

Books That Sell

Proven Non-Fiction Formulas
To Make Books Readers **Can't Resist**

DEREK DOEPKER

Books That Sell: Non-Fiction Formulas To Make Books Readers Can't Resist

By Derek Doepker

EbookBestsellerSecrets.com

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Primarily, results will depend on the nature of the product or business model, the conditions of the marketplace, the experience of the individual, and situations and elements that are beyond your control.

As with any business endeavor, you assume all risk related to investment and money based on your own discretion and at your own potential expense.

In this guide and the course, I am sharing some of the tips that have worked for me. I have done my best to make it as accurate and complete as possible based on my current level of knowledge, but by reading this guide and going through the course you accept there may be errors made in any aspect of the content. You also accept the possibility for omissions of tips and tactics that resulted in my sales as I cannot remember every aspect responsible for success.

Please seek your own legal advice and counsel regarding the laws of publishing content, include your use of other people's work. Nothing in this book is meant to be taken as legal advice. While I see patterns in what results in successful marketing and sales, there is no guarantee that what has worked for me and others will also work for you with your unique circumstances.

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Who are you and why should I listen to you?

My name is Derek Doepker and not too long ago, I was a struggling internet marketer. I, like many people, had the aspiration of making a full time job-quitting income online. I had dreams of pursuing my passion for music, and being a dead broke valet parker dealing with some of the world's rudest customers was starting to wear down my patience.

So I did what a lot of people do when they discover internet marketing, I bought every captivating WSO and jumped from product to product trying to make something work. I really DID do the work, but things weren't ever quite as easy and guaranteed as the sales copy made it out to be.

When I discovered kindle self-publishing, I quickly recognized this could be the answer I was looking for. Given that kindle ebooks are rapidly growing in popularity, there is very little cost involved to create a kindle book, and since Amazon would provide all the traffic of hungry book buyers I could ever want, it seemed like the perfect opportunity to grow my fitness brand and books that I had already written. Plus it would be nice to bring in some extra income on the side (little did I know how much extra income).

To make a long story short, after months of publishing books, running promotions, and not seeing much in the way of results, I finally had a breakthrough. In December of 2012, I launched my third book "[50 Fitness Tips You Wish You Knew](#)." Utilizing everything I knew on how to promote books and getting some help from a mentor [Tom Corson Knowles](#) (author of [The Kindle Publishing Bible](#)), I saw the true power of Kindle publishing as my sales *exploded*. I made over \$5,383 in 11 days from that one kindle book. You can learn more about how I did that [here](#).

Since then, I've become somewhat of an expert on Kindle publishing and what it takes to not only make money on kindle, but absolutely *dominate* it. I've since taught over a thousand people from all over the world on how to publish and market their kindle books.

Don't Believe Me Until You See I Walk The Talk

Check This Out!

Best Sellers in Diets & Weight Loss

Top 10

#1 in Diets and Weight Loss

50 FITNESS TIPS
You Wish You Knew
Derek Doepker

1. **50 Fitness Tips You Wish You Knew: The Best Quick And Easy Ways To Increase Motivation, Lose Weight, Get In Shape, And Sta...**
Derek Doepker
★★★★☆ (5)
Auto-delivered wirelessly
\$4.99

Hot New Release

More to Explore in Healthy Living

Hot New Releases See Top 10

50 FITNESS TIPS
You Wish You Knew
Derek Doepker
Kindle Edition
\$4.99

Practical Paleo: A Customiz...
Kindle Edition
\$9.99

Witness to Fitness: Pumped...
Hardcover
~~\$26.99~~ \$18.97

#1 in Healthy Living

Amazon Best Sellers
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Best Sellers in Healthy Living

Books

- Health, Fitness & Dieting
- Personal Health
- Aging
- Children's Health
- Healthy Living
- Men's Health
- Stress
- Teen Health

50 FITNESS TIPS
You Wish You Knew
Derek Doepker

1. **50 Fitness Tips You Wish You Knew: The Best Quick And Easy Ways To Increase Motivation, Lose Weight, Get In Shape, And Sta...**
Derek Doepker
★★★★☆ (10)
Kindle Edition
Auto-delivered wirelessly
Kindle Price: \$4.99

Multiple Bestselling Books In Different Niches

Best Sellers in Motivational Self-Help

- 

1. **LOOK INSIDE!**
The Life-Changing Magic of Tidying Up...
 by Marie Kondō
 ★★★★★ (663)
 Hardcover
\$10.19
 63 used & new from \$8.10
- 

2. **LOOK INSIDE!**
50 Fitness Tips You Wish You Knew Th...
 by Derek Doepker
 ★★★★★ (158)
 Kindle Edition
\$0.99
- 

3. **LOOK INSIDE!**
The Four Agreements: A Practical Guid...
 by Janet Mills
 ★★★★★ (3,158)
 Paperback
\$7.29
 608 used & new from \$2.58
- 

4. **LOOK INSIDE!**
The Success Principles(TM) - 10th Ann...
 by Jack Canfield
 ★★★★★ (1)
 Paperback
\$15.47
 25 used & new from \$11.35
- 

5. **LOOK INSIDE!**
MONEY Master the Game: 7 Simple Steps...
 by Tony Robbins
 ★★★★★ (708)
 Hardcover
\$16.80
 103 used & new from \$9.79
- 

6. **LOOK INSIDE!**
The 7 Habits of Highly Effective Peop...
 by Stephen R. Covey
 ★★★★★ (2,603)
 Paperback
\$10.20
 145 used & new from \$1.99

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Any Department

Kindle Store

Kindle eBooks


Nonfiction

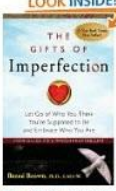
Self-Help

- Creativity
- Happiness
- Inner Child
- Journal Writing
- Memory Improvement
- Motivational
- Personal Transformation
- Self-Esteem
- Spiritual
- Stress Management

Best Sellers in Self-Help

Top 100 Paid Top 100 Free

- 

1. **LOOK INSIDE!**
Why You're Stuck: Your Guide To Findi...
 by Derek Doepker
 ★★★★★ (59)
 Kindle Edition
\$0.99
- 

2. **LOOK INSIDE!**
The Gifts of Imperfection: Let Go of...
 by Brené Brown
 ★★★★★ (1,245)
 Kindle Edition
\$7.99
- 

3. **LOOK INSIDE!**
How To Win Friends and Influence People
 by Dale Carnegie
 ★★★★★ (2,097)
 Kindle Edition
\$2.99

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- Any Department
- Kindle Store
- Kindle eBooks
- Reference
 - Writing, Research & Publishing Guides
 - Publishing & Books
 - Authorship**
 - Bibliographies & Indexes



Best Sellers in Authorship

Top 100 Paid Top 100 Free

1. **LOOK INSIDE!**

Why Authors Fail: 17 Mistakes Self-Pu...
by Derek Doepker
★★★★☆ (6)
Kindle Edition
\$2.99

2. **LOOK INSIDE!**

2k to 10k: Writing Faster, Writing Be...
by Rachel Aaron
★★★★☆ (344)
Kindle Edition
\$0.99

3. **LOOK INSIDE!**

Reading Like a Writer (P.S.)
by Francine Prose
★★★★☆ (168)
Kindle Edition
\$10.23

4. **LOOK INSIDE!**

5. **LOOK INSIDE!**

6. **LOOK INSIDE!**

More to Explore in Authorship

Hot New Releases

Why Authors Fail: 17 Mistak...
Kindle Edition
\$2.99

The Author's Guide to Marke...
Kindle Edition
\$4.99

Top Rated

APE: Author, Publisher, Ent...
Kindle Edition
\$9.99

The Essential Guide to Gett...
Kindle Edition
\$9.99

The Best Single Day of Sales In January 2015 - 2,978 paid sales (not counting borrows)



Top Ranking Author in Health & Fitness Multiple Times

Amazon Author Rank beta

The most popular authors. Updated hourly.

- ◀ All Books
- ◀ Kindle eBooks
- Biographies & Memoirs
- Business & Money
- Health, Fitness & Dieting**
- History
- Literature & Fiction
- Mystery, Thriller & Suspense
- Religion & Spirituality
- Romance

Most Popular Authors in Health, Fitness & Dieting

1. Derek Doepker



Most Popular Books in Health, Fitness & Dieting



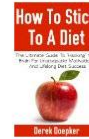
Weight Loss Motivation Hacks: 7 Psy...



50 Fitness Tips You Wish You Knew...



Why You're Stuck: Your Guide To Fin...



How To Stick To A Diet: The Ultim...



Excuse Proof Fitness Essentials: Ho...

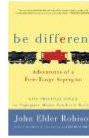
2. John Elder Robison



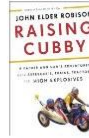
Most Popular Books in Health, Fitness & Dieting



Look Me in the Eye: My Life with As...



Be Different: Adventures of a Free...



Raising Cubby: A Father and Son's A...



Be Different: Adventures of a Free...

3. Gary Chapman



Most Popular Books in Health, Fitness & Dieting



Amazon Author Rank beta

The most popular authors. Updated hourly.

- ◀ All Books
- ◀ Kindle eBooks
- Biographies & Memoirs
- Business & Money
- Health, Fitness & Dieting**
- History
- Literature & Fiction
- Mystery, Thriller & Suspense
- Religion & Spirituality
- Romance

Most Popular Authors in Health, Fitness & Dieting

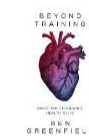
1. Ben Greenfield



Most Popular Books in Health, Fitness & Dieting



20 Life-Changing Books Box Set: 20...



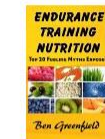
Beyond Training: Mastering Enduranc...



Get-Fit Guy's Secrets to a Better W...



SECRETS OF THE SUPERHUMAN FOOD PYRA...



Endurance Training Nutrition: Top...

2. Derek Doepker



Most Popular Books in Health, Fitness & Dieting



20 Life-Changing Books Box Set: 20...



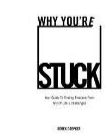
Weight Loss Motivation Hacks: 7 Psy...



50 Fitness Tips You Wish You Knew...



How To Stick To A Diet: The Ultim...



Why You're Stuck: Your Guide To Fin...

Using This Guide

This guide is meant to be used in conjunction with the video trainings. I love the ease of PDFs as much as anyone, however some points are better illustrated live with actual examples. There's no "skimming" this information and getting the value out of it. It's meant to be studied in-depth, practiced, and re-looked over to get the most out of it.

Understand that many things in this guide are merely examples. I make up a lot of things to give you an example of a headline or claim. You can assume everything here is completely made-up for illustration purposes only. I also use real life book examples that aren't always the biggest selling books, but rather those that illustrate a particular point the best.

When using the templates, make sure to put it in your own words and keep your message honest. Breaking integrity by making up false claims is not only unethical, but it destroys trust with your readers ruining your opportunity to build a long-term business.

I encourage you to get the principle behind what is presented, study real-world examples, and put these in your own words. This is like a coloring book. I give you lines to color within, but you must choose your own colors. Eventually, you'll get so good you can do your own thing without needing the guidelines. However, you will *always* need utilize the foundational psychological principles behind what makes something desirable and believable.

Remember, readers are also buying your voice along with your information. You must balance using words and phrases you may not be used to using with a sense of what is congruent with your overall message. In other words, *model* what's presented rather than copy it word for word. Your unique voice (even if you outsource) is what helps you connect with a specific demographic that others like myself may not be able to connect with.

I will often include examples based around self-publishing and book marketing so you can get a feel for yourself about how you may respond to these with a topic that you are presumably interested in.

The good news is many successful books use less persuasion than I do. Hell, I'm even willing to admit maybe my claims are so "crafted" that I lose a connection with readers. So if you can't quite get a hang on persuasive language, do your best and remember there are a lot of successful authors who apply a fraction of this stuff. What there AREN'T too many of are successful authors who don't follow the foundation of believability and desirability. It just doesn't happen. While there are a virtually endless number of strategies to increase believability and desirability, there is no such thing as not having those in place and being highly successful. More than one way to skin a cat so to say.

Finally, there is no such thing as a guarantee of success. These are formulas that have been proven to work, however there are many variables behind a books success. The deciding factor in whether or not something will work is your target market. I encourage you to test titles and ideas with your target demographic before investing in creating a book – unless you're like me and like to experiment for fun.
☺

If you need any assistance, I'm happy to help. Email me at info@ebookbestsellersecrets.com

I'm also available for personalized book critiques.

You're A Copywriter... Even If You Don't Know It Yet

I didn't think of myself as a copywriter when I first got started.

Writer? Sure!

Marketer? I guess if I need to be...

Copywriter? Ugh... I'm not sure I can handle the pressure of that. I'm just a musician turned entrepreneur trying to make some extra money online sharing something I'm passionate about. I'm not some guy that can write fancy sales copy like the gurus.

However, all of that changed when I started to study influence.

Influence is really what this is all about. Marketing and copywriting are just forms of influence.

We're talking about ethical influence here. The ability to persuade people to do things that are in their best interest. This isn't about manipulating people to suit your agenda. You could use this information for that, but it will probably come back to bite you in the ass.

You must see yourself as a person who is studying the world of influence and, as an extension of that, the world of copywriting. This world will open you up to help your friends, family members, and even complete strangers make positive changes in their life. This goes beyond selling books, but that's a story for another day.

If you want to be a successful publisher/marketer, you must consider yourself a copywriter.

Congratulations!

You are NOW a copywriter!

See! That was easy, right?

All you have to do is tell yourself that's what you are and that's what you will become. Maybe not the world's best copywriter, but becoming one good enough to sell a crap-ton of low priced kindle books doesn't have to take years of study. In fact, I've done most of the hard work for you. It will however take *practice* and applying a few things I'm sharing with you here.

I highly recommend you continue to study this stuff in your free time. Not just to sell more books, but to sell anything you do – even advice you offer to loved ones will be better received when you understand positive influence.

12 Things You Can't Ignore (Unless You Want To Totally Screw Everything Up)

1. Follow The Golden Rule

Don't first ask, "How can I *get* value/money/book sales?"

Instead, ask, "how can I *give* value?"

Many problems authors and marketers run into would be solved if instead of thinking about a way to game the system, they were focusing that energy on offering real value to the marketplace.

Get on your readers agenda and deliver what they want.

2. Nothing Makes Up For A Crappy Cover

You can masterfully apply everything I teach, and ruin it all with a bad cover. I pay \$30 for a badass cover. Email me at info@ebookbestsellersecrets.com if you need his info. Fiverr is often a waste of time. The money you make in return far outweighs the investment.

3. You Can't 'Copy N' Paste' Success

You must be an innovator rather than a pure follower. Yes, you should model what else is working, however you need a unique angle. That's what this guide provides you. A way to stand out in a crowded marketplace. That doesn't mean you don't have to do anything yourself. You still need to get a little creative, or hire someone to be creative for you.

