

## Secrets of writing and selling books



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Jasmin Hajro



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First english edition

“This was a videobook  
before it became a paperback and ebook.”

“It will be an really easy read,  
because I write it like I tell (talk) it”

hey  
how are you doing ?

This is Jasmin Hajro here  
from Doetinchem, in the Netherlands.

And...

I am making another project..

and this one is about..

my newest undertaking..

that I have finished most recently..

this weekend.

I've written it in dutch and published it in dutch.

I still have to translate it into english..

But if I translate the title..

it would be :

the Ultimate Winning Strategy, for writers..

so for authors.

And in ..

well by now I've written 24 books

and I've translated also 11 into english.

I've selfpublished them with multiple companies..

so now they're available in 190 countries worldwide..

And I've earned E 381,- euros in royalties by now

well, actually a bit more

this months royalties still have to be paid out.

Well anyway..

I have donated most of that money to various charities.

And that was in a period of about 9 months..

and we can speak of a small success

in being an author.

And the videobook that I made last weekend  
is about how I have created that small success  
and how you can do that too...  
and how you can then repeat it  
and enlarge it.

Because if you have done something once..  
you can do it a second time..  
Just repeat what you did.  
And you can also look for ways to enlarge it  
That is what my newest book is about.

My main work, my main business is selling greetingcards door to door, on behalf of  
establishment Hajro, which I have founded, in 2015.

The bookwriting is like my second business  
a side thing that I do.

For the recording of the videobook  
I've added another lamp  
so the screen is whiter and better visible,  
I also did my best to look into the camera more.

Because I've selfpublished my books with several companies...  
I do that to reach more people  
and make them available in more stores worldwide.

And with some of them you get..  
when you publish your books you get some tools..  
like links and of those prewritten messages  
that you can share on your website, blog and social media. And via email.  
And a press release that you can send to your local  
newspapers and other local media.

And I've done that of course ..  
maybe once , twice, three times or so..  
But they haven't used my press releases to write articles...As far as I know anyway.

And if you would like to have paid articles

or advertorials (couldn't remember the word in the videobook)

But anyway, if you want to have these paid articles  
in the newspaper, you pay E 88,- euros for a quarter of a page.

Because of that and some other reasons..

I've started my own little newspaper..

I've published it, and we are distributing the first edition of it.

But my point is..

if you also have these premade press releases..

and send them to the local newspapers...

and other media..

And you're not getting in the newspaper

and you want to be interviewed

and it doesn't happen.

Find someone that you know

who has an interest in your work and what you do, and they can interview you...

And you can share that interview..

on your website and blog and on your social media.

It won't be labeled an official interview

but who cares ?

Your goal is to get yourself and your book in front of people who like reading books.

That's an possibility for you that you can do.

And if you want to be frontpage news

as often as you want to be...

you can always also start your own newspaper.

So that's also a possibility for you.

Because the book is in dutch and I then hadn't translated it into english...I will share  
the main points with you.

If you are bright, grab a paper and pen or pencil, to make some notes.

After the main points..

I would like to share this interview that I did

with someone that I know..

I asked him..

He had some questions and I answered them...

they're all about writing.