



SEPTEMBER 2011 NEWSLETTER WRITERS TIPS

Writers Tip

Here's some interesting information about the factors that affect people's decision to buy a book. Remember, too, that readers don't recommend a book that isn't well written, and they certainly don't read another book by that author. As you can see, those are the two biggest influences on buyers. So make sure your book is the best it can be!!

Friend's Recommendation - 49%

Familiarity with Author – 45%

Description on Jacket – 32%

Reviews – 22%

Advertisement – 21%

Place on Best-seller List – 17%

Reading Group Pick – 16%

Cover Design – 12%

Source: Spier N.Y. (Based on responses from 813 readers, as noted in Publisher's Weekly and quoted in Joe Watt's column in The Denver Post.)