Remember this formula:

Imitation + Creation = Innovation

You can imitate what I present to you here, but you must creatively add your own elements to it.

That's why I call a lot of these things "almost" copy n' paste. I can get you really close, then you need to bridge the gap.

This is my key to success. I look at what else is working and get the principle behind it.

Then I add my own twist.

I don't completely create something new from scratch. Nor do I totally rip something off.

The most successful companies in the world are the ones we consider innovative.

4. You Can Turn Weaknesses Into Strengths

What if someone says they could find all of the information you have in a Google search? First of all, if your book doesn't offer them any genuine value, maybe it's a valid concern. However, you can always put a new perspective on something.

“I spent months searching google and my head was spinning with contradicting information. Finally, after countless hours of wasted time and money, I was able to put the pieces together, figure out what really works, and get rid of all the fluff to hand you *exactly* what you need to know.”

That’s a made-up example of how you can offer value to people even if the information is already out there. Yes, they can find it on google. How many hours are they wasting doing so? Sometimes people forget this, and it’s your job as a author/marketer to MAKE THEM REALIZE the value you’re offering.

5. There’s No One-Size-Fits-All Formula

What book should *you* write to sell a lot of copies? Hell if I know. Ok, maybe with coaching I can help you figure it out. However, I can offer blind recommendations that suit everyone. If I made a blanket recommendation, everyone reading this would go out and do the same thing thereby diluting the potential.

Should everyone have an attention grabbing title? Yes, but not all titles need to be *clever* to be attention grabbing. It depends on the market and what people in that market are used to seeing.

A title called “The History Of Drones” or “Raising Kids on Raw Foods” is attention grabbing enough for an extremely uncompetitive niche. “Weight Loss Tips” is NOT attention grabbing enough in a highly competitive market like fitness.

Just like what appeals to you won’t appeal to everyone else, you need to realize what your target person is used to seeing. If they’ve seen it a million times, they’ll tune it out. While you should never be boring, realize what you may find boring could be fascinating to someone else. “The Complete History of Guitars” is either captivating or boring depending on one’s interest in the subject.

Also realize there are a lot more than five formulas. There are probably endless formulas, but only a handful of principles. In other words, there are infinite strategies for applying a few principles. There are only twelve notes of the musical scale, but an infinite number of songs can be written. Your brain has a hard time balancing these extremes, however you must embrace it.

The good news is, principles *always* work. The way to apply principles is endless, but when you know what the principles are, you’re not shooting in the dark. Is this believable for my target reader? Is this desirable for my target reader? You only have a few things to consider and then you can dig into what the missing link(s) could be.

6. AIDA and PAS For Easy Book Descriptions

AIDA stands for Attention, Interest, Desire, and Action. It’s a classic sales formula.

Alex Mandossian has suggested that years ago, a marketer would put equal amounts of energy into all four elements. Nowadays, 85% of should go towards attention.

What does that mean?

Grabbing a reader’s attention is your first and most critical job.

It’s why I created my [Hooks for Books](#) training which is entirely about book titles since a title will be the first factor in whether or not you get a person’s attention.

We have what might be the shortest attention spans ever in modern times combined with overwhelming amounts of information. Your ability to command someone's attention should be the **FIRST** thing you focus on.

That can be done applying many of the things I'm outlining in this training. One simple thing that gets overlooked though is that visuals (cover and how you physically put the words on a page) affect attention.

For instance, making a word **POP** by putting it in all caps and bold gets attention.

Using phrases you don't often hear like 'Really Frickin' Hard To Screw-Up' as opposed to "Easy' grab attention.

Using well placed cuss words like 'So Damn Effective' grab attention.

Making up new words like 'Skeptimonials' grabs attention.

The key behind most of what I teach is about grabbing attention.

You will NOT sell any books until you get someone's attention first!

Interest, Desire, and Action will be covered in this training.

PAS stands for Problem, Agitation, Solution.

Problem - "Want to lose weight?"

Agitation – "It sucks trying to get rid of it with restrictive diets and boring exercise."

Solution – "But what if there's a better way? The new SuperExtremeSlim Pills are your solution!"

This would be a terrible marketing message. If it sounds cliché, that's because it is.

Don't worry, you'll learn how to make far more compelling descriptions later in the guide.

What you'll discover as you study effective book marketing message however is this PAS formula is still applicable. We'll just be more innovative in how we use it.

7. Neither You Nor I Have The Answers Ahead Of Time

How do you know what's going to sell? You don't. I don't. It's the *market* that decides whether something is worth buying or not and in great enough quantities to have a bestselling book. The safe way to test is with surveys and Facebook ads to see what people in a demographic respond to.

<http://www.pickfu.com> is a way to run surveys and test things like titles and book covers.

Want to know if your book has bestseller potential? Then treat it like you're creating a book proposal to give to an actual publisher. Create a title/subtitle, key selling points, sample chapters, and a 2-3 sentence elevator pitch. Then survey the crap out of those things. Even the best authors and marketers test things because they can screw things up.

Just be sure not to ask your family and friends. They might tell you everything you do is wonderful. Or maybe they'll tell you everything you do is pathetic if you have a dysfunctional family. Either way... they're probably not objective.

8. Use Your Voice

"5 Really Frickin' Hard To Screw Up Formulas" isn't just something I say to grab attention, it's also how I would describe what I teach here in ordinary conversation with a close friend. That's why I use it in my ad copy. It's different. It's unique. It's ME.

Your personality and voice is a unique angle that no one else can mimic. Even if you outsource a book, hire a person with a good voice that intrigues you. It doesn't matter whether you do it yourself or hire someone else, be sure people can connect with the person behind the message.

It helps for me to verbally talk out loud, by myself, in my apartment about my books. I find myself saying things that I end up writing down to put in the book, description, and possibly even title. When you sit down to write a description, you may be held back by an inner critic. Record a conversation with a friend about your book and see what effortlessly flows from your mouth when you're not too in your head about it.

9. Your Audience Doesn't Care Until You Make Them Care

You know how great what you're offering is. Your prospective readers don't. Sometimes I'll write an email and be like, "Here's this cool thing I did" and ALMOST shoot over a link. Luckily I have an inner marketer in me that says, "Wait a sec Derek! Why will they care?"

Then I rephrase it. "Here's something you're gonna love. I talk about a trick called a 'book mechanism' I haven't heard anyone else mention. You've been doing this without even knowing it, and I show how you can make it even better."

Boom! **Now** they actually care because I gave them reasons to care. I spoke to their interests.

I can't tell you how many times I've rewritten an email sentence after I realized I could actually intrigue a person rather than just assuming they're going to want it because I shared it with them.

Since the key to success is practice, realize you can apply all of these things I'm talking about with books to your ordinary day to day conversations, email exchanges, social media posts, and more. Look for every opportunity to spice up your writing.

10. Be Specific

A simple copywriting technique is to be specific whenever possible. Not "Save money." "Save thousands of dollars" is better but not great. "How I saved \$3827 by using a 5 minute process that you can do this afternoon" is significantly better. Specifics and details add believability.

While you'll be specific about some things, you must keep some things hidden to create curiosity. "What is the 5 minute process?" You have to read to find out!

This isn't meant to "trick" people. Building a person's curiosity before delivering a message actually helps the lesson stick in their brain. You're being a good teacher by engaging a reader's emotions like

this. You help them more when you take them on an emotional journey not only by entertaining them, but also by making sure they walk away and remember what they heard.

Don't just limit the techniques I'm teaching here to a book description or title. Use them all throughout the book. Use them on your author website. Use them in your conversations. These are the keys to engaging people. If you truly care about helping others in this world (which is critical to make money), you'll continuously develop your skills of ethical influence.

11. Competition Vs. Cooperation

I often talk about the importance of being competitive. However, if you've studied any of my material in-depth, especially what I teach in [Kindle Bestseller Secrets](#) and in my [free audio training](#), you may have caught a quote: "I don't have competition, I only have potential companions." That's because I believe in the world of books, authors in the same niche can work together to create more value for everyone. Book buyers will often buy more than one book on a topic. I turn my "competitors" into my "collaborators," promote their work, and everyone wins – myself, the other author, and the readers.

So am I just using fear tactics in my sales copy when I talk about competition? Is that all just a ploy to toy with people's emotions so they'll buy my products?

No!

Competition is a *real* thing (duh). I don't believe we live in an airy fairy world where "everyone's a winner and should get a trophy!" In business and books, there is such a thing as success and failure. You can't claim to be a #1 bestseller if you haven't actually achieved that without being called a liar. This isn't a subjective opinion.

What must be understood is that, like most things in life, this isn't an either/or thing. It's a ying-yang balance. Competition helps you innovate. Playing a game where you're trying to sell more books than others helps force you to get creative and make better books.

However, if a person gets too caught up in competition, they think that's what it's all about. It becomes a 'win at all costs' game and actually backfires. If you treat it more like a friendly competition among friends, that competition can help you stay sharp and improve your skills. Even competing against *yourself* (what you've done in the past) can have the same effect.

Being competitive actually allows me to better cooperate. When I approach another authority in a niche, I can say, "I have this book that is unique and would add even more value to your readers." They can see it complements what they're doing.

If I just try to rip-off what they're doing and say, "Hey! I did something EXACTLY like you! Now let's promote each other!" They're going to wonder why they should help someone that's not offering unique value. Remember, your unique value can simply be your spin on a topic many others have talked about. After all, most books aren't new *information* but new *perspective*.

Competition and cooperation work in harmony. Both are real. They don't contradict one another, they *complement* one another. Don't let competition make you forget that at the end of the day it's about adding value to readers and other people in this world. Don't let cooperation make you think you can take the lazy path and not get innovative.

12. Practice With Feedback

You already know you need to practice this stuff. You already know you won't get better until you give it a shot. What many people screw up is they try to apply these things, and then they're left without anyone telling them whether they're doing better or not.

Your friends and people in author groups will often tell you you're awesome and it's great because they want to encourage you. A real friend will kindly show you ways to make things even better. They'll tell you if you've missed the mark.

I can offer feedback as part of coaching, but it doesn't need to come from me. Get someone who knows what they're doing, ideally in a similar market as you, and invest in whatever it takes to get their feedback. It's this investment to get feedback from mentors that may be the biggest reason I've achieved whatever success I have today.

I'm here as a friend in the crazy world of self-publishing. I do charge of course for in-depth services, however I'm always happy to answer questions and assist my customers. I answer my emails personally. Connect with me via email at info@ebookbestsellersecrets.com if you'd like feedback. You can also find and friend me on Facebook and see me posting crazy workout videos or funny cat pictures here: <http://facebook.com/derekdoepker>

Your Foundation of Believability Factor 1 - Does This Work?

You've just found the *greatest* book of all time!

It says, "How to become a multi-millionaire *today*, be ridiculously sexy, and make everyone fall in love with you."

Boom! #winning

So you just buy this book the second you see it without even looking at the price tag, right?

If the answer is no, the obvious objection reason is that it's absurd to *believe* these claims – at least not without a ton of proof. You might even be turned *off* by the title scoffing that it's a scam.

Now here's the thing... what if the book actually *does* help you do those things?

You could actually be turning people off making too big of claims before you've provided enough evidence for them – especially in a market where people are jaded and highly skeptical.

In the book description of [6 Months to 6 Figures](#) by Peter Voogd, you'll notice it doesn't start out talking about how it's going to make the reader rich. Instead, it establishes Peter's credibility and gets someone to take it seriously *before* it elaborates on what it will do for the reader.

This doesn't mean you can't start out with bold claims. Rather, it means the bigger the claims the quicker you need to jump into backing them up.

So how do you backup your claims?

The most common way is by providing evidence to support the information. Here's your go-to phrase when brainstorming this:

You know this is true because _____.

Authors Personal Success: You know this is true because I applied it and it worked for me.

"**I was able** to sell 2,978 kindle books in a day using these secrets."

Research: You know this is true because it's what researchers found.

"**6 scientifically proven** ways to stick to your diet."

Authority: You know this is true because it's what people you trust have said is true.

"**Steve Job's** method for creative problem solving."

Third-Party: You know this is true because Sally Smith used it and it worked for her.

"Derek's Books that Sell product is the greatest thing in the world!" – **Sally Smith**

Social Proof: You know this is true because many others have done it successfully.

"**Over ten thousand people** have skyrocketed their productivity with this."

You don't have to provide proof for every single claim you make. In fact, some authors are so trusted, they don't back up anything they say but people still buy the books. Why? Because the believability comes for their *reputation* and not from their *words*.

This is very important to understand. Just because it works for a big name guru doesn't mean it will work for you. Fortunately, you can use other means to increase believability in a book's claim even if you have no prior reputation.

Things to Instantly Increase Claim Believability

Talk about the research that went into it

If you mentioned where the information came from, and that's a trusted authority, then the claims become more believable. "The fat loss secrets of the world's most in-demand personal trainers" works because you're leveraging the authority of personal trainers.

Be specific

If I say how I made over \$500, it's not as believable as if I say how I made \$512.14 in 22 hours! Why? Because it seems more far-fetched I would have just made up such specific numbers.

Use a testimonial

Whenever you can have other people talk about how great your stuff is instead of yourself, this is almost always ideal. Most authors intuitively understand the value of reviews. However, don't limit testimonials to what people read in the reviews section of a site like Amazon. You can use testimonials in your book's *description* and first page matter of your book that people preview.

Share a practical example to give the reader evidence

I've used this in my description on 50 Fitness Tips You Wish You Knew in the editorial section.

Take the words "I want" when stating a goal such as "I want to lose 30 pounds" and replace those words with "I choose." State "I choose to lose 30 pounds" (or whatever your goal is) and see if you notice a difference in how you feel.

You'll learn even more tips for setting the right kind of goals and ensuring you reach them when you read Tip 14: "Goals - Overrated or Essential"

Use a mechanism

A mechanism is one of the ultimate 'secret weapons' for increasing believability. A 'mechanism' is HOW the claim is achieved. It's the 'secret sauce(s)' behind what makes things work.

What does this look like?

Common examples include:

1. Tips
2. System
3. Blueprint
4. Formula

5. Strategies
6. Way

It's anything you can preface with the words "the" or "a."

Let's look at some book titles that have a mechanism in them with the mechanism bolded:

- [SuperLife: **The 5 Forces** That Will Make You Healthy, Fit, and Eternally Awesome](#) by Darin Olien
- [The **21 Day Debt Revolution: A 21 Day Plan** to Get Out of Debt, Increase Your Income and Become Debt Free for Life](#) by Jonathan Alexander Scott
- [101 **Great Answers** to the Toughest Interview Questions](#) by Ron Fry
- [The **Confidence Code: The Science and Art of Self-Assurance---**What Women Should Know](#) by Katty Kay and Claire Shipman
- [The Happiness Advantage: **The Seven Principles of Positive Psychology** That Fuel Success and Performance at Work](#) by Shawn Achor

Let's look at some headlines, bullet points, and phrases that use a mechanism.

