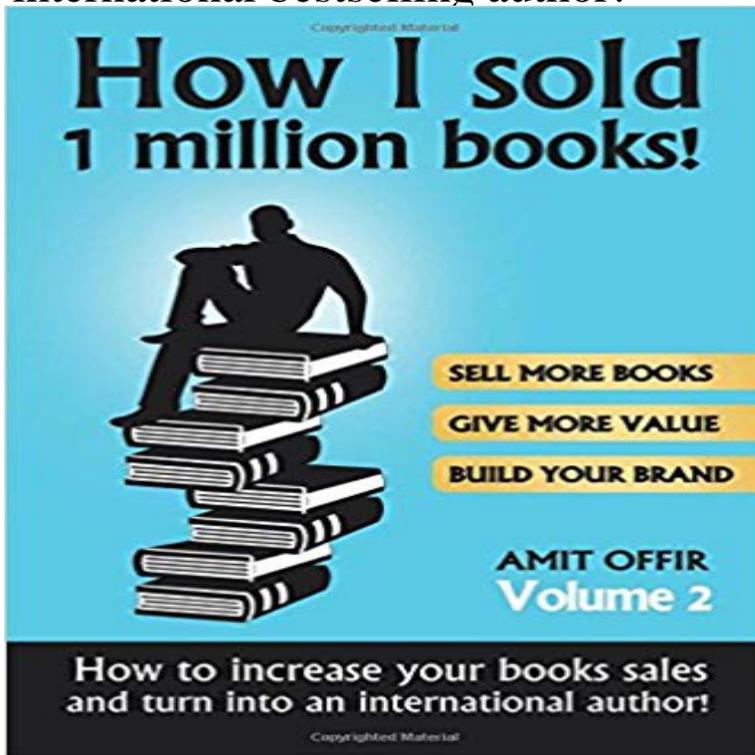


# How I sold 1 million books!: How to increase your sales and turn into an international bestselling author!



Why did I write the book? Over the years many people approached me and asked for me to help them in writing books and selling them. After talking with authors, experts in different fields and publishers, I understood that there is a large gap between the knowledge of a professional in the book industry and the basic misunderstanding of a fresh author that dreams about publishing his book, and is willing to pay a high price for it. The fresh author would have not paid such a high price if he had studied the subject and not just signed any contract with the publisher. The publisher knows that in most cases the cost of publishing a book will never be returned to the author, because the author has no knowledge about selling books, the publishers rely on their expertise, knowing that it is almost impossible to earn money by selling the books and it is a lot easier to get paid by the author and not just the sales. This is how the publishers started to convince the authors, saying that making profits from the books should not their main goal, but that the author usually is searching for the authority and putting their personal seal. With time the publishers started to convince the authors that this is the right method instead of looking for other ways in which the authors could earn money from their books, in addition to all the other benefits that a book can offer its author. As a creator and someone whose main interest is to earn a decent living from my creation, I tried to harness my creative thinking in developing methods and technics to increase my books sales. Over the years I began to share the correct and desirable methods that I discovered with authors and publishers that wanted to leave the circle of excuses and enter the circle of successes. In this book I collected the best of my notes to help as many people as possible to spread their knowledge around the world, maybe even change the world. If you are holding this book in your hands I

gather that you want to learn how to progress and advance further in your career and in business. I appreciate you for this and it is immaterial how much knowledge and experience you have managed to acquire until now. One of the things you have probably already figured out is that the ability to learn is a virtue associated with successful people. Without the ability to learn ability mankind would not have survived at all and we would have probably already been extinct millions years ago. This ability to explore and develop led mankind to unprecedented records that were broken time after time by using creative thinking, belief, research, courage and initiative. Without these qualities we would not have come to fly to the moon, to invent the light bulb and to communicate with someone on the other side of the globe. As social creatures, the desire to help each other and assist by using the knowledge we have accumulated is apparently ingrained in us, in the same way as a father desires to save his son from the mistakes that he himself has experienced. On the other hand, the desire to learn and develop is ingrained also in people without experience who are constantly busy with the attempt to prove that they are the ones who will succeed where others have been wrong and failed. These two sides of the coin are the forces that to my mind cause evolution to occur. Here is some advice that will help you to make the best of the book and to use it effectively. That is what you have come to learn, so why not start being effective already at the start of using this book? In the book you will learn methods and techniques that will help you to sell more. The best way to use it is by reading each method separately, highlight the parts with a highlighter and write down comments and insights while reading. If reading the book brings a good idea to your mind, write it in your notebook and return to it later on.

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