

Optimizing Kindle Sales Pages

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This report has been written to provide information to help you create better product descriptions and book listing pages for your Kindle Direct Publishing books. Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on Internet marketing and technology only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of Internet marketing information.

The purpose of this report is to educate. The author and publisher does not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this report.

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Kindle Sales Pages vs Traditional Sales Page

Traditional sales pages are made up of some common elements, and we'll see how we can apply these elements to a Kindle Sales Page for our books as well.

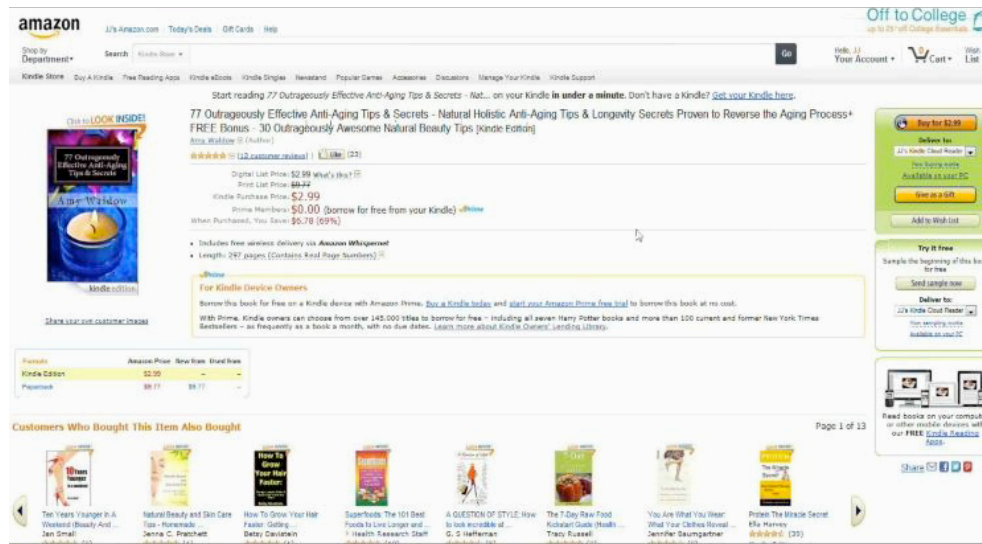
Some of the traditional elements of a sales page are:

- Title/Heading
- Subheaders
- Proof Elements
- Bulleted Lists
- Relevant Images
- "How Do I Get It" language
- Purchase Section
- Guarantee
- Mini-bio of Sellers



You can see a sample sales letter page at: <http://www.fiverrfactory.com>

Now here is a sales page for a kindle book:



You'll notice that there are a lot of similarities, and in fact most of the above elements are also going to appear on the Kindle sales page.

The title of the book serves as a heading, different sections are differentiated by subheads, customer reviews serve as proof elements, the cover is a very relevant image, there are multiple calls to action for purchasing a kindle version if you have a Kindle

already and directions for how to get Kindle if you don't, the buy button is basically a direct correlation, and Amazon doesn't need to flaunt the guarantee because it is implied for all of their products by virtue of the fact that Amazon is one of if not *the* most trusted store, both online and offline.

Noticing the similarities can help you craft a better sales letter, but knowing the importance of the differences between a kindle page and a traditional sales letter can make a big difference in how profitable your book ultimately will be.

Your Book's Cover

Your book's first impression is going to be made by it's cover. That will be the first thing that your customers are going to see and it is going to have the largest impact on what your potential customers think about you and your ebook.

You only have about 2 seconds to grab the attention of a browser so that you can potentially turn them into a customer. Your cover's job is to grab them by the eyeballs and then guide them through to your book listing.

This is each browser's first impression of your book and you don't want it to be their only impression of your book. Many times a user will see your book *apart* from your book listing while running a search or browsing through best seller lists or Amazon "suggested reading" emails.

You don't need to be a professional designer.

Having a good cover doesn't mean that you need to be a professional designer. Even if you *are* a skilled designer, you don't want to be designing your book cover by yourself.

You should always start out by seeing what books are already selling. Certain types of book covers work better for some types of books but will not necessarily work in another category. Also take a look at the beautiful covers that can be found at the [Book Cover Archive](#), which we'll cover in more detail later.

Once you've seen covers that are already selling, you can use that as a starting point for your own cover. You can duplicate what they've done, spin off in your own direction, and otherwise make it work for your title. Obviously, you aren't going to copy it exactly, but you can still use it as a model so that you'll have a proven template to work off of.