- **A simple "brain hack"** to stop junk food cravings and binge eating.
- **The B + D formula** that makes your books irresistible.
- **A cooking trick** for making meals that are tastier, cheaper, easier, and FASTER than fast food.
- **Copy n' paste templates** to easily jumpstart your book title ideas.
- **3 magic words** to effortlessly overcome overwhelm and annihilate procrastination.
- **A Six Step Blueprint** For Bestselling Book Launches

Mechanism = *Thing That Gets You (Benefit)*

Many self-published authors unknowingly are using mechanisms. Keep in mind this doesn't have to be in the title or subtitle, but anywhere they're describing what's contained in their book. They're saying things like, "tips to get motivated" or "21 ways to sell more books."

In low competition markets, that can work. Once things heat up, then you need more clever mechanisms. This is partly why I created this training. Authors are hit or miss with using mechanisms instead of thinking about using them strategically.

Just a few paragraphs ago, I said a mechanism is one of 'THE SECRET WEAPONS' for increasing believability. This phrasing is strategic. If I talk about "a secret weapon for..." or "the secret weapon for..." I'm using a mechanism.

As a side note, "secret weapon" works well because it's a more interesting phrase. However, in a more competitive market, hyping things up too much with 'trick' 'ninja hack' 'secret' can become cliché. There's no absolute rules here. You can test a variety of things.

Here are some particular words that I think make good mechanisms. Keep in mind you can always add "The" "A" "My" "#" before these. These can also be plural. For instance, "My 7 Techniques For..."

- Trick
- Tactic
- Force
- Strategy

- Rule
- Principle
- Law
- Technique
- Toolkit

Technically, any noun can be a mechanism. “**14 words** that magically captivate an audience.” In this case, “words” are the mechanism.

Mechanisms often use a clever type of phrasing that is psychologically powerful. They’ll make it appear as though the mechanism *itself* is responsible for the results, and not the reader having to do anything.

For instance, “*The phrase to say first in a presentation that makes you instantly more credible.*” – Notice how it’s the PHRASE that does the work? It’s not the reader having to actually utter the phrase. This subtle distinction is part of what makes it so powerful.

Another way mechanisms work is they take away a lot of the need for the author to be an expert. Instead, the author is simply perceived as someone sharing a greater external objective truth. They’re showing readers something that exists in this world that can help them achieve a desired result.

With “**The Seven Principles of Positive Psychology** That Fuel Success and Performance at Work,” this works because it’s the *principles that are responsible for success*. It’s as if the author is saying, “It doesn’t matter what you think about me, you can’t argue with the principles. I’m just showing you this THING that creates these results for you.”

Now compare that to, “how to be happy.” Even though the book is ultimately about being happy, it uses a mechanism so when the reader asks, “HOW will this show me how to be happy?” They’ll automatically get the insight that, “Oh! It’s just by aligning to these 7 things that I probably didn’t know about. Hey... maybe the only reason I’m unhappy is because I didn’t know about these 7 things and now this book will help me.” That touches on something else too, but we’ll get to that in a bit.

The believability shifts from whether or not the author is credible to whether or not the mechanism is credible. These allows authors without a reputation or credentials to still succeed.

Words and Phrases to Instantly Increase Claim Believability

- Scientific
- Proven
- Guaranteed
- Researched
- Time-Tested
- Effective
- Rock-solid
- Use by thousands/millions
- Genuine
- Backed by...
- Practical

2nd Factor In Believability – Does This Work For Me?

Let's say we have another book that has some bold claims, but also more believability.

How To Become A #1 Bestselling Author: The Proven Strategies of 20 New York Times Bestselling Authors

Now you're **definitely** going to buy this book, right?

I mean sure, being a #1 bestselling author is a bold claim, but obviously if these bestselling authors have gotten the results themselves, their claims must be true, right?

Well... while it's appealing, some people may not totally be sold. Can you guess why?

It's because you may say to yourself, "Yeah... that works for *them*. But maybe that's because they have a lot of money, celebrity status, different types of books, a big following, etc."

In other words, you believe what they say but not necessarily that it applies to YOU!

The first factor in believability was, "does this work?"

Now the second factor is, "does this work for ME?"

YOU MUST ANSWER BOTH OF THESE UNSPOKEN QUESTIONS IN YOUR READERS MIND WITH "YES!"

This is the complete formula for believability. Believability = it works + it works for someone like the reader. The word I will use for the second part of that equation is **relevancy**.

Here's the question you use to brainstorm all the ways you can show how this will work for the target reader.

You know this can work for you because _____.

This can be part of the appeal of the "ordinary person achieving extraordinary results" story. When I talk about my story of being a broke valet parker without a big list or budget, I'm removing the objection that my success was because I was rich and famous. Therefore, other people without a big list or budget can potentially achieve these same results.

I could also make a direct statement like, "How to promote your book to thousands of readers *without* a list or spending a dime on advertising." It becomes relevant to a person who is a newbie on a budget.

If I talk about, "3 magic words to overcome overwhelm," I'm not just providing a mechanism, I'm providing enough detail that the reader can go, "Oh that sounds easy. I can say three words!"

Things to Instantly Increase Relevancy

Testimonials from similar people as the reader

This is the most tried and true method. It's possible good reviews by themselves will handle any issues to relevancy. However, it's ideal to make use of testimonials specifically in areas where you feel objections may come up.

Give the target audience

When you simply state, “for busy professionals” “for newbies” “for people broke and busy” “beginner’s guide” you’re making it more believable it applies to them. However, this is a relatively unsophisticated way to do it and it won’t always work in very competitive markets.

Talk openly about objections

Simply state anywhere how potential objections aren’t a cause for concern.

“It takes absolutely no experience to get started. This was designed for complete beginners.”

Provide details and comparisons

“This 7 step process takes approximately 30 minutes to complete” is better than “This step by step process is quick to complete”

“5 minute recipes” is better than “quick recipes”

“Detailed screenshots let you watch over my shoulder every step of the way” is better than “You can follow what I do.”

“If you can afford a cup of coffee a day, you can afford to do this” is better than “works for people without a ton of cash.”

Words And Phrases to Instantly Increase Relevancy

- Anyone
- Everyone
- Just like you...
- Ordinary people
- Without (what people think is beyond them) Example: Without spending more than \$5!
- Even if (insert challenges) Example: Even if you have no experience or technical skills.

Relevancy is obviously very target reader dependent. If the target reader is a beginner, focusing on how it is easy and simple helps make it more relevant. In the next section, you’re going to learn more words to talk about how something is easy, quick, understandable, and more which helps increase relevancy.

The Formula for Curiosity (Desirability) Part 1 - Care

The most obvious factor in making something desirable is a person has to care about it. The easiest way to do that is to know what your target reader cares about, and then deliver that.

Where some people go wrong is they talk about what the target reader SHOULD care about and not what they actually do care about.

If I talk about getting motivated to lose weight, I'm going to reach a lot more people than if I talk about getting accountability. Yet, accountability is what many people need to stay motivated on their fitness journey. It doesn't mean I can't talk about accountability, I just have to make sure my *target* audience is interested in that. Do they know they should care about that or not? If not, I say things like, "My #1 most effective way to keep yourself motivated... even if nothing else has worked before." If they ARE interested already in accountability, I could say, "The most effective way to stay accountable you can start doing today." It's all about custom tailoring it to people's desires.

You must know where the reader is at to speak to them. To educate a person to see things your way is possible, but way beyond the scope of this training.

For now, simply know what your target reader cares about and how much knowledge they have. Are they a complete beginner? Somewhat experienced? Very experienced? All of these things will influence what they care about the most.

For instance, a beginner book publisher may care the most about how to write their book, format it, and upload it to kindle. An intermediate book publisher may care the most about how to get reviews, run a promotion, and generate a return on investment. An advanced book publisher may care about getting back end sales, building an author platform, and sustaining sales after a big promotion.

There are ways to appeal to all levels at once. I will get to that in a bit.

Let's start with something that will appeal to everyone interested in publishing books, how to sell a lot more books.

If you saw a book and it said, "How To Sell A Lot More Books," and let's assume the information was valid, how much would you care?

From the feedback I've received, on a scale of 1-10 it's usually about a 5 among authors.

How can that be?

Isn't that EXACTLY what you want?

Sure... but it's not that compelling.

Let's say it was, "How to sell 1,000 books a week on a budget."

Now would you care more?

I would! That's because I care more about selling 1,000 books than "a lot" of books. I care about the details. On a budget is also something I care about because I don't want to spend more than I have to.

You see where this is going?

Many amateur authors are talking about basic benefits. Lose weight. Get motivated. Have better relationships.

All of those things are great, but that's what EVERYONE is offering. What makes this better, faster, easier, more complete, more enjoyable, or downright sexier than the alternatives?

Now granted, if you're the only person offering this information, then you don't have to worry about that. However, so long as there's competitors, you have to ask, "What makes my book unique?"

It's ok if you don't have unique *information*. What you do have to offer is a unique *perspective*. People don't want to read an encyclopedia on nutrition, they want someone to be like, "Just eat these foods and you'll be healthy and here's why in practical terms you can actually understand." Or perhaps, "Here's a really simple way I prepare healthy meals even though I work 80 hours a week."

This is why people often turn to friends before experts for advice. Is it logical? No. But they trust their friends to put things into perspective for them.

READERS ARE BUYING YOUR PERSPECTIVE!

When I started out, I talked to (and overheard) people for a while to figure out what the issues were in health and fitness. For many people it's time, money, and motivation. That's true across almost any niche. However, something else to consider is that people were overwhelmed with conflicting information. When I realized this, I was able to speak to the idea that, "It can be overwhelming and confusing hearing so many conflicting things about weight loss. Now I'm handing you the hands-down best things 10 years of research has shown actually works!" This is probably true for any other niche in the information age where there's an *excess* of information and it's hard to sift and sort what's worthwhile and what's a waste of time.

TIP: You can help people simply by curating the best content for them and saving them that time and effort. This is a great unique selling proposition.

What are the problems the reader wants solved the most? What are the things holding them back from solving that problem? Those are two key questions to explore.

After that, this is what you ask to brainstorm what people care about in addition to your basic benefit:

You'll LOVE this because _____.

"You'll love this because it doesn't cost you any money to get started."

"You'll love this because a complete beginner can do it."

"You'll love this because I've found what really works and saved you all the trouble."

"You'll love this because it's the fastest method out there."

That's just to generate ideas. How you actually phrase that in your description comes from applying all the other things in this guide. However, now you have enough information to form a basic 2-3 sentence elevator pitch.

"Books That Sell shows indie authors 5 unique formulas to create books readers love so they can become a bestselling author. It helps them quickly formulate bestselling book ideas from scratch, makes the process of writing the description faster and easier, and shows them how to pitch their message in a way that makes people hungry to buy their books."

What did I do? I used a mechanism of "5 formulas" for believability and talked about what authors care about – Becoming a bestselling author, coming up with idea quickly, writing descriptions more easily, and pitching effectively for more sales.

This isn't the most convincing pitch in the world, but I wrote it in about 1 ½ minutes including editing. All because I know I just have to hit upon a few of the formulas. Then I can tweak it as I see fit.

Things to Instantly Increase Care

Help them imagine what their life looks like if they use this

People should get a sense of how their life will improve if they use this information.

If I say, "Learn to pick the right categories for your books" then people go, "So what?"

If I say, "Pick the perfect categories so you can reach significantly more readers," then people go, "Oh! That's cool"

Now if they're savvy they'll know that means more book sales. If they're not as savvy, you want to spell it out even more.

"Pick the perfect categories to maximize your chances of becoming a bestseller." Or "Skyrocket your book sales by using my category optimization technique."

See how everything gets spiced up?

If you imagine *picking a book category*, you think "this is boring."

If you imagine *selling more books or being a bestselling author*, it's more appealing. *Does your description paint a picture in some way of how their life will be better if they don't clearly see it for themselves?*

Help them imagine what their life looks like if they don't use this

This is a less talked about part of motivation, but it can be important. I don't typically like to put people through pain, however sometimes people need a wakeup call. For instance, I know if authors don't use the information in this guide, they could spend a lot of time and money putting out books that could genuinely help people, and yet those books will be completely ignored. It would be a disservice to authors if I don't help them realize they're missing out by not knowing this.

This is the whole, "If you don't take advantage of this, then (bad stuff)" approach.

“If you don’t take advantage of this, the price will go back to normal and you’ll never get this deal again.”

“If you don’t take advantage of this, your marriage may never recover.”

You don’t literally have to say that. It’s simply something that can be hinted at. Most people won’t appreciate being so blunt about pointing out painful things unless you have good rapport with them.

A smoother way of doing this could be: “Don’t let your marriage fall apart when it doesn’t have to. Get the six step marriage recovery process...”

My most powerful method of doing this is to create a “Would you rather?” question and give them the opposing choices. “Would you rather keeping banging your head against a wall trying to figure this out or do you want the proven solutions handed to you so you can start seeing results today?”

Words And Phrases to Instantly Increase Care

Ease

- Effortless
- Easy
- Simple
- No-brainer

Speed

- Instant
- Quick
- Today
- ASAP
- In A Hurry
- Now

Superior

- Best Way
- Top
- Most XYZ (Effective, Intelligent)
- Better
- Ultimate

Pain Avoidance

- Mistakes – Example: 17 mistakes that are keeping you from being a bestselling author
- Failures
- Avoid – Example: 10 things you must avoid
- Stop – Example: 10 things you must stop doing
- Dumbest
- Stupidest

Totality

- Complete
- Ultimate
- Total
- A-Z
- In-depth
- Thorough
- Extensive

Enjoyable

- Fun
- Feel-good
- Entertaining
- Funny

Economical

- Cheap
- Affordable
- Inexpensive
- Value

Examples

Instead of “5 Marketing Tricks To Sell More Books”

It could be...

- “5 *Dirt Cheap* Marketing Tricks To Sell More Books”
- “The 5 *Most Effective* Marketing Tricks To Sell More Books”
- “The *Ultimate Guide* To Selling Books”
- “5 Ways To Make Your Books Sell *In A Hurry*”

Do you think we can make this better? Of course!

We give them more *details* about the outcome. This is about **specificity**. Note: Don’t make claims you can’t back up. Only use things you can honestly say.

- “5 Marketing Tricks To Sell **1,000 Books This Week**”
- “5 Marketing Tricks To Become A **#1 Bestseller In Business Books**”
- “5 Book Marketing Strategies That **Cost \$10 Or Less**”
- “5 Ways To Market Your Book **In Less Than 5 Minutes A Day**”

Then we can combine them.

