



# HOW TO WRITE BESTSELLER BOOK MARKETING COPY

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## 5 Secrets to Writing Bestseller Book Marketing Copy

### Tip Sheet Summary

#### 2 Reasons Why Engaging Book Marketing Copy is So Important

1. It gives you and your book a more professional image.
2. Using social media to build awareness and excitement about your book is a sound marketing tactic. But, at some point you need to write compelling marketing copy that motivates people to BUY your book NOW instead of later ...or never!

#### 5 Secrets to Writing Bestseller Book Marketing Copy

1. Don't focus on what your book is about. Focus on what people will get out of your book.
2. Use simple straightforward headlines.
3. Make your marketing copy at-a-glance friendly.
4. Paint solution pictures with your words.
5. Create a subhead sequence that engages the skimmers.

#### BONUS SECRET – How to Get Perfect Book Endorsements

Write your own book endorsements! Then, invite influential market leaders to put their names on them. This technique works and it's a win/win.

You get a strong book endorsement, and the influential people with whom you partner build or enhance their reputations as market experts.