When creating the actual title, you probably shouldn't do it yourself but if you are there are some tools that can make it easier, such as:

- [The CreateSpace Cover Design Tool](#)
- ["Done For You" Book Cover Templates](#)

Most of the time, you'll probably just want to outsource the work to somebody that can do a better job than you can. It doesn't have to be expensive.

You can find affordable cover designers at [ODesk](#), [eLance](#), and [Fiverr](#). You can get some good quality book covers done for between \$5 and \$50, and we typically pay about \$20 for our cover designs. Our favorite place to outsource this work is at ODesk.

If you *do* outsource your work and expect to get good results for as low as \$20, you are going to want to give your designers *very* specific instructions. You should include:

1. Title
2. Subtitle
3. Author Name
4. Template/Model
5. Images to include
6. Fonts
7. Colors

By being specific up front, you'll get your work back faster, it will be easier for your designer, and you don't run the risk of the person not returning your work for you or refusing to work with you in the future because you don't have your act together.

Remember, you don't want to reinvent the wheel. Stand the shoulders of giants, namely those who have already found covers that work and those that have better design skills than yourself. The quality of your book covers will be evident.

Make sure that your title is visible when choosing your font, font size, color and contrast. If your title can't be read as part of a tiny image, it won't be effective at getting browsers to visit your book listing page. Large titles that stand out from background images and are sharp and vibrant will be much more appealing on your book cover. It may also be worth looking into what different colors mean to people because you can help affect somebody's mood or emotions solely by which colors you choose to feature on your cover.

Use social proof, especially if your book cracks the top 100 on Amazon. If you have gotten onto *any* of the Amazon Best Seller lists, then get an Amazon Best Seller seal and slap that onto the cover of your book. People will think that it *must* be an extra-special book just because it has the seal on it, and they'll be right. (Obviously, if your book hasn't cracked the top 100 yet, then *don't* use the seal as that would be unethical. There's no need to be dishonest when it is relatively easy to get onto some of the best seller lists.) There are some sample seals that you can use included in this course, and once you've gone through this training you will be able to crack the top 100 in your chosen category so be sure to leave a little room in your design for the seal once you're book can use one.

Let your design "breathe" - by that, remember that very often, less is more. Don't overload your cover with text and be sure to leave some blank areas known as *whitespace* that can help separate the visual elements. In fact, white backgrounds can work quite well and help your cover "pop", but if you do use white then outline it in black so that it will separate itself from the page background on Amazon.

The last cover recommendation that we have is to let an awesome image tell a story. Your cover could be a single image with text overlaid on it, but it should be something that grabs your reader's attention and holds their interest so they'll click through to your book's sales page.

Your Book's Title

The title of your book is the same thing as the headline of a traditional sales page.

Crafting the perfect title for your book doesn't need to be difficult, but there are a few things that you should bear in mind.

First, always consider the benefits to your reader. For fiction, the main benefit is the entertainment value, and while that's important for non-fiction as well you should think about what your reader is going to get out of reading your book, and ideally what the result of that benefit is going to be.

Remember the difference between features and benefits. A feature is something *about* your book; the benefit is how that something *helps* the reader as a result of that feature.

Your title should be completely self-descriptive. Consider starting your title with "How To" and/or using modifiers such as "so that you" or "because" within the title. Think more about the emotional level and not the dry "factual" level.

Be direct with your title; don't try to be cute. A cute title only makes sense if you've already read the book and won't help your book find its ideal audience.

It's okay to have a long title if that's what it takes to accurately describe your book. Make it as simple as possible and no simpler. You don't need to cram your entire title onto the book cover, so it's okay to have a long title without having to make your cover look like garbage by filling every available space just to fit the title in.

Your title should also include appropriate keywords to make it easier for your books to be found. Use Amazon's "type-ahead" feature to see what people are searching for by typing a keyword into Amazon's search bar and seeing what the drop-down lists as potential options that you might be searching for. Include categories in your title to help focus your audience so that they'll be more likely to choose your book over other options that aren't as focused.

Above all, you want your title to sound good and make sense. The readers of your book are real people performing real searches and if you just try to cram keywords into the title then it isn't going to make sense and you will lose out an opportunity to turn a browser into a buyer.

If you are writing fiction books, think of titles that are provocative and visual. Your title should be very physical.

For example, "50 Shades of Gray" or "The Hunger Games" help paint a picture in your mind even if you don't know exactly what they are referring to until you read the book, which will help get a browser to click on your book to look through your sales page.