- “5 *Dirt Cheap* Marketing Tricks To Sell **1,000 Books This Week**”
- “The 5 *Most Effective* Marketing Tricks To Become A **#1 Bestseller**”
- “The *Ultimate Guide* To Marketing Your Books In **10 Minutes A Day**”

The Formula for Curiosity (Desirability) Part 2 -

U _____ Y

Why am I not giving you the answer yet?

You'll see why in a second...

Let's go back to our old example that you can personally relate to, "How to sell a lot more books"

Now let's add a little bit of novelty.

"The *newest* way to sell a lot more books I *just discovered*"

More interested?

If so, you're probably pretty close to knowing what the answer is.

How about this...

"The newest book marketing trick that sold 1,328 copies of my book overnight... that I've NEVER seen anyone else do!" (Not a real thing)

How ridiculously curious would you be to find out what this is, assuming it was legit?

Even though you care about selling books, you still maybe weren't all the curious in the first example.

Now you're more curious (and therefore have more desire) because I added the missing link...

UNCERTAINTY

You must MAKE people uncertain they have the information already contained in your book. If it's not uncertainty about the information itself, it's uncertainty about them being able to function as easily without the convenience your book provides.

Curiosity = I *want* to know this (care) and I might NOT know it already (uncertainty).

Creating uncertainty means you strategically use certain words and phrases to generate a feeling of uncertainty.

There are countless ways to do this.

Here is a brainstorming exercise to generate your unique selling points that the reader may not know.

You probably already know _____. **What you probably DON'T know is**

_____.

The reason the first example "How to sell a lot more books" may not have triggered as much desire/curiosity is because you could think to yourself, "I already know some ways to sell books. There may not be anything there that I don't already know."

Everything works together though. So if I say, "How to sell a lot more books *on a budget*" some people may say, "I know how to sell books, but *not* on a budget. I'm uncertain about that aspect and therefore

a bit curious.” So while “on a budget” might be something people **care** about, it can also add to **uncertainty**. It all depends on the individual seeing it.

Complete beginners are uncertain about a lot of things. Therefore in those markets, just talking about the basic stuff like “how to quickly write and publish your own book” will generate curiosity.

Savvy readers who’ve heard a lot however are harder to trigger curiosity in... unless you know a few simple tricks I’m about to teach you. *See how I built curiosity there?*

A very easy and rudimentary way to do this is with what I did in the second example – I talk about a “new” way to do something. If it’s “new” “just discovered” and “never seen before,” those words alone generate uncertainty.

Another common technique is the good old # list. “17 mistakes authors make” generates uncertainty because you’re not sure what those specific 17 mistakes are. You might be able to guess at them, but do you have the same 17? You’ll probably feel a bit uncertain. What if I said, “The #1 mistake authors make?” You could probably guess a few mistakes authors make, but do you know for sure if you’re aware of the **#1** mistake?

Both of these ways are pretty newbie friendly. However the ways to generate uncertainty are endless. My use of Care + U_____y = Curiosity is a way of creating uncertainty. I’m giving you a part of the word and not the whole thing. Your brain is guessing “what word starts with U, ends with Y, and would make sense?” It may have come up with some answers, but you’ll never quite be certain until it reads further. Even just using Care + _____ = Curiosity would work. “*What the hell is that missing word!?*” gets triggered off. The easier it is to guess and/or the less a person actually **cares** to know the answer however, the less curiosity there is.

Several of the formulas later in this book are great for creating uncertainty in a more sophisticated way. That’s partly what makes them so powerful.

In the meantime, here are some simple words that can increase uncertainty.

Words And Phrases to Instantly Increase Uncertainty

- New
- Different
- Never Seen Before
- Strange
- Weird
- Unusual
- Unconventional
- Novel
- Original
- Unique
- Rare
- Hidden
- Secrets
- Just Discovered

- Breakthrough
- Cutting Edge
- Uncommon
- Exotic
- Magical

Tips for High Competition Niches

In a high competition niche, the key is **BE DIFFERENT**. Use a different approach than everyone else is using. You absolutely can't afford to get lost in the crowd.

Use fresh words and phrases to grab attention

Cliché words and phrases go in one ear and out the other. You'll want a little variety in your word choice to make things **pop**.

[Become An Idea Machine](#) is a much more attention grabbing way of saying "get creative."

"*Dangerously effective*" is more attention grabbing than "very effective."

"Cut body fat" is a slightly different take on saying "lose fat" and therefore potentially more attention grabbing.

Focus on believability early

People become highly skeptical when they've seen the same claims over and over. You'll want to have a lot of proof backing up what you can offer early.

If you want to see how this is done WITHOUT testimonials and without third-party evidence, check out [50 Fitness Tips You Wish You Knew](#). The thing that builds believability is actually a clever use of mechanisms and "Tip # reveals..." It's hard to explain the psychology, but when you give people a specific page number (in this case tip #) for instance, it seems to increase the believability.

Use mechanisms and novelty

Having a unique approach, or simply a unique name for an approach, will help you compete. See formula #4 "Novel Mechanism" for more details.

Create a unique and enjoyable reader experience

In a very high competition niche, the key also becomes **BE A DIFFERENT EXPERIENCE**. You should always have an enjoyable reader experience. However, in a more competitive niche, this becomes extremely important. Can you provide the content with a lot of humor and personality? Can you teach the content with infographics? Can you provide an online support group for readers? Prizes for applying what you learn in the book?

In the most competitive niches, it becomes as much about entertainment as it does information.

Even though my book "[The Healthy Habit Revolution: Create Better Habits in 5 Minutes a Day](#)" isn't in a highly competitive niche, I still made sure it was different by giving it a 5-minutes-a-day approach. This makes it a unique experience for the reader.

In 50 Fitness Tips, the unique experience is that I made everything intriguing like a magazine. It's like the best magazine articles in book form. However there was a lot of anticipation built up. I made the tips "cool" "fun" and "interesting." It's emotionally engaging on different levels.

[The Thug Kitchen Cookbook](#) by Thug Kitchen is a cookbook full of healthy recipes (very competitive niche) combined with completely unnecessary vulgar humor. The humor element makes it not just a

recipe book, but an entertainment book. In other words, an *experience*. It's something you could give as a gift. It's also controversial in that some people will love it or hate it – perfect for standing apart!

Formula 1: Contrarian (Contrary To Popular Opinion)

Other Names: Counter-Intuitive, Why Popular Idea Doesn't Work

What Is A 'Contrarian' Book?

A contrarian book is any type of book that goes against the grain of popular opinion. A very common example would be a "myth" book that exposes the myth of a conventionally held idea.

For instance: "[The Low-Carb Myth](#)" is based around the idea that low carb diets aren't the ultimate solution to weight loss. This of course only works after the low-carb diet became a popular and widely accepted phenomena.

These books are typically controversial, but a "light" version of them would include something that is more empowering and empathetic. For instance, "[The Gifts of Imperfection](#)" is about destroying the stigma associated with being imperfect – something everyone can relate to and appreciate. I peg it as contrarian because 'imperfection = gift' is contrary to popular opinion. "[The Obstacle is the Way](#)" is another example of something that isn't controversial but counter to what we would typically think.

Real-Life Title Examples

[The Problem With Paleo](#) by Joey Lott

[The Gifts of Imperfection](#) by Brene Brown

[Goals Suck](#) by M.F. Stone

[The Low Carb Myth](#) by Ari Whitten and Wade Smith

[The Calorie Myth](#) by Jonathan Bailor

[The Great Cholesterol Myth](#) by Jonny Bowden and Stephen Sinatra

[The Virtue of Selfishness](#) by Ayn Rand and Nathaniel Branden

[Book Marketing is Dead](#) by Derek Murphy

[The Problem Is YOU](#) by John Burke

[You Can Buy Happiness \(And It's Cheap\)](#) by Tammy Strobel

[The Obstacle is The Way](#) by Ryan Holiday

Made-Up Examples for Self-Publishers

The Book Marketing Myth

Stop Marketing Your Books

Why Is This Type of Book Irresistible?

The first reason these books work is they grab attention by being different. It makes people say, “Wait a second... that’s not what I’m used to hearing!”

The second reason is because we typically don’t like to be wrong. Contrarian books create a sense that you may not have all the answers. What you think you know could be wrong. There’s more to the story than what you’ve been led to believe. All of this creates a feeling of uncertainty – one of the two ingredients for curiosity. The other ingredient being one must care about the information.

Another way these books can be popular is when they free the reader from some perceived obstacle. A person who doesn’t care for traditional goal setting would be empowered by a book that says, “Goals Suck.” A person who is tired of counting calories would feel set free by a book called, “The Calorie Myth.”

Unique Selling Proposition

It’s not what you’ve heard before, therefore you’re getting unique knowledge not commonly known to the masses.

Advantages

- Very Intriguing
- Can appeal to deep desires of target audience if it sets them free from a limiting belief or behavior

Challenges to Conquer

- **Inherently less believable** – Must have even more testimonials and proof when going against conventional thought.
- **Potentially controversial** – Since you may go against what some people believe in, it opens up the doors for negative reviews and bashing. (Not something to be scared of, just needs to be managed)
- **Not relevant for every book title** – If the premise of your book isn’t somewhat against conventional thought, then contrarian titles are not a good option. The contrarian idea however can often be used for a specific point (such as a bullet point or chapter) in a book that isn’t contrarian. For instance, a book on traditional goal setting may have a bullet point that states, “Why sharing your goals with others can *actually backfire* unless you do this one thing first.” A book may have a chapter titled, “Why Sharing Your Goals with Everyone Is Seriously Stupid.” Notice how these are intriguing because they go against conventional thought? I will occasionally come back to this point that any of these formulas can be mixed and matched into any book.

Ideal Author/Publisher Candidate

These books are best written by someone who knows the topic in-depth and can provide a convincing argument against conventional ideas. It is ideal for those who take a stand for something. Keep in mind, if you take a strong stand for anything, then you’re likely contrary to something else. Technically, you can position yourself against almost anything whenever you have a strong belief for something. The

author/publisher should be able to produce evidence and testimonials supporting their case. In more controversial areas, they will want to have plenty of good reviews to offset potentially bad reviews. Keep in mind, many of the most popular people in this world are divisive. There's no fear in ruffling a few feathers when you can help so many more people who do "get it."

Sample Book Description Structure

1. Question Reader's Beliefs (Create Uncertainty)
2. Present A Different Take
3. Offer Proof For New Take
4. Demonstrate The Positive Outcome Difference With New Belief

Depending on the market, the target reader may or may not already be somewhat on board with your idea. The key to success here is to make sure #3, proof, is adequate to convince the prospective buyer there could be truth to this.

Headline Options To Question Common Belief

Remember this, even though I may refer to a template as a 'Headline', it can be used anywhere. Same thing with the bullet point templates. You're not limited to when and where you use these phrases so long as it makes sense. For instance, any of these things could also be used as chapter titles. Bullet point templates could be used to make a headline. Etc.

Common Idea... (Beneficial or Detrimental)?

Facebook Marketing - Your Secret To Success Or A Complete Waste Of Time?

The Problem With (Common Belief)

The Problem With 'Traditional' Book Marketing

Is (Common Belief) Actually Causing (Undesired Result)?

Is 'Eating Less and Moving More' Actually Keeping You Fat?

If You've Been Told (Common Belief)... You've Been LIED To!

If You've Been Told It Takes Money To Make Money... You've Been LIED To!

Discover The Truth About (Topic) You Haven't Been Told.

Discover The Truth About Internet Marketing You Haven't Been Told

Headline Options To Transition To A Different Perspective

Break Free From... (Common Belief)

Break Free From Unrealistic Calorie Counting And Endless Exercise Routines

Discover The New Way To... (New Idea)

Discover The New Way To Set Your Business Apart In A Crowded Marketplace

Here's What REALLY Works For (Desired Result)

Here's What REALLY Works To Sell Over 1,000 Books This Month

The Unconventional Solution For (Problem)

The Unconventional Solution For Getting Rid Of Anxiety

What If I Told You There's A Better Way For (Desired Result)?

What If I Told You There's A Better Way To Become A #1 Bestselling Author?

Headlines Offering A Different Perspective With More Believability

In a competitive market, and especially with contrarian books, hyped up claims may be met with more skepticism. Some ways to get around this are using personal experience ("I" Statements), less bold outcomes, and third-party support.

The Unusual Discovery I Made About (Topic)

The Unusual Discovery I Made About Low Carb Diets

How I Was Able To Finally Get (Desired Result) After (Breaking Convention)

How I Was Able To Finally Lose That Last 17 Pounds In Two Months After I Started Eating My Favorite 'Forbidden' Foods

What New Research Reveals About (Topic)

What New Research Reveals About Which Weight Loss Supplements Really Work

(Common Belief) Works... But It's Only Part Of The Puzzle

Social Media Marketing Works Great... But *Only* If You Combine It With 2 Other Missing Links

Bullet Point Templates

Why buying into the (common belief) hype is what's keeping you (undesired state)

- Why buying into the Paleo diet hype is what's keeping you from achieving ideal health.

The scientific way to (desired result)

- 6 scientifically proven ways to keep yourself motivated to exercise.

The #1 way to (desired result)... and it's NOT by (common belief)

- The #1 way to sell more books... and it's not by advertising more!

How to get (desired result) even if you (common obstacles)

- How to grow your fan page even if you have no time, money, or social media skills.

The Secret to (desired result)... It's not (common Ideas)

- The secret to having a #1 bestseller... it's NOT the size of your fan base or marketing budget!

The unusual thing I did to achieve (desired result)

- The unusual thing I did to earn over \$5,383 in royalties over 11 days selling a single kindle book.

Why you need (unconventional thing)

- 3 reasons why you need *bad* reviews for your books.

Questions For Closing The Sale

Would you rather keep following unproven strategies or do you want the real key to (desired outcome)?

Would you rather keep following unproven strategies or do you want the real key to becoming a #1 bestselling kindle author?

Wouldn't you rather learn the smart/right way to (desired result)?

Wouldn't you rather learn the right way to create habits that stick based on proven science?

Are you ready for the new way to achieve (desired result)?

Are you ready for the new way to generate endless leads on autopilot?

Sample Description (Upcoming Book Of Mine)

Title

The Motivation Deception: The Surprising Truth About Why You Can't Get Motivated And The 3 Keys To Unleashing Your Inner Drive

Discover The Truth About Motivation You Haven't Been Told

Have you ever tried to get yourself to do something, but found yourself in a constant battle between what your mind wanted and what you actually felt like doing?

All your attempts to 'get motivated' to be more productive, quit destructive habits, and make positive changes in your life will be a waste of time because of one simple fact... you're taking the wrong approach!

It's not your fault.

Almost all of us have been sold a lie that isn't based on proven psychological principles.

