium that's typically black and white, like newspapers. What colors are best? Typically, the most used and most effective colors are red and blue. Try placing offers or premiums in different colors to emphasize and pull your customers in.

P.S. Don't forget the P.S. An important aspect, most readers read the end, first. It's a great spot to recap your offer and restate your benefits. This may also be a good spot to add a bonus, premium, or guarantee. 

Vanessa Selene Williams is an independent writer who writes for businesses. To learn more about her and her services visit her online:

<http://corp.vswilliams.com> or email: info@vswilliams.com.

SLPA Online Catalog

If you have a published book and it's not in the online catalog, we'll be accepting submissions again soon. Watch our site for details. You get one book or service listing free as a member benefit.

Next Deadline October 21

Don't be late – no kidding!

Send us news on your new releases or upcoming appearances or anything else you wish to share.

Get your news and articles in EARLY! Send your information, articles and announcements to newslettereditor@stlouispublishers.org.

SLPA Monthly Newsletter design by SLPA member Peggy Nehmen. Nehmen-Kodner Design www.n-kcreative.com

Five easy ways to turbo-charge your viral marketing efforts

By Thomas Murrell

1. Collaborate with thought-leaders in select "communities" of influence

The more influential the group and aligned with your target market, the more likely you are to have success. This requires research, communication and understanding of your target market and affiliated, or potentially affiliated, businesses.

2. Offer an incentive

Most people are motivated by rational self-interest. Offer something they really want like a holiday, free knowledge or education, discounts, or package deals. Just as your company will benefit from their involvement, offer a benefit in return.

3. Follow-up with a personal approach

Relationships are always strengthened by personal interaction. Often your emailed expression of interest or offer may be one of thousands received daily by a company. A follow up phone-call or meeting will develop a more personal relationship and strengthen your company's involvement. This also allows time to negotiate with the company directly and better identify with their needs.

4. Make it immediate

Viral marketing works when you consider news values such as drama, consequence and immediacy. Be aware of what's happening in the community and the world and try to tie in with recent dramas. An example of effective viral marketing in the wake of the London bombings is demonstrated by the following email widely distributed around the world:

"Hi All,

I don't usually forward emails but thought this may be a good idea. Following the disaster in London . . .

East Anglican Ambulance Service have launched a national "In case of Emergency (ICE)" campaign with the support of Falklands war hero Simon Weston. The idea is that you store the word "ICE" in your mobile phone address book, and against it enter the number of the person you would want to be contacted "In Case of Emergency". In an emergency situation ambulance and hospital staff will then be able to quickly find out who your next of kin are and be able to contact them. It's so simple that everyone can do it. Please do. Please will you also email this to everybody in your address book, it won't take too many 'forwards' before everybody will know about this. It really could save your life, or put a loved one's mind at rest. For more than one contact name ICE1, ICE2, ICE3 etc."


By acting on the incident, viral marketing has spread this message quickly, and cheaply, around the globe.

5. Make it interesting to create buzz

We have become rather immune to a number of tactics commonly used to generate attention. Spam emails, free offers etc. are often overlooked in a sea of similar materials received daily. Always think outside the box in order to make and impact. A good example of this is the recent US made TV commercial featuring Paris Hilton for a burger chain.

PR expert Don Crowther said recently "it cost the chain eight to ten million dollars to air the commercial, plus, probably another million or two in production, Paris's fees, and website production fees. But what did it do for sales? Same store sales revenues at Carl's Jr. increased only 1.7%, at Hardee's just 0.7%. Sounds like a great investment to me—spend 8 to 12 million dollars, get back \$1.1 million in sales."

On positive side Don adds "the ad has generated a significant amount of controversy, a reported 802% increase in web searches (though I seriously question how many people were coming to the Carl's Junior and Hardee's sites before...), 4 million hits on the spicyparis website, free showings on news shows, several petitions against it, and some franchisers refusing to run the ad. So, unquestionably, it generated buzz."

Whether scandal, drama or incentives are being utilized it is important to capitalize in order to make your viral marketing effective, measurable and noticed. 

Thomas Murrell MBA CSP is an international business speaker, consultant and award-winning broadcaster. Media Motivators is his regular electronic magazine read by 7,000 professionals in 15 different countries. You can subscribe by visiting www.8mmmedia.com. Thomas can be contacted directly at +6189388 6888 and is available to speak to your conference, seminar or event. Visit Tom's blog at www.8mmmedia.blogspot.com.

SLPA Online Resource Guide

If you offer a publishing service or product and it's not in the online listing, we'll be accepting submissions again soon. Watch our site for details. You get one book or service listing free as a member benefit.

Questions About SLPA?



Contact Membership Chairman:
Christine Frank at 314-205-2679 or
Assistant Membership Coordinator:
Linda Austin at 314-822-1170