Amazon's “Look Inside” Feature

Amazon allows customers to browse through a book using the Look Inside feature. What this means is that a customer can look at the cover, the table of contents, and some random pages throughout your book so they can get an idea if it is something that they will want to buy or not.

Be sure that your book includes a good copy of your cover; some customers will click on the Look Inside feature just to see a more detailed version of your cover than what they can see in thumbnails in the search or main book listing page.

Another popular feature is to check and see if you have a clickable table of contents for your book or not. This will help flesh out what your reader can expect to get if they purchase your book and having a clickable table of contents is a basic usability feature that will make it easier to read your book. It is one of the basic features of maintaining your customer's satisfaction.

Another basic usability feature of your book is to have decent formatting for the Kindle, which may not be the same as you would use in a print book. If your formatting makes it more difficult for a reader to get through your book, it doesn't matter how good the content is. A review that says, "This book is great, but the formatting is no good" will prevent people from buying your book even if your reviewer gives you 4 or 5 stars. Not only can it help kill sales up front but can also lead to refunds.

A less important but nice feature is to include some images that help support everything else inside the book as well.

If you don't know how to create a well formatted book, or just want to save a lot of time, then take a look at the WordCrusher formatting software that you can plug into Microsoft Word on Windows PCs.

<http://wordcrusher.com>

Pricing Your Book

With the advent of iTunes, customers have gotten used to having quick and easy access to digital media for 99 cents, not just with music but also with their eBooks. This has carried over to the Kindle marketplace as well.

Lower prices don't necessarily have to mean a lower net profit, though, and you can manage your book's price in such a way as to maximize both your exposure and your profits.

There are two levels of royalties available to you as a Kindle Publisher. Any books published between \$2.99 and \$9.99 will earn you a 70% royalty minus the delivery costs. If you price your book above or below that threshold, then you will earn a 35% royalty instead.

There are strategic reasons that you might want to sell a budget book (less than \$2.99) or a premium priced book (\$2.99 and above.)

For budget priced books, you should just price them at 99 cents. It is very rare to see anything priced between \$1.00 and \$2.98 because 99 cents is the minimum you can sell for and if you aren't going to sell at the minimum you might as well just set it to \$2.99.

When would you want to price your book at the minimum, though? The best time to price it that low is when you are a new author or if you are launching a new book so that you can get an initial sales push and get your first reviews. Theoretically, a 99 cent book is going to drive more sales than a premium priced book which can help you establish your early sales rank, raising the volume of your sales while simultaneously ensuring that as many eyeballs as possible see it.

Offering a budget book can also help you stay or become competitive in your niche and help you optimize your total sales volume through promotion of your other books, lead generation or offers on other sites than Amazon.

Budget priced books should be at 99 cents, and will help you with volume and should make for an easier buying decision than a premium priced book. If you add them to KDP Select, you can still make around \$2 for every borrow. Once your book has some history and rankings, you can always raise the price later.

For premium priced books, you will be pricing your book at anything over \$2.99. The largest advantage of a premium pricing on your book is the higher royalties for every sale, especially if you keep the price at \$9.99 or less so that you qualify for the 70% commission levels. If you're book is selling well, you can try raising the price slowly to see how high you can price it before it starts to impact your sales.

Premium priced books are best for specialized niches which can command higher prices, or for established authors that already have large platforms and can sell solely on the power of their name.

You may also want to consider a premium price for your book if you are adding to the perceived value of a physical edition of the book such as the paperback version or if you are giving copies away through a squeeze page. It can also help qualify leads for high ticket back-end products and services. Higher prices mean authority and can help you sell consulting or other services. You can always sell a lot of copies and get reviews at a low price and then raise the price later.

One of the things that you can do is to optimize your revenues with dynamic pricing by changing your price between budget and premium pricing models. This allows you to take advantage of best seller rankings to get a higher royalty or to improve the rankings of your book when it has slipped down the best seller lists a little. When you are trying to get a better sales rank, set a budget price on your book, and once it gets there and is put in front of a lot of users, raise the price to a premium so that you maximize your royalties. You won't make quite as many sales, which will lead to dropping down the best seller lists, but then you just lower the price again to a budget price.

Your Author Page

There are a certain number of people who will want to check you out to learn more about you. That might be because they want to see if you are legitimate before they purchase your book, or it may be because they enjoyed your book and want to see what else you have available.

