

# How to Sell Books & Magazines

## Reasons Why People Buy Books And Magazines

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

They want to educate themselves and learn about new things.

They want to regularly be informed with new articles and news.

They want to be quietly entertained without television or radio.

They want to collect books or magazines of things they are interested in.

They want to easily and quickly pass a boring part of their day.

## Types Of Books And Magazines To Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

|              |              |                 |               |
|--------------|--------------|-----------------|---------------|
| Mystery      | Sports       | Technical       | Travel        |
| Business     | News         | Computer        | History       |
| Notification | Comic        | Religion        | Home          |
| Hobbies      | Children's   | Romance         | Horror        |
| Family       | Self Help    | Cooking         | Outdoors      |
| Fiction      | Professional | Science Fiction | Entertainment |

### **Words Or Phrases That Sell Books And Magazines**

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, p's; etc.

Here are some targeted words and phrases:

|               |                      |                    |                      |
|---------------|----------------------|--------------------|----------------------|
| great reading | excellent reviews    | simply to read     | life like characters |
| informative   | entertaining         | easy to understand | creative plot        |
| (no.) pages   | inspiring story      | step by step       | includes lessons     |
| educational   | superb illustrations | good story line    | complete             |
| well written  | very organized       | a true story       | many examples        |

### **Graphics Or Images That Sell Books And Magazines**

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

The book or magazine cover.

A famous character, expert or author from the book.

A picture of a popular news story.

A picture of an interesting scene described in the book.

### **Stories That Sell Books And Magazines**

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

How the author come up with the idea for the publication.

A illustrated video of a story or subject from the publication.

An audio message from the author or publisher.

A shot of the publications table of contents.

### **Backend Products To Sell With Books And Magazines**

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

An audio version of the publication.

A video version of the publication.

An autographed copy from the author.

Online updates of the publication.

### **Bonus Or Content Ideas That Sell Books And Magazines**

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

An excerpt or sample from the book.

An article example from the magazine.

Reviews of people that have read the publication.

A brief summary of the publication.

### **Keywords And Phrases That Sell Books And Magazines**

Tons of people like to promote their products in the search engines or with pay per click ads because they are a good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

|               |                 |                        |
|---------------|-----------------|------------------------|
| books         | paperback books | read book              |
| book review   | audio book      | chapter book           |
| book summary  | used book       | magazines              |
| online book   | mystery books   | magazine subscriptions |
| fiction books | novel           | magazine covers        |
| free book     | paperback       | magazine articles      |
| book search   | new book        | free magazines         |

### **Special Offers That Sell Books And Magazines**

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or a extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

A free trial subscription to the magazine.

Get some many books free if they agree to buy more later on.

Access to free back issues of the publication online.

Discounted or free shipping and handling over a certain dollar amount.