**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 phases 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.