The first thing to do is to create a bio page through Author Central and integrate your twitter feed and link to your author blog if you have one. This can help you build your own list of customers apart from Amazon which can provide an audience that is already a fan of yours to help jumpstart new book sales and reviews.

You can also include a video on your page which will help your readers get a better sense of who you are and connect at a more emotional level.

Your author page also provides a convenient place to link to at Amazon when you want to promote your books but don't want to link to a specific book. You have so much more control on your author page than you would in a search results page and don't run the risk of missing a sale because you linked to a book people have already bought as they'll be able to see your books organized by topic, series or category.

You can also interact with your readers there by posting questions and discussions and promoting live events that you plan on attending.

You can manage all of your information in one place from your Author Central account, and there will be supplemental training available that covers your Author Central account in detail.

Log into Author Central here: <https://authorcentral.amazon.com>

Optimizing Links

Amazon book listings contain a huge number of links to other pages, and the vast majority of those links are internal links to other pages and products on the site. Getting as many of these links pointing to your books as possible can provide a huge benefit in terms of the number of eyeballs that see your book listing and ultimately the number of sales that you can make.

The best links that you can get appear in the "Customers Who Bought" module which shows other books that were bought by users that bought similar books.

There are really only 2 ways that you can get your book to appear in this section:

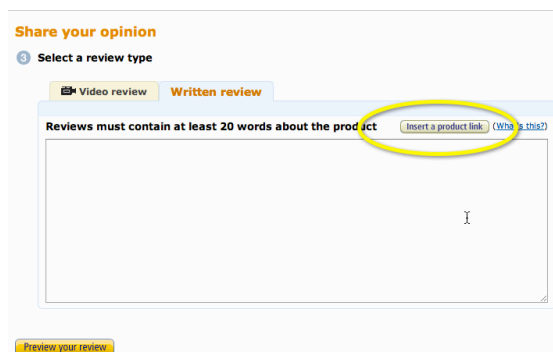
1. Verified purchases
2. Downloads through KDP Select

If a customer buys your book and then buys another book within a certain time frame (which can change as Amazon tests different algorithms) then there is a chance that your book will appear on the other book's listing. If a number of customers buy your book and another book, then it is much more likely that Amazon is going to try to cross-sell your book for you from that other book's listing.

You can also get your books downloaded through KDP Select, both through the lending library or through free promotions that you can run for up to 5 days for each 90 day period that you enroll your book.

The more links that you can create, the more potential traffic to your book that you can get from a related title.

A sneaky way to hijack somebody's sales page is to find related books to the one that you want to promote, purchase it, and then leave an honest review and link to your own book using Amazon's built in product links. You don't want to abuse this feature, but you should take advantage of it whenever you can.



For example, here's a sample review that I might have left and a potential signature that I could sign off:



Book Description

Your book description is equivalent to the body material of a traditional sales letter. This is where you flesh out your offer and a good description can really set you apart from your competition.

The formatting of your description is just as important as what you say in your description. Here are a couple of screenshots, both from the same author, that really show the difference a well formatted description:

Book Writing Made Simple (Vol. 2) How One Question Can Eliminate Your Greatest Obstacle To Writing Your Book (Book Writing Made Simple Series) (Paperback) **Kalinda Rose Stevenson** (Author)

Be the first to review this item (0)

Digital List Price: ~~\$6.44~~ What's this? Kindle Price: \$0.00 Includes free wireless delivery via **Amazon Whispernet** You Save: \$6.44 (100%)

Length: 35 pages (estimated) Don't have a Kindle? [Get your Kindle here](#)

Book Description
Publication Date: **August 17, 2012**

What Is Your Greatest Obstacle To Writing Your Book?

A lot of people think about writing a book someday. Some people sit down and start doing it. A few people actually finish their books. Some people can write books just about as easily as they can write out grocery lists. They sit down and do it. No problem. These are the other people who want to write books run into obstacle after obstacle. You might be one of them. You agonize over writing your book. You experience a wide range of writing problems. You can't figure out how to get demoralized. You might even experience that old bogaboo called writer's block. If you recognize yourself in this category, this book is for you. Why is writing a book so frustrating and so difficult for many would-be authors? Is it choosing the right topic? Is it finding out what your potential readers want? Is it your ability to outline your book? Is it finding your unique voice? **Unfinished Books** In my earlier years, I started several books but didn't finish them. Those unfinished book projects are stashed away in filing cabinets and on my shelves. I had an abundance of ideas and the capacity to produce a copious amount of words. However, abundant ideas and copious words are not enough. All the while, I was reading books about writing. The more books I read, the more confused I got. With all of that effort, and despite reading shelf-loads of writing books, I didn't finish any of the books I was attempting to write in those years. The method in **Book Writing Made Simple Series**, starting with **Book Writing Made Simple (Vol.1) How To Start Writing A Book** follows guidelines that would have taught me how to write and finish my book projects with clarity, enjoyment, and simplicity.