What New Research Reveals About Motivation

The research studying the world's most successful and productive people reveals something interesting, they *don't* rely on feeling motivated... nor do they have superhuman willpower.

Instead, they strategically use 3 forces that create motivation as a *side-effect*.

Once you tap into these 3 forces, the motivation and burning passion you've been searching for will be unleashed as a natural byproduct.

The best part is, these are forces that you can harness even if you're completely lazy, have virtually no willpower, and traditional motivational tactics have all failed you.

You're Going To Discover...

- Why trying to get motivated is a waste of time, and what you should do instead.

- How to avoid the common mistake that makes sticking to a resolution next to impossible.
- Why giving yourself rewards can actually backfire and sap your motivation!
- How to get yourself to effortlessly do anything even if you have no passion and barely any willpower.
- 7 scientifically proven ways to keep yourself moving towards your goals and actually *enjoying* the process.
- How 3 magic words leads to more productivity *effortlessly*.

Ready To Learn The Smart Way To Stick To Your Resolutions?

Get your copy of The Motivation Deception to tap into the hidden forces for unstoppable drive today.

Notes

Compare this to something like: “How to Get Motivated: 3 Tips For Creating More Motivation To Get Things Done?” *Then it goes into a cliché description like...* Want to get motivated? Learn three things you can do to increase your motivation. You’ll reach your goals faster and easier when you follow these tips. Blah blah blah... (barf)

If “The Motivation Deception” is at least somewhat more intriguing, you see the power of simply using a contrarian idea with the sample headlines and some of the bullet points.

This will not likely be the final book description because I haven’t tested all the variables and haven’t even decided what all will be included in the book. I would split test various title ideas, headlines, and probably create a second version of the description to get people’s feedback. Even the best marketers in the world have to test things. This is why surveys are so powerful. Don’t assume “because I followed a template it will automatically work.” These are starting points to get you 80% of the way there with less effort.

Could it be tweaked and made better? Sure! Almost anything can be made even better. However, I’d be willing to bet if I used the above description, there’s a good chance I could make it a bestseller with the right amount and source of traffic combined with an author bio and testimonials to create more believability.

Notice how I can create bullet points and a title BEFORE I have the book written? While for most of my books many of the bullet points are created after I have all the content, some savvy marketers will create really intriguing bullet points and statements in the description before actually creating the content. It’s about starting with the end in mind.

Traditional non-fiction publishers accept a book proposal before the author writes the book. Treat your business the same way. Come up with a proposal for a book and test it out before going through the effort of writing it.

As an exercise, try creating a book description using this formula and all of the other formulas for a book you haven’t even written or may never write. See if you can create something so freakin’ irresistible, the next thing you know you *have to go* write that book (or hire someone to write it) because you know people will want to buy it. 😊

Formula 2: Insights From An Authority (or Unusual Source)

Other Names: Secrets of _____ For _____.

What _____ Can Teach You About _____

What Is An 'Insights From An Authority' Book?

An 'Insights From An Authority' book is where you learn something not necessarily from the author (unless the author is a world-class authority), but rather from a person or group of people that the target audience finds credible.

You often see some variation of: "Secrets/Strategies/Principles of (Authority) for (Topic)"

Secrets of Hypnotists for Creating Captivating Stories Readers Can't Put Down.

Strategies of The World's Funniest Comedians For Making Anyone Fall In Love With You

Another example would be: "What (Authority) Can Teach You About (Topic)"

What A CIA Agent Can Teach You About How To Spot A Liar

Another variation on these is instead of using an actual person, job title, or collective group, you can use an object.

Hollywood Storytelling Secrets for Internet Marketers.

What Rock Concerts Can Teach You About Marketing A Bestselling Book

Generally speaking, these are slightly more intriguing when the two topics don't directly correlate in an obvious way. For instance, 'Hollywood Storytelling' and 'Internet Marketing' are unrelated, but one can still make the connection between being a good storyteller and having more persuasion in marketing (with the help of a well thought out description).

Real-Life Title Examples

When it comes to book titles, this approach is almost exclusively found in the subtitle. I've bolded the parts of the titles that make use of this tactic.

[Spy The Lie: **How to spot deception the CIA way**](#) by Philip Houston, Mike Floyd, Susan Carnicero

[Burn The Fat Feed The Muscle: Transform Your Body Forever Using **The Secrets of the Leanest People in The World**](#) by Tom Venuto

[50 **Secrets Of The World's Longest Living People**](#) by Sally Beare

[**Team Secrets of the Navy SEALs: The Elite Military Force's Leadership Principles for Business**](#) by Robert Needham

[**The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success**](#) by Carmine Gallo

[How to Design TED Worthy Presentation Slides: Presentation Design Principles from the Best TED Talks](#)

by Akash Karia

[23 Storytelling Techniques from the Best Ted Talks](#) by Akash Karia

[The Toltec Secret to Happiness: Create Lasting Change with the Power of Belief](#) by Ray Dodd

Secret and Special Principles of HOLLYWOOD Storytelling for Internet Marketing Stories – Part of a headline from <http://storyfluence.com/workshop/>

Made-Up Examples for Self-Publishers

‘What rockstars can teach you about building an endless supply of readers’

‘Secrets of cult leaders for persuading people to buy your book’

‘What 10 of the world’s most successful self-published authors can teach you about becoming a #1 bestseller’

‘Secrets of 7x #1 NYT bestselling author for achieving massive success as a brand new self-published author.’

‘How to market your book the Tim Ferriss way’

‘Book Marketing Tactics from the 10 Biggest Book Launches Of All Time’

‘What a seven-figure product launch can teach you about launching your next self-published book’

‘What I learned at a real estate networking event that exploded my book sales.’ (Intriguing because of WHERE the source of the information came from)

Bonus Tip

While not as easy to do with a book premise, you can use the ‘what ABC can teach you about XYZ’ with two semi-unrelated or even completely unrelated topics.

‘What crazy sports fans can teach you about creating habits that stick’

‘What a bottle of water can teach you about book marketing’

Why Is This Type of Book Irresistible?

There are a few variations on this, and they’re all irresistible for slightly different reasons.

The first variation is where you learn the information from the world’s best. This adds a huge amount of credibility. Would you rather learn how to give a presentation from some dude you’ve never heard of, or from the world’s best Ted talks? Would you rather learn how to spot a liar from a guy that took a psychology class, or from a CIA or FBI agent?

The second aspect, which can be combined with the first, is when you learn this information from an interesting source. This adds *entertainment*. Don’t think because you’re writing (or outsourcing) non-fiction how-to books that readers don’t want to be entertained as well. I’d rather read about what the Navy Seals do to build a strong team than what some Fortune 500 company. That’s because reading about Navy Seals, for me personally, is entertaining. Even though I wouldn’t normally study a

Hollywood storyteller's tactics, when I see how they've been translated to be a better marketer, it's now some I both care about and find fascinating. I get to learn about a topic like storytelling in a way that directly relates to something that will *benefit* me.

Finally, the last variation is where you tie together two completely different topics. I first saw this done in the chapter titles for the book [Yes: 50 Scientifically Proven Ways To Be Persuasive](#). This is less ideal for a book title, but once again works great for chapters, bullet points, and headlines. One chapter title in 'Yes' is, "What can a box of crayons can teach you about persuasion?" Another one is, "What can chess teach us about making persuasive moves?" Notice how much these trigger curiosity by tying together a topic the reader cares about (persuasion) with massive uncertainty about how something seemingly unrelated can help? I highly recommend that book for even more samples of curiosity-driven chapter titles.

Unique Selling Proposition

The unique selling proposition with this book is that you're getting information from the world's best or from a unique source. It's just about what you learn, although that's important. It's about *where* you learn it from. It's for people who care about the source of the information which adds believability and/or entertainment.

Advantages

- Very believable if the information is coming from a credible source. You leverage the knowledge of others without needing to be an expert yourself.
- Can be easily outsourced or researched. Expert interviews are a great way to create these types of books. Researching an individual or a group of people can also be done to create these types of books as well.
- Easy to template using the examples earlier. Notice the many variations of "Secrets of ____ for ____." This doesn't need to be an exact formula. Feel free to switch it up. For instance, "17 Bestselling Authors Reveal Their Best Tricks for Marketing On A Budget." It may not be quite as captivating, but it illustrates the ability to come up with endless variations on the theme.

Challenges to Conquer

- **Finding a balance between unusual and reliable.** For instance, if I say 'Conditioning Secrets of Navy Seals for Becoming a Badass' it is reliable information. However, it may not be intriguing because it's relatively easy to find information on Navy Seals' fitness regimens. Also, it may not be believable *that the reader can even handle* their workouts. Doesn't mean it can't work, only that it needs to be tested. 'Team Secrets of Navy Seals' works well because it is leveraging the authority of that group but teaching information not as readily found – what they do for team building.
- **In-depth researching or connecting with authorities.** This is a challenge *or* something fun depending on where you come from. I personally love researching topics I'm passionate about as you can see from the depth of information put into this guide. If you're not into researching the particular subject, then the good news is this can be outsourced. If the book isn't researched but rather based on something like expert interviews, this will mean creating the

connections with those authorities. You can use my free 'rockstar networking tactic' for doing this at <http://ebookbestsellersecrets.com> which is found by opting in on the homepage.

Ideal Author/Publisher Candidate

These books are best written by someone who knows two topics in-depth, and, this is very important, **creates a translation for the reader**. That means taking the source of the information, and then writing how that applies directly to the reader who may not totally relate.

For instance, I can write a book on the marketing secrets of New York Times bestselling authors for **self-published** authors, but I have to translate this to say, "Here's what a *big time author* does, now here's how YOU, a small time self-published author without a big budget and fan base, can apply this information." "Here's what the world's best CEOs do, now here's how this applies to YOU, a small business owner with 1/1000 as many employees." Here's what you can learn from someone who has lessons to teach even though you may be in slightly (or completely) different worlds.

Alternatively, if you go the interview route, you must be good at asking questions that translates what the speaker is presenting into a language that applies to the reader. The intrigue of these books is taking two different worlds and combining them. For instance, I can interview a great storyteller and ask them, "If an author wanted to create a bio that intrigues readers, how should they structure their backstory?" Notice that I'm asking them to translate their world of storytelling into a language that authors can understand. I could ask an athlete, "What's a lesson you learned about overcoming challenges that would apply to a small business owner?" If they can't provide the translation, I have to be the one to take their lesson and give an example of how it applies to a small business owner.

Sample Book Description Structure

1. Present benefit or problem
2. Introduce the research or novel source
3. Present intriguing benefits
4. Show how benefits make the difference

Headline Options To Present Benefit or Problem

The/A (Things) Approach To (Benefit)

The Navy Seals' Approach To Building A Team That Survives Any Challenge

How To (Benefit) The (Things) Way

How To Be Persuasive The Hostage Negotiator's Way

Want To Discover How To (Benefit) Like A (Thing)?

Want To Discover How To Captivate Readers Like A Hollywood Storyteller?

Techniques For (Benefit) From (Thing)

2 Simple Techniques For A Sexy Voice From A World Class Vocal Coach

What I Learned From (Thing) That Changed Everything...

What I Learned From An Undercover Cop That Changed Everything...

Headline Options To Introduce Research or Source

Revealed: Secrets of (Thing) For (Benefit)

Revealed: 17 Secrets of Seven Figure Product Launches For Launching Your Bestselling Book

Proven Tips From (Thing) That Help You (Benefit)

55 Proven Tips From 10 Bestselling Authors That Help You Sell More Books

Based On Extensive (Hundreds/Thousands of Hours) Research Of (Thing)

Based On Over 220 Hours Of Researching The World's Biggest Book Launches

Bullet point Templates

(Thing's) Trick For Transforming From (Bad) To (Good)

- Derek Doepker's trick for transforming chapter titles from boring to captivating.

The (Thing's) Formula For (Benefit)

- The hostage negotiator's 3 step instant rapport formula.

How To (Benefit) Like A (Thing)

- How to write engaging stories like an Oscar winning screenwriter.

The (Interesting Thing) That Gets You (Benefit)

- The simple body language shift that makes people see you as a leader.

Why (Thing) Is Your Answer To (Problem/Benefit)

- Why the Hero's Journey is your answer to standing out in a competitive marketplace.

Questions For Closing The Sale

Ready To Use The Secrets Of (Thing) For (Benefit)?

Ready to use the secrets of 3x Olympic Gold Medalist to get laser focus and performance?

Want To Get The Edge That (Thing's) Have To (Benefit)?

Want to get the edge that .01% of savvy investors have to skyrocket your investments?

Would You Rather Keep (Problem) Or Do You Want The Techniques Of (Thing) Guaranteed To Help You (Benefit)?

Would you rather keep trying to put the pieces together yourself or do you want the techniques of a six-figure multiple #1 bestselling author guaranteed to help you double your book sales in 30 days?

Sample Description (Making This Up)

Title

The Irresistible Author: Secrets Of Cult Leaders, Politicians, And Other Magnetic Characters For Ethically Creating A Massive Following Of Loyal Readers

What I Learned From A Simple Book That Changed Everything...

I didn't expect this to happen...

As I was entrenched in a book about how cult leaders, politicians, and other unsavory individuals use tactics to manipulate people into following them like zombie slaves, instead of being repulsed... I had a breakthrough!

While I don't believe in manipulating or lying to people, ideas started bubbling up in my brain about how their tactics could be used *ethically* to generate real, loyal followers in any business.

Many of the techniques I was reading about, while dangerous in the wrong hands, could be dangerously effective in the right hands of someone using them to persuade people honestly.

So, I did a little experiment as an author...

I started applying these techniques in an honest way, and my following of fans increased 327% in a month!

Best of all, these were die-hard loyal fans who were singing my praises and **promoting my books for me!**

Without any extra work on my part, I more than tripled my book sales within a 3 month period!

I then started studying other magnetic personalities to see what they could teach me about being a highly successful author, and my world (and book sales) were never the same.

33 Strategies From The World's Most Magnetic People To Create A Giant Fan Base

After my constant experimentation, I came up with 33 strategies an honest author can use to intrigue, captivate, and generate loyalty among their readers.

Here are a handful of the things you'll learn when you read "The Irresistible Author"

- The 3 step process politicians use to get their followers to promote their campaign... and how you can use that same process to get readers to promote your books for you.
- A mob boss' trick for transforming a book no one wants into an offer readers can't refuse.
- How to get readers to buy every book you write like a multi-platinum rock star.
- 3 things to immediately share with your readers to make them fall in love with you.
- Why one gang leader's method of persuasion is your answer to making readers instantly know, like, and trust you.

Want To Create Loyal Readers Like A Rockstar?

Get your copy of "The Irresistible Author" today to tap into the simple psychological principles that turn your readers into your no-cost marketing army.

