



WHAT IF I DON'T KNOW THE VALUE OF MY BOOK?

BY ROB EAGAR

***Bonus article based on Rob Eagar's [Sell Your Book Like Wildfire](http://bookwildfire.com)
(bookwildfire.com)*

Some writers may find themselves thinking, “But, I don’t know if my book creates results for people. I’ve never stopped to ask readers if my material was helpful to them. I just felt a desire to write a book, so I did it.”

If this situation describes you, I suggest you start asking readers for testimonials or put together some focus groups. You need honest feedback to know if your book provides solutions (nonfiction), entertainment (fiction), or insight (both) that people actually appreciate. Writing a book without understanding your value is like driving a car without ever putting it into forward gear. You’re stuck in neutral going nowhere.

On the other hand, maybe you don’t know your book’s value, but it happens to be selling reasonably well. That’s because the public discovered its value and responded to it. But that’s not the public’s responsibility—it’s the author’s job to get that message out. Imagine how many more books you would sell if you understood your book’s value and proactively used it

in all of your marketing materials. You could create momentum that leads to exponential growth.

Ignoring the need to clarify your value is like a new restaurant ignoring the need to taste test its recipes. The owner hopes his food is good, but he never lets potential customers try it to see if they actually like it. A restaurant with that mentality won't stay in business for very long. Likewise, a book usually struggles to sell when the author is clueless about its value. Do you know the value of your book?