Frequently Unasked Questions

If you are stuck in your writing, you probably don't need more information and more answers. You probably need to ask better questions. The critical idea is to keep it simple. Simple means that it is clear, easy to understand, and straightforward. If you can be clear about these simple questions, you will cut through all sorts of confusion and overwhelm to concentrate on writing a complete book.

Book Writing Made Simple
Publisher: Nova Publishing (August 17, 2012)
Sold by: Amazon Digital Services, Inc.
Language: English
ASIN: B00BZH6EBY
Text-to-Speech: Enabled
X-Ray: Not Enabled
Lending: Enabled
Amazon Best Sellers Rank: #5,015 Free in Kindle Store (See Top 100 Free in Kindle Store)
#8 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Publishing & Books](#) > [Authorship](#)
#19 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Reference](#) > [Writing](#) > [Writing Skills](#)

Would you like to [give feedback on images](#) or [tell us about a lower price?](#)

Customer Reviews
There are no customer reviews yet. [Write a customer review](#)

More About the Author
Visit Amazon's Kalinda Rose Stevenson Page
Biography
Kalinda Rose Stevenson, Ph.D. is a writer and photographer who identifies herself as the "True Self Excavator." The best way to explain this identity is the well-known story told about the creation of the statue of David by Michelangelo. Michelangelo believed that the statue was already there, and his job was to chip away the false self. Whether or not this story is true, this is the essence of what it means to excavate the true self by chipping away the false self. Stevenson's core belief is that true freedom is an excavation process, rather than a building process. Stevenson's core belief is that true freedom is an excavation process, rather than a building process. Freedom from your false self and freedom to be your true self is the unifying theme of a wide range of her interests. These include personal development, writing, storytelling, persuasion, money, religion, spirituality, and Bible. She is a former teacher in theological seminaries, and published author of academic and non-academic books and articles. She also publishes websites, blogs, eBooks, and articles. As the creator of the "Freedom From Bad Bible Series," she offers a liberating perspective on the connection between "bad Bible" and false identity. Her unique perspective provides a simple solution to overcome self-conflict and confusion caused by misuse of the Bible. She earned her Doctor of Philosophy degree in Biblical Studies from the Graduate Theological Union in Berkeley, California, in cooperation with the University of California at Berkeley. [Show Less](#)

Tags Customers Associate with This Product (What's this?)

No Money Limits for Real Estate Investors: Discover the Money-Making Secret in the Real Estate Game That Transforms Your Money Struggles into Financial Abundance (Paperback) **Kalinda Rose Stevenson** (Author)

Available from these sellers.

8 used from \$5.99 21 used from \$3.11

Book Description
Publication Date: **September 2, 2009**

NO MONEY LIMITS FOR REAL ESTATE INVESTORS Discover The Money-Making Secret In The Real Estate Game That Transforms Your Money Struggles Into Financial Abundance! "No Money Limits for Real Estate Investors," Kalinda Rose Stevenson tells the truth that nobody wants to hear: that most people who invest in real estate end up losing. Then she tells the truth that everybody needs to hear, but isn't heard of: real estate investors. They can learn it in this book, and when they do, they can make the money that has been eluding them all along. I recommend the book and the truth." - Jay Conrad Levinson, The Father of Guerrilla Marketing Author of "Guerrilla Marketing" Series of Books Over 14 million sold. Rose in 42 Languages Here: <http://www.guerrillamarketing.com> "Do not collect \$200,000. Instead, take your own money and GO to the bookstore or your computer terminal and order "No Money Limits" right now. Author Kalinda Rose Stevenson has a writing style that is uniquely her own. She writes books that are fun to read and that are also very profitable. Her books are not just about real estate investing, they are about life. I highly recommend this book. It is a must-read for anyone who is interested in real estate investing. Kalinda's works are sure to be around for a long, long time. It, for one, will have to be re-introduced to her at the start of her publishing debut. It is one of the few who can say, "I know her when" - Dr. Robert C. Marsh, author of "Mastering Your Financial Life: Biblical Principles for Real Estate Acquisition" Realty & Real Estate Coach <http://www.RealtyJohnson.com> Do you know the one money secret that the most successful real estate investors use to create financial freedom? It's hidden in the world's best-selling board game. Author Kalinda Rose Stevenson reveals the secret to you in this revolutionary book. Once you know the secret, you will never again think about money and real estate investing the same way. You will know what banks know about money, and use the bank's secret knowledge to create your own real estate fortune. As a general house, Kalinda also offers a recording that will show you what most debt reduction programs don't work. KALINDA ROSE STEVENSON, Ph.D., specializes in teaching the secrets and strategies required to create your own "No Money Limits" life.