Notes

I came up with this book title/description *after* creating the formula. Assuming I could actually create a book that delivers these types of results, I'd say it's pretty intriguing. Keep in mind everything is totally made-up, so I would never actually make claims that weren't true like "increased my following 327%"

I'm using a controversial figure of 'cult leaders' into the book, so I run the risk that readers may be turned off thinking it entails manipulating people. I overcome this objection by using words like 'ethically' and 'honestly.' The key lesson here is A) objections are OK and B) you want to be proactive about overcoming potential objections in your description and possibly even your book title and C) controversy grabs attention.

Of course, you can refer to the previous examples of books that are less controversial to see how this could be done in a more mundane way. I simply prefer to push the edge a bit to be intriguing.

Formula 3: Mistakes (Keeping You From Success)

Other Names: Why You're Failing, What You Must Stop Doing For Results

What Is A Mistakes Book?

A mistakes book is anything that outlines the things you need to STOP doing or avoid to become successful and achieve a benefit. As with all of these things, it doesn't have to literally contain the word "mistakes." The example "15 Traits of a Terrible Leader" is an example of a mistakes approach. My book "Why Authors Fail: 17 Mistakes Self-Published Authors Make That Sabotage Their Success And How To Fix Them" is a more blatant example of a mistakes book. It's important that the book comes back to offer a solution rather than simply tell people what they're doing wrong.

Real-Life Title Examples

[Why Authors Fail: 17 Mistakes Self-Published Authors Make That Sabotage Their Success \(And How To Fix Them\)](#) by Derek Doepker

[The 5 Mistakes Every Investor Makes And How To Avoid Them: Getting Investing Right](#) by Peter Mallouk

[Nice Girls Don't Get the Corner Office: Unconscious Mistakes Women Make That Sabotage Their Careers](#) by Lois P. Frankel

[Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration](#) by Ed Catmull and Amy Wallace

[Mistakes I Made at Work: 25 Influential Women Reflect on What They Got Out of Getting It Wrong](#) by Jessica Bacal

[The Behavior Gap: Simple Ways to Stop Doing Dumb Things with Money](#) by Carl Richards

[10 Mistakes Men Make With Women And How To Avoid Them](#) by Marni Kinrys

[15 Things You Should Give Up To Be Happy](#) - Not a book, but worth noting the popularity of the article.

Made-Up Examples for Self-Publishers

The Smart Author: How To Avoid The 7 Deadly Sins Every New Self-Published Author Commits

Why No One Wants Your Book: The 10 Stupidest Things Self-Published Authors Do To Sabotage Their Book Sales

Why Is This Type of Book Irresistible?

No one likes to feel like they're making mistakes. The fear of being wrong and failing is, for many people, a stronger motivating drive than their desire to actually achieve success. All you have to do is look at how many people shy away from a challenge that could transform their life for the better not because of any real risk other than looking and feeling like a failure. I should note however these types of books are usually best combined with a solution. To potentially provoke pain and fear in people without offering them an alternative is not only cruel, but it's actually demotivating. This is why it's

important to point out mistakes for the sake of helping people do the right thing by giving them a positive alternative to focus on.

Unique Selling Proposition

Most books talk about what to do, not as many books talk about what not to do. This, initially, strikes the desire to avoid pain rather than focusing purely on gaining pleasure. Far fewer books take the 'avoid this' approach compared to the 'do this' approach. Remember though, these books are best done with a harmony of both.

Advantages

- Works for virtually any 'how-to' type of book. You can transform any advice into its negative side. "How to be happy" becomes "Things That Are Keeping You Miserable" or "7 Things You Must Stop Doing To Be Happy" etc.
- It's not as common and therefore attention grabbing. Far fewer books focus on the negative than the positive.

Challenges to Conquer

- **Finding a balance between positive and negative.** Personally, I don't like to potentially put people through pain by showing them how they're screwing up. However, I am absolutely committed to truth. If I see a mistake that will cost a person success, I will gladly point that out if they're open to it with the hope that they will get the lesson and face short-term pain to avoid more pain down the road. This is far easier when you can offer a constructive path. Otherwise, it just becomes criticism rather than positive feedback. Your role with this is to give them the things to avoid, and if it's not obvious, the things the reader can do instead. If you simply point out their failures without them having a sense of what else to do, you may end up with bad reviews.
- **Understanding the source of mistakes.** I will illustrate this with an example for authors. I can say it's a mistake to not get a good book cover. However, if my solution is to just say "get a good book cover," that's taking the easy way out as an author. I should understand *why* an author might not get a good book cover. Do they not see the value in it? Do they not realize there are affordable options? The more I understand this, the better I can convince them of an alternative. If I can demonstrate to them that a quality cover design can increase their royalties to more than make up for the cost of their investment, then most authors will happily stop settling for crappy covers. If I show them affordable resources they might not have known about, I am helping them take action on the solution. Get to the heart of why people make mistakes so you can offer them not only a solution, *but a solution they're happy to embrace.*

Ideal Author/Publisher Candidate

An advantage of these books is that any type of positive benefit can be flipped to its negative counterpart. 10 tips to lose weight becomes 10 reasons you're still gaining weight. 7 ways to sell more books becomes 7 reasons your books aren't selling. 20 motivation essentials becomes 20 things to avoid to keep your motivation high.

Not sure how this looks inside the book itself?

Here you go:

Tip 1: Use Intense Resistance Training *becomes* Mistake: Avoiding Heavy Weights

Way 1: Leverage Authorities *becomes* Mistake: You're Not Leveraging Authorities

Essential 1: Get Accountability *becomes* Mistake: Going At It Alone

See how that works?

Another ideal candidate is someone like myself who gets really pissed off when I see people unknowingly making mistakes. I hate seeing people do something that I know is going to cause them pain, disappointment, and/or failure. I want to be a messenger to say, "Hey! That's freakin' stupid! Do this instead!!"

If that sounds like you, you may enjoy writing these types of books as much as I do. 😊

Sample Book Description Structure

1. Introduce The Mistakes
2. Demonstrate Before/After
3. What To Do Instead (Solution)

Headline Options To Introduce The Mistakes

Could A Hidden Mistake Be Sabotaging Your (Desired Outcome)?

Could A Hidden Mistake Be Sabotaging Your Dog Training Efforts?

What You Must Avoid If You Want To (Benefit)

What You Must Avoid If You Want Men To Fall In Love With You

Are You Frustrated You Haven't Been Able To (Benefit)?

Are You Frustrated You Haven't Been Able To Quit Your Dead-end Job?

What No One Else Has The Courage To Tell You About (Topic)

What No One Else Has The Courage To Tell You About Starting Your Own Business

How I Was Screwing Up My Results With (Topic)... And Didn't Even Realize It

How I Was Totally Screwing Up My Weight Loss Efforts... And Didn't Even Realize It

I Thought I Was Doing Everything Right...

Simply go into the story here.

Headline Options To Demonstrate Before/After

Once You Overcome These Mistakes... You Will Be Able To (Benefit)

Once You Overcome The 7 Deadly Sins of Authorship, Nothing Will Hold You Back From Being A Bestseller

Once I Learned About These Mistakes... I Was Finally Able To (Benefit)

Once I Learned About These Mistakes... I Was Finally Able To Sell Over 1,213 Books In A Weekend

Luckily Someone Showed Me The Real Way

Luckily Someone Showed Me The Real Way To Permanent Fat Loss

After (Painful Consequences), I Finally Found The Path To (Benefit)

After I Wasted Over \$10,000 On Useless Courses, I Finally Found The Path To Financial Freedom

Headlines Offering What To Do Instead

What You Must Know To (Desired Outcome)

What You Must Know To Get A Girl's Phone Number

Avoid These Mistakes When You Discover...

Simply insert bullet points here...

Do (Topic) The Right Way

Do Book Promotions The Right Way

Bullet Point Templates

The deadliest mistakes that cost me (pain)

The 3 deadliest mistakes that cost me HUNDREDS of dollars each month when I first got started.

The stupidest thing you can do if you want (desired outcome)

The 7 stupidest things you can do if you want to be a great leader.

Why struggling (identity) (failure), and how you can (desired outcome)

Why struggling authors turn off potential readers before they've even had a chance to read their book... and how you can utilize simple psychological tactics that practically force browsers to purchase your book.

What you must NEVER do if you want (desired outcome)

What you must NEVER do on the first date if you want a serious relationship.

What you must NEVER do when (something common happens).

What you must NEVER do when your girlfriend asks if her butt looks big.

How to avoid THIS one killer mistake *thousands* of people make that NO amount of (What reader may be doing) will compensate for!

How to avoid **THIS** one killer mistake *thousands* of people make that NO amount of good content or marketing will ever compensate for!

How to avoid the common mistake that (undesired result)

How to avoid the common mistake that kills your sales conversions.

Questions For Closing The Sale

Ready To Do Things The Right Way?

Would You Rather Keep (Current Problem), Or Do You Want (Desired Solution)?

Would you rather keep trying to figure out why your books aren't selling, or do you want to finally get the step-by-step process that guarantees you'll have a bestselling book within 90 days?

Isn't It Time For The Smart Approach?

Sample Description (Taken From My Book Why Authors Fail)

Title

Why Authors Fail: 17 Mistakes Self-Published Authors Make That Sabotage Their Success And How To Avoid Them

Could A Hidden Mistake Be Sabotaging Your Success As An Author?

Becoming a massively successful self-published author isn't easy. Even just one missing link in an otherwise perfect plan can kill your results.

The easiest way to avoid these mistakes is to learn from those who have made the mistakes for you, found a way to overcome them, and can take you by the hand to show you the principles you need to follow to guarantee long-term success.

Can Anyone Become A Successful Author?

I was once a broke valet parker and struggling writer. Through years of study, experimentation, and a lot of mistakes, I eventually cracked the code to becoming a multiple #1 bestselling author.

My own experience combined with coaching students from all over the world has revealed the hidden mistakes most authors don't even realize they're making.

I hate seeing passionate authors missing out on their chance for success simply because no one took the time to share these insights.

I wanted to write the book I wish I had when I first started my journey of self-publishing that would have saved me endless headaches and frustration.

What All Authors Must Know

This is not strictly a book on marketing strategies, how to write a better book, or a technical guide to self-publishing. Instead, this book gives you what you *really* need to succeed - the real world principles all successful authors follow.

Inside you'll discover...

- Why struggling authors sabotage any chance of success before they write a single word... and how to virtually guarantee you'll have a bestselling book, before you even begin.

- Why struggling authors spend countless hours and hundreds of dollars publishing their dream book, only to find it gets lost among all the other self-published “wannabe” books... and how you can make sure your book stands out from the competition.
- Why struggling authors can have the best written book on a topic... but still fail to make it a best *selling* book.
- Why struggling authors often never get their book or series finished... and how you hack your motivation and creative inspiration to get your book done fast.
- Why struggling authors’ creativity can be what leads to their failure... and how you can combine one simple thing with creativity to give you an edge no one else has.
- Why struggling authors turn off potential readers before they’ve even had a chance to read their book... and how you can utilize simple psychological tactics that practically force browsers to purchase your book.
- Why struggling authors can’t create a long-term business... and how you can set things up from the start to ensure you’re thriving off of book sales for years to come.

You can either unknowingly make these mistakes and wonder why you're not seeing the results you want as an author, or you can learn from a #1 best selling author and publishing coach saving yourself countless hours and headaches.

After getting your copy of "Why Authors Fail," you'll never again have to worry you don't know what it takes to become the successful author you were meant to be.

Notes

As with most of my things, I follow closely the outline I’ve described while allowing room for some variation. I don’t spend too much time on the pain points. Instead, I quickly move to a personal story to add credibility which illustrates a simple before/after. Before I was broke and struggling, then I learned some things, and now I’m successful.

If you don’t have a personal story, you can always leverage third-party stories of people who’ve used the information and testimonials.

I also ask, “Can Anyone Become A Successful Author?” because I’ve been asked that. My honest answer is, “No. Not everyone can become successful because a lot of people just won’t do what it takes.” However, rather than using it to teach that point, I simply use it to transition into the idea that I was once a broke valet parker and now am a #1 bestselling author. This implies that the *potential* exists for many people to overcome their circumstances and perceived limitations. Overcoming current limitations is something I DO believe is possible for anyone.

Rather than posing this as a question, I simply made a statement: *You can either unknowingly make these mistakes and wonder why you're not seeing the results you want as an author, or you can learn from a #1 best selling author and publishing coach saving yourself countless hours and headaches.*

While this is arguably a false dichotomy if stated in a formal debate, it is powerful for reminding people that they can either make mistakes themselves or learn from someone else's mistakes. The desired course for most people would of course be to avoid mistakes themselves.

Formula 4: Novel Mechanism

Other Names: Unique Way To Get Results, An Unheard Of Means Of Getting Benefit

What Is A Novel Mechanism Book?

To understand what a novel (never heard before) mechanism is, you should first understand what a mechanism is. If you don't know already, please see my training on this in the foundational section. To recap, a mechanism is a means to an end.

Common examples include:

7. Tips
8. System
9. Blueprint
10. Formula
11. Strategies
12. Way

However, the more intriguing mechanisms would be something like, "Amazonian herb that melts fat." The herb in this case is the mechanism for fat loss. "7 words that make her fall in love with you." The mechanism here would be "7 words" that get the outcome of making someone fall in love.

A "novel" mechanism is something the world has never seen before. "[The 5 Love Languages](#)" is a novel mechanism. Before Gary Chapman's book, the idea of a "love language" wasn't something people had ever thought of. Although he didn't invent the underlying psychology, he gave a unique name to it.

"[Habit Stacking](#)" is a novel mechanism used by S.J. Scott. Was Steve the first guy to invent doing multiple small tasks in a single routine? Of course not. He was however the first to give it that special name which adds intrigue.

"[Mini Habits](#)" by Stephen Guise is an example of a variation on an existing idea. [Tiny Habits](#) was already a term used by BJ Fogg. That doesn't mean that Stephen wasn't able to put his own spin on it.

"Muscle Confusion," a term used by my friend Tony Horton in the P90X infomercials, refers to a concept that wasn't new - switching up the stimulus your muscles receive over a period of time. What the genius marketers did though was make sure to give it a special, never-heard-of-before name so that it becomes the "secret sauce" behind why the workout plan is so effective.

Real-Life Title Examples

[Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain](#) by Patrick Renovise

[Habit Stacking: 97 Small Life Changes That Take Five Minutes or Less](#) by S.J. Scott

[Mini Habits: Smaller Habits, Bigger Results](#) by Stephen Guise

[The 5 Love Languages: The Secret to Love that Lasts](#) by Gary Chapman

[Strengths Finder 2.0](#) by Tom Rath

[The 2kH Formula: How To Instantly Write At Least 2,000 Words PER HOUR](#) by Tim Castleman

[The Fat Smash Diet: The Last Diet You'll Ever Need](#) by Ian Smith

[The Food Babe Way: Break Free from the Hidden Toxins in Your Food and Lose Weight, Look Years Younger, and Get Healthy in Just 21 Days!](#) By Vani Hair

Note: Diet and fitness books often rely on the celebrity of the author to create a desire for their mechanism. Calling a book “The Food Babe Way” is only likely to work if you have some existing following or can create a following.

Made-Up Examples for Self-Publishers

The BookSave System: The Secret To Creating A Never Ending Stream Of Book Sales

Author Archetypes: Discovering Your Unique Strengths As An Author To Deliver What No One Else Can

Why Is This Type of Book Irresistible?

Anything with a mechanism increases believability. A person can say to themselves, I’ve tried things to improve my relationships, but I haven’t tried these “love languages.” I’ve tried to be more productive, but maybe I’ve failed because I didn’t use “habit stacking.” I’ve tried to get in shape, but maybe I hit a plateau because I wasn’t using “muscle confusion.” The mechanism adds believability to both the claim and possibly that the reader can follow through.

A *novel* name adds intrigue to the mechanism. A double whammy for incredibly powerful persuasion. The uniqueness that makes a reader stop and pay attention. The new mechanism helps in markets where people have become jaded and no longer think there’s a worthwhile solution. You increase believability in the claims while adding a sense of mystery. It’s even more powerful when the mechanism makes achieving the result seem easier.

It’s pretty hard not to have an irresistible book with this many combination of factors!

Unique Selling Proposition

While others may be talking about how to achieve the same result, no one else will have the same *means* to that result. At least, not using the same language. Remember you can make up new words/phrases for existing concepts. After all, there’s rarely anything new under the sun. For the sake of providing value to the customers however, you don’t want to give them what they already know. Be sure to add something of unique value even if that’s just a fresh and enlivening perspective.

Advantages

- The magic combination of curiosity with believability when balanced correctly. Very powerful and hard to compete against. This is why almost all infomercials have a saying like, “The Secret’s In The (Novel Mechanism)!” They know the power of this.
- Can turn ordinary mechanisms into a *novel* mechanism with a few tricks. For instance, “My 3 Magic Words to Overcome Overwhelm” can be transformed into a novel mechanism with a simple tweak. The three words are “Can I Just...?” So that now becomes “The CIJ Method To Effortlessly Overcome Overwhelm.” This works better for bullet points as it may be too vague

for titles/subtitles. [Alex Mandossian](#) said, and I'm paraphrasing, instead of the "ROI" strategy, I use the "COI" strategy that gets beginners to close high-end sales. He took a common acronym "ROI" (return on investment) and made up his own three letter phrase. Want to know what it stands for and why it makes all the difference? If so, you know the power of this information.

Challenges to Conquer

- **Curiosity vs. Confusion.** There's a fine line between something that is novel and makes you go, "That's interesting! I want to learn more!" vs. something that makes you go, "What the hell is that nonsense? I don't even want to waste my time." With book titles and subtitles, you want a mechanism that is relatively obvious. You might need to be educated on what mini habits or habit stacking is, but your mind doesn't have to stretch too far to figure out these are things that will help you develop good habits. Get too creative however, and you might lose the reader. More vague novel mechanisms can be used in a bullet point. Either way, be sure to illustrate the benefit of this mechanism. For instance, instead of saying, "Learn how to use skeptimonials," I would say, "Discover my skeptimonials strategy for creating the most sales inducing testimonials ever."
- **"You're just pulling this out of your ass!" objection.** You can get really clever making up mechanisms, but at some point it can become gimmicky. Make sure you have a valid explanation for how you "discovered" this. The backstory behind a mechanism can add believability to the mechanism. Remember, even if you didn't invent the concept, you can still add your own name to something and make it yours. Obviously don't rip off Trademarked or Patented things and seek proper legal advice for anything you do that is questionable.
- **Creativity.** Creativity is essential and it's not possible to use this (or anything else) as a purely "copy n paste" approach. However, not everyone is great at coming up with new things. It took me a bit of effort to come up with made-up examples when writing this. If creativity isn't your strong point, remember you can always chat with a clever friend and explain your idea. Then they can be the genius that gives you the name. Outsource your weaknesses if need be, but don't ignore the importance of coming up with something unique.

Ideal Author/Publisher Candidate

These books don't have to be that much different than a traditional how-to book. The biggest effort is in coming up with the unique name and how it works, and then the actual creation of the book is fairly standard. Those with a creative, innovative mind will favor this. Those who prefer to simply play it safe and follow traditional "seen it work before" models may shy away from this territory as it has a greater degree of risk. This is more of a win big or lose big quality to it. Fortunately, you can and ideally always would *test* and *survey* an idea before going through the effort of producing the content.

Sample Book Description Structure

1. Introduce Mechanism To Achieve Benefit
2. Explain Mechanism with Proof of Backstory
3. Demonstrate Benefits

Headline Options To Introduce Mechanism

Finally! A Better/Easier/Faster/Smarter Way To (Desired Outcome)

Finally! A Faster Way To Grow Your Business With Social Media.

The (Mechanism) Approach To (Desired Outcome)

The Micro-Habits Approach To Effortlessly Creating Permanent Healthy Habits

The Breakthrough (Mechanism) Method For (Desired Outcome)

The Breakthrough "SB3" Method For Losing That Last Bit Of Fat

Discover How To (Extraordinary Result) With (Mechanism)

Discover How To Triple Your Profit This Month With CustomerCreator 2.0

Is (Mechanism) Your Solution To (Problem)?

Are Author Archetypes Your Solution To Writer's Block?

Headline Options To Explain The Mechanism

A + B = Mechanism

Skeptic + Positive Testimonial = Skeptimonial

What Is (Mechanism)?

What Is A Skeptimonial?

How Does (Mechanism) Work?

How Does A Skeptimonial Work To Sell More Products?

Learn How (Mechanism) Will Change Your Life

Learn How Author Archetypes Will Forever Change How You Write

Bullet point Templates

Ways To Use (Mechanism) For (Desired Result)

101 ways to use micro-habits to improve your life today.

The Easiest/Fastest/Best Way To Get Started Using (Mechanism)

The fastest way to start using skeptimonials in your business.

Examples Using (Mechanism)

21 examples of micro-habits for every area of life.

The Strange Way You Can Use (Mechanism) For (Desired Outcome)

The unusual way you can use Author Archetypes to create profound rapport with any type of reader.

How To Turn (Normal Thing) Into A (Novel Mechanism)

How to turn any ordinary habit into a micro-habit.

Questions For Closing The Sale

Would You Like To Know More?

Want To See For Yourself How (Mechanism) Will Change Your Life?

Want to see for yourself how skeptimonials will improve your conversions?

Ready To Start Using (Mechanism)?

Ready to start your journey with micro-habits?

Sample Description (Made Up Book)

Title

Skeptimonials: Your Secret To Winning Over Customers And Competing In A Crowded Marketplace

Are Skeptimonials Your Solution To Skyrocketing Your Conversions?

You already know the power that testimonials have to increase your conversions. The problem is every other business is using raving testimonials to sell their products and services.

So what's going to give you the competitive advantage?

Clearly, you need more than just testimonials – you need the right *kind* of testimonials.

Not just great testimonials, but sales-skyrocketing testimonials that generate massive trust and desire in your prospects for your products or services.

In our search for the best type of testimonial, we found one stood head and shoulders above all the rest.

We call these skeptimonials, and once we introduced them into marketing campaigns, conversions more than doubled – every time!

What Is A Skeptimonial?

A skeptimonial is a testimonial from a highly skeptical user.

More than that, they convey how an initial skepticism was overcome after using your products or services in the testimonial.

While 'traditional' testimonials can be met with disbelief among a prospect, a skeptimonial builds trust with a prospect because they know this user isn't easily impressed.

Skeptical users actually become your biggest sales asset when prospects see how a doubter was turned into a believer.

Aren't you more likely to believe something after seeing a skeptic become convinced?

How Can I Started Using Skeptimonials?

Inside "Skeptimonials," you'll discover...

- Why a simple testimonial from a skeptic isn't enough, and the 3 essentials you need to unleash the power of a true "skeptimonial."

- How to get a user to leave you a “skeptimonial.”
- The best places to find skeptics for your products or services.
- 17 examples of testimonials that increased all our conversions by at least 37%.
- How to transform a traditional testimonial into a skeptimonial in a way that’s honest and ethical.
- 8 best ways to use skeptimonials in your marketing.

Want To See For Yourself How Skeptimonials Will Give You The Competitive Edge?

Buy your copy of “Skeptimonials” today and get the edge you’ve been missing.

Notes

Skeptimonials is a term I made up writing this when thinking about a very real thing – the combination of a skeptical person offering a positive testimonial. These are some of the most powerful testimonials out there. I also know there are particular tactics to strategically get these types of testimonials (as opposed to hoping they show up). So this is a book that I very well could create should I wish. However, I didn’t think of this book idea until *after* creating the formula and following it myself. Once again, a testament to the power of these formulas for generating irresistible book ideas.

Formula 5: Empathy (Enter The Conversation In Their Head)

Other Names: What You're Thinking, They Get/Understand Me, Personal Connection

What Is An Empathetic Book?

I'm using empathetic loosely here to describe two different phenomena. The first is when the title enters the conversation already in the target reader's head. This is by using a phrase they would be saying to themselves.

Some real examples include: "[Please Stop Laughing At Me.](#)" "[Why Does He Do That?](#)" "[Why Isn't My Brain Working?](#)" "[What Should I Do With My Life?](#)" "[I'm Too Young For This!](#)"

The second type of empathetic book is one that has a description that is based almost entirely around your own experience. The more you can relate to the target reader, the more connection and trust that's created.

Keep in mind, you'll ideally have connection no matter what type of book you write. You can use these "enter the conversation in their head" and "personal connect" approaches in any type of book you write.

Real-Life Title Examples

[Please Stop Laughing At Me: One Woman's Inspirational True Story](#) by Jodee Blanco

[Why Does He Do That?: Inside The Minds of Angry and Controlling Men](#) by Lundry Bancroft

[Why Isn't My Brain Working?](#) By Datis Kharrazian

[What Should I Do With My Life?: The True Story of People Who Answered The Ultimate Question](#) by Po Bronson

[I'm Too Young For This!: The Natural Hormone Solution To Enjoy Perimenopause](#) by Suzanne Somers

[You Mean I'm Not Lazy, Stupid or Crazy?!: The Classic Self-Help Book for Adults with Attention Deficit Disorder](#) by Kate Kelly and Peggy Ramundo

[Running Sucks!: Lose Pounds & Inches Using the Effortless Exercise Method, 5-Second Flat Belly Secret & 5-Minute Miracle Exercises](#) by Jennifer Jolan and Rich Bryda

[Are You The One For Me?: Knowing Who's Right And Avoiding Who's Wrong](#) by Barbara De Angelis

Made-Up Examples for Self-Publishers

Where The Hell Are My Readers?: Your Guide To Finding Your Following And Building Your Author Platform

Why Aren't My Books Selling?: 7 Essential Things Every Author Must Know To Stick To The Top Of The Charts

Book Marketing Sucks!: The *Hands-Free* Way To Get Your Book In Front Of Millions

Why Is This Type of Book Irresistible?

The reason why I consider these types of book titles to be my 'secret weapon' is because they *always* grab attention – at least when done right. Since getting someone's attention and having them check out your book may be the vast majority of that battle, you have a proven winner.

With regards to the description, people love success stories so long as it can be tied back into how you're going to reveal your secrets to the reader. This is a big reason why I can sell authorship trainings. I came from being a broke valet parker without much of any following and became a #1 bestseller in weight loss. My before/after and relatability of being a regular person added to the sales appeal.

Don't have your own story or are outsourcing? No biggie. You can always create empathy using a third party.

Ultimately, whether it's an empathetic title or description, we like and trust people we feel "get" us. When someone understands our problem and can possibly even explain what are problem is to us better than we can explain it ourselves, we put massive trust in this person – assuming they seem to have a solution.

Unique Selling Proposition

Not as many books use a "state what's in their heads" title. It has become my 'back pocket' titling method to use when I simply can't think of what makes a particular book unique. With regards to relating to the reader with your own story, no one can copy your unique story.

Advantages

- 'Conversation in their head' titles grab attention. They *instantly* resonate with a reader. This feeling of being understand gets translated into having more trust in you and your book's information.
- Facts tell, stories sell. Using a story based description, even if it's not your own story but a third-party, can engage the reader on an emotional level. Since selling is all about emotions, you have a winning formula so long as the reader gets how another person's trials turned to triumphs can help them.

Challenges to Conquer

- **For titles: Only so many common phrases you can come up with.** If a million people go out there and write a book called, "What's My Life's Purpose?" it's going to become saturated. Plus it's a cliché phrase to begin with. The key, like everything else, is to balance a commonly thought/spoken phrase with something that is unique enough to grab attention. This is where interesting words and even curse words come into play. "Where Are My Customers" doesn't stand out as much as "Where The *Hell* Are My Customers!?"

- **For descriptions: Creating a story that engages people emotionally.** You will see I offer less of a template for these types of descriptions because it's more about how you can create a unique story. There's an art to storytelling. I'm not the person to teach you it, I'm simply relaying the message. Some people intuitively or through training understand how to create a story that engages people's emotions and keeps them hanging onto every word. Others simply relay a bunch of facts which won't work well. The good news is like anything, you can learn and improve your storytelling. Keep in mind you don't have to tell your own personal story. You can use a third-party or hypothetical story to convey emotions. This makes it a feasible option even for outsourced books.
- **Relatability.** For an empathetic description to work, you need to share a story of someone like the target reader. A story about a 22 year old college man losing weight can be inspiring to many. However, not as much empathy is created when trying to reach middle-aged women as compared to a story of a middle-aged woman losing weight. When writing a book on business success for stay-at-home moms, a story about how a big guru businessman became even more successful doesn't create as much empathy for a stressed out stay-at-home mom trying to juggle her part-time at-home business while raising seven kids. Obviously, try to match the story to create a sense in the reader of, "I'm *just like* this person. If something worked for them, it will probably work for me!"

Ideal Author/Publisher Candidate

While it's important for any author to understand their audience, it is especially important when you're trying to connect with them. The ideal author/publisher needs to know exactly what the hopes and fears of their readers are. Empathetic descriptions are ideal for those who are better at telling stories than creating snippets of headlines and bullet points.

Sample Book Description Structure

1. Attention grabber
2. Before story
3. After story
4. How this helps reader

Title Options To Enter The Reader's Head

Why Is (Problem Happening)?

Why Won't This Weight Budge?

I (State Problem)

I Can't Just 'Forget About It'!

(Topic) Sucks!

Weight Loss Sucks!

Why/What/How Is...?

What Are Women Thinking!?

Creating A Great Before/After

Rather than offer an in-depth training on storytelling I'm not qualified to offer, I will share one technique I've found very powerful and use quite often. It is a three part process:

1. Before I learned this one thing...
2. After I learned this one thing...
3. And that one thing is...

Example:

I was broke, desperate, and nothing was working.

I had just come home from another marketing seminar I spent thousands of dollars to attend, only to go back to my crappy job and failing online business I could quite never get off the ground.

I said to myself, "What the hell... I'll give this self-publishing thing one more shot."

I don't know why.

I had failed every attempt before at making money with books and it was clearly a waste of time. No matter how many books I read or training courses I went through, nothing worked.

Then that all changes after I decided to do something radically different.

*What happened next **shouldn't** be possible...*

After applying one simple strategy, my newest book skyrocketed up the charts to #1 bestseller... in under 36 hours!

I was ecstatic!

How could something this simple, something that no one else was talking about, be so powerful?

Here I am, a broke, no-name author who is now sitting at the top of the bestseller charts outranking the world's greatest authors.

Can you imagine how freakin' awesome that feels?

All because of this one strategy I'm going to share with you...

I call it my "Irresistible Book Blueprint" method, and here's what it is...

Note: In place of "one thing" it could be "a lesson" "a strategy" "5 steps" "a novel mechanism" or whatever else. The idea being however you want to be somewhat vague about what that one thing is. It should wet the reader's appetite to be like, "What did they do!?" It's also helpful to ask readers questions like you're having a conversation with them. "Can you imagine...?" is a great one and often used in copywriting.

You can see a real example of me telling a shortened version of my personal self-publishing story here:

<http://ebookbestsellersecrets.com/product>

Here's another shorter example:

I had tried everything to get myself to stick with an exercise program, but sure enough I would quit after a few weeks. Maybe a few months if I was lucky.

I thought I was just unmotivated until a friend introduced me to the micro-habits method.

It was so frickin' simple I figure I had nothing to lose.

Fast forward 2 years, and I'm STILL sticking to my exercise routine!

All because of a simple micro-habit...

Note: This works because the reader may still be wondering, "What is a micro-habit?" You can then go on to explain it.

See Stephen Guise's [Mini Habits](#) as an example.

Here's an ultra-condensed example using a third-party:

*Before implementing one recommendation, Joe's best conversions were 11%. After he implemented one simple concept, he saw his sales and income more than **double...** shooting up to 24%! The one thing that made all the difference was using skeptimonials.*

Note: This type of short before/after blurb is great to include in almost any book description.

See an example in Tim Castleman's [8-Hour Bestseller](#) and [The 2kH Formula](#)

A 3rd party can be referring to anyone who's used this method. It can also refer to a research study.

For instance:

"Researchers took 314 college students and decided to do an interesting test on human motivation. Before the study students were struggling with (problem reader has). After researchers had the student do one thing, then (success story). The one thing the students who achieved 94% success instead of 17% success did differently was (thing your book offers)"

Remember, like almost all examples in this book, the previous example is made-up to illustrate a lesson. Don't actually make up a research study to try to sell books.

Sample Description (Made Up Book)

Title

Why Are People So Stupid? Your Survival Guide for Living In A World Full Of Idiots

Description

I wanted to punch him in the face...

My nightmare roommate was at it again, and I've had enough.

Whether it was not cleaning his dishes for two weeks straight in what must have been an attempt to create the world's biggest maggot colony, or unleashing a barrage of insults at me claiming it's "my fault" he has nothing to eat because I ate the last of the cereal – that I F#^KING bought – there was no end to his marathon of dumbassery.

Unfortunately, he was only one of the many idiots I would have to deal with each day.

I mean, have you seen the Darwin Awards???

How the hell are we supposed to live in the same world as these people?

Then an interesting thing happened...

I met a guy, who was actually pretty damn smart, who simply warmly smiled at my stories of frustration.

He was calm, centered, and never seemed to let anything get to him.

He had his life completely together and honestly I was a bit envious of this guy.

Finally I asked him, "Dude! How are you not pissed off when you see people being so stupid? How does it not bother you when people insult you even though you're right and they're wrong?"

He gave me the answer... but it wasn't what I expected.

He started talking about meditation, managing your emotions, changing your mindset, and other things I used to consider a bit too "woo woo" for my taste.

I've never been one for self-help, and I still think most of it is BS.

After all, I can't stand those happy all the time, the world is full of sunshine and rainbows, people who are *clearly* delusional.

To say I was skeptical is an understatement.

However... I decided to give it a shot.

I first started by applying his 'three daily practices,' and nothing else was the same since.

Rude people I'd run into? Didn't phase me...

Jackass insulting me for his own mistake? Applied one technique and HE started apologizing to me!
(Never had that happen before)

Coworkers chatting for three and a half hours about Kim Kardashian? No sweat... I can handle this.

I decided if what I learned worked for a (formerly) crass, cynical, and stubborn person like me, then the lessons I learned would be something that helps set some other people free from the pain of dealing with so much nonsense in this world.

So I created the guide I wish I had years ago.

Consider it your guide to living in this crazy world full of idiots.

Notes

While a weaker description due to it not being a true story, you can see how it would connect with very a crass and cynical person. I believe you can see how if someone has gone through similar experiences, they would connect with the writer's story and think, "I could be friends with this guy because I relate." If on the other hand, a person is nothing like the author, they would be very turned off. This is good! To

create connection means opening up about your feelings and taking a stand. This book would NOT appeal to a person that's a traditional self-help junkie, but it could reach a whole new audience of people who HATE self-help and think it's stupid.

Do you see the power of this? I spoke to where someone is at, not to where I think they should be. They're thinking "People are idiots!" Rather than trying to change their perspective right away, I'm implying, "Yes! People *are* idiots. Now as you read this book, you'll realize that the solution isn't to try to change everyone else in the world, but to change YOURSELF." I wouldn't literally say that. The idea is that's the process I would take them through. I could teach every single concept I teach in a regular personal development book, but use language that appeals to people who would be normally turned off by that. Clever, right?

Putting It All Together

Many irresistible books will combine elements of all five of these formulas, and even add in some new elements not talked about here.

It would be a mistake to think because you have a contrarian book that *every* headline, bullet point, and detail should talk about how this information is out of the ordinary. Instead, you'll have elements of all of these things.

For instance, my book "Why You're Stuck" has a title that could be vaguely considered a mistakes title.

Then I include several contrarian bullet points like:

- Why much of the great advice you've heard, especially from self-help and personal development gurus, may be the very thing that's keeping you stuck.
- Why looking to find your life's purpose is almost always going to backfire on you.
- Why the truth gets you stuck more often than lies, and what the "real" truth is when it comes to you becoming a master of your life.
- How being selfish can be the best thing for you and for the rest of the world.
- Why being stuck may be exactly what you need to make your next breakthrough.

That's five contrarian bullet points!

However, I also have things like:

- What the 6 things are that drive all of your behavior and how to tap into them to reprogram any thought or habit on a neurological level.

Mechanism bullet point.

- What the most common fear is that holds people back, and why you'll never overcome it until you understand this *one simple thing*.

Something to avoid (mistake) bullet point.

- How to get whatever you want even if you're stressed out, busy, or have a million excuses.

Benefit (even if you have obstacles) bullet point.

Don't limit yourself to a single formula all throughout a book. While you may have a core 'theme' that runs throughout your book, you can still use a variety of methods for creating interest.

See the video for more details.

Bonus: A Few Noteworthy Non-Fiction Authors To Study

[Derek Doepker](#)

[Steve "S.J." Scott](#)

[Tom Corson-Knowles](#)

[Michael Matthews](#)

[Jenniferolan](#)

[Hal Elrod](#)

[Patrick King](#)

[Joey Lott](#)

[Lise Cartwright](#)

[Akash Karia](#)

[Harshajyoti Das](#)

[Nick Loper](#)

[Mark Sisson](#)

[Drew Canole](#)

Bonus: Transition Templates

Headlines Preceding Bullet Points:

When You Read (Book Title), You'll Discover...

After You Read (Book Title), You'll Be Able To...

Do You Wish You Knew...

Headlines Preceding Testimonials:

Readers Of (Book Title) Have Said...

Praise For (Book Title)

Reader Testimonials

Bonus: Bullet Point Templates

How to use the best strategy ever for (desired result)

How to use The Best Strategy Ever for skyrocketing your book to #1 status. This gets your book in front of thousands of *targeted* customers, on auto-pilot, 100% FREE!

tricks that will (benefit)

5 Psychological tricks that will FORCE people to notice your book.

How to (extraordinary result) by (means)

How to go into the most competitive niches and dominate by following my simple formula for innovation.

How to (result) without (things people don't like or have)

How to become a #1 bestseller without spending a dime on advertising or wasting countless hours on promotions.

How to (result) even if (common obstacles)

How to become a #1 bestseller even if you have no following, no money, and don't know the first thing about writing books.

How # things leads to (desired result)

How 3 easy things leads to at least a 217% increase in sales.

What I've found to be the hands-down most effective way to (desired result)

- What I've found to be the hands-down most effective way to hit the top of the bestseller charts... and stay there!

Bonus: 5 Noteworthy Descriptions To Study

The Curiosity Questions – Make Them Say ‘Yes’

[50 Fitness Tips You Wish You Knew](#) by Derek Doepker

There are several powerful methods of persuasion I use in this description. First of all, I get the reader answering 17 questions with “yes.” While this won’t work for every book, it creates a hypnotic effect. Have you noticed how sometimes I incorporate questions into my writing? Did you see how I just did that right now? And there? All of these questions that get you nodding in agreement make a person trust you. You can occasionally throw in a question the reader says “yes” to in order to have them buy into what you’re offering.

I also use specificity. Tip #16 reveals... is a way to give them specific numbers.

There’s a sense that there’s something for everyone. This creates excitement because a person feels they can jump right to that tip when they get the book and read more about what interests them.

The Personal Story – Novel Mechanism Title

[Mini Habits: Smaller Habits, Bigger Results](#) by Stephen Guise

Pay attention to how Stephen calls attention to his target audience, then goes right into his personal story. He provides proof for the mechanism and explains what it is. While he rarely talks directly to the reader about how they will benefit, it is clear from the description a reader can get similar results using the method.

Personal Story Plus Toned-Down Claims

[Internet Business Shortcuts: Make Decent Money Online without Taking Years to Get There](#) by Buck Flogging

This book description uses personality and humor, a personal narrative that draws the reader in, and promises to help them make “decent” money online. In a world of hyped-up claims, this book title and description reads like a breath of fresh air. It offers hope to make a living with an online business, but without overly inflated claims that elicit skepticism. It also touches on something very powerful – learning from the experience and mistakes of others so you don’t make them yourself. Another powerful thing is the, “If I had to start all over again, THIS is what I’d do.” The description starts by talking to reader using phrases like, “do you want?” Then it goes into a 1st person story for almost the rest of it. This is a great way to stand apart in a competitive marketplace.

The Method Of Authorities as Proof of Concept

[Book Launch: How to Write, Market & Publish Your First Bestseller in Three Months or Less AND Use it to Start and Grow a Six Figure Business](#) by Chandler Bolt and James Roper

They reference very famous celebrities and authorities like Oprah and Tim Ferriss, then talk about how you’ll get their same model they use for launching *your* book. This is a perfect example of a “Formula 2: Insights From An Authority” approach seamlessly woven into their description. Even if you’ve never

heard of Chandler or James, you feel a sense of believability because they're sharing the same methods used by big names.

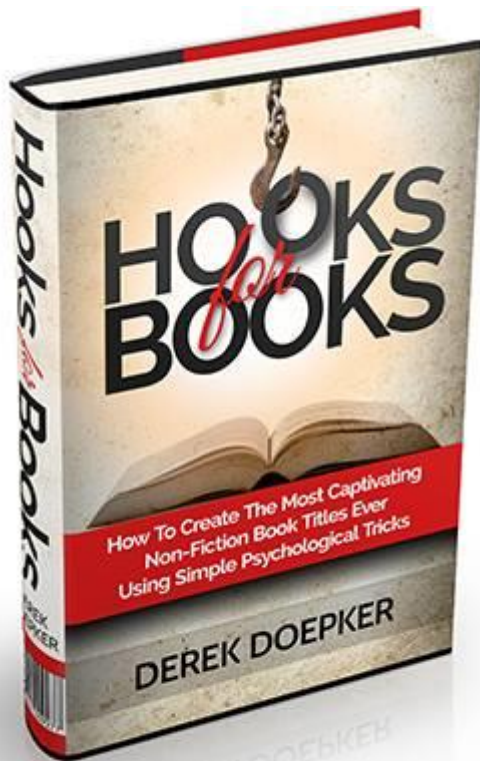
The Method of Authorities as Proof of Concept

[How to Deliver a Great TED Talk: Presentation Secrets of the World's Best Speakers](#) by Akash Karia

The key selling point here is that it's based on analysis of the best Ted talks. While Akash is a successful speaker which adds to his credibility, he leverages the power of authorities. "If it's good enough for the best Ted talks, it's good enough for me" is the feeling that's created. At the end, he goes into a big list of very captivating bullet points.

Other Things You Need For Your Success

[Hooks For Books: How To Create The Most Captivating Non-Fiction Book Titles Ever](#)



[Kindle Bestseller Secrets Training Course: How I Went From A Broke Valet Parker To Making Over \\$5,383 In 11 Days From A Single Kindle Book](#)



How I Get A Competitive Edge

Ongoing Education With Podcasts

[Self-Publishing Questions Podcast](#) – Steve Scott’s podcast.

[Publish Position Profit](#) – John Tighe’s podcast

[Publishing Profits Podcast](#) – Tom Corson-Knowles’ podcast

[Sell More Books Show Podcast](#) – Jim Kukral and Bryan Cohen’s podcast

Brain Training

[iAwake Audio Tracks](#) – Most of my writing and creative work is done using one of their Neural Charger tracks. I’m a big believer in meditation. I don’t normally share this stuff with authors, however I know it’s helped me quite a bit so I figure I’d hook you up with a free track. **Full disclosure.** It IS an affiliate link if you get any of their other stuff.

[Brain Workshop](#) – Does it help me write better or sell more books? I don’t know. But it’s been proven to help raise fluid intelligence so maybe that’s why I’m such a smarty pants and can figure this stuff out. It’s totally free so I’m leaving a link here for those that enjoy this stuff.

Love This Product or Have Questions?

I'd love to hear your feedback! Shoot me a message at info@ebookbestsellersecrets.com

Also, let me know if you enjoyed one of my made-up books. If you really like it (or even feel you could write that book), let me know and we'll talk. 😊

To your publishing success!

Derek Doepker – Your Friend in Self-Publishing