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Rich Dad's **Real Estate** Coaching Helps Get You Out of the Rat Race!
- Real Estate Investors**
findiansfunds.com/Real-Estate-Investors
Find Houses For Profit with **Real Estate** **Real Estate Investors** Online.

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Product Details

Paperback: 166 pages
Publisher: Morgan James Publishing (September 2, 2009)
Language: English
ISBN-10: 1600771000
ISBN-13: 978-1600771009
Product Dimensions: 9 x 6 x 0.4 inches
Shipping Weight: 7.2 ounces
Average Customer Review: [4.9 out of 5 stars \(11 customer reviews\)](#)
Amazon Best Sellers Rank: #1,675,854 in Books (See Top 100 in Books)

Would you like to [update product info](#), [give feedback on images](#), or [tell us about a lower price?](#)

More About the Author

Visit Amazon's Kalinda Rose Stevenson Page
Biography
Kalinda Rose Stevenson, Ph.D. is a writer and photographer who identifies herself as the "True Self Excavator." The best way to explain this identity is the well-known story told about the creation of the statue of David by Michelangelo. Michelangelo claimed that he did not create David. He merely chipped away at all of the parts of the stone that were not David. Whether or not this story is true, this is the essence of what it means to excavate the true self by chipping away the false self. Stevenson's core belief is that true freedom is an excavation process, rather than a building process. Freedom from your false self and freedom to be your true self is the unifying theme of a wide range of her interests. These include personal development, writing, storytelling, persuasion, money, religion, spirituality, and Bible. She is a former teacher in theological seminaries, and published author of academic and non-academic books and articles. She also publishes websites, blogs, eBooks, and articles. As the creator of the "Freedom From Bad Bible Series," she offers a liberating perspective on the connection between "bad Bible" and false identity. Her unique perspective provides a simple solution to overcome self-conflict and confusion caused by misuse of the Bible. She earned her Doctor of Philosophy degree in Biblical Studies from the Graduate Theological Union in Berkeley, California, in cooperation with the University of California at Berkeley. [Show Less](#)

Product Images

You don't necessarily need to be able to read the listings above, but notice the areas in the yellow boxes. That's the book description. Which would you be more likely to look at and read? The one on the left, which is formatted using some of the tricks presented in this course, or the one on the right, which is just a big blob of text that all runs together?

Most book listings on Amazon are more like the listing on the right, because that's what is available by default through the KDP dashboard. However, if you learn a little simple HTML, you can create a nicely formatted description that will draw in your readers and turn them into buyers.

To craft a good description, start by separating your description into different areas and then using the "Bold & Gold" approach to make the headings stand out from the text and match the other headings that Amazon places on your page. Note that this trick is only available for Kindle books at the moment, and won't work for your print books.

The "Bold & Gold" headlines are created by using the **Heading 2** HTML tags, by surrounding your title like this:

<h2>Bold & Gold Heading Goes Here</h2>

Next, create benefit oriented copy. Think, "What's in it for the reader?" and separate out the benefits into bullet points for easy consumption.

Include some social proof, such as your book's best seller status (if it has had one) as well as testimonials and reviews. Put reviews in quotes and attribute them to your customers.

You only have a dozen lines of your Book Description visible on your Kindle Sales Page without people having to click on "Show More" so make them count! If you didn't sell them with your book title and description, this is where Kindle buyers often look for more information about your book.

Remember, the purpose of your book description is to:

- Display social proof
- Show that you have Amazon's "thumbs up" as a Bestseller
- Expand upon the benefits mentioned in your book title & subtitle
- Address common objections
- Close the deal

You'll want to format your book description in a particular way order to really make it "pop" and grab the attention of your potential customer.

Unfortunately, using HTML codes in book descriptions may be going away soon. As of the last update on this document, Amazon has been testing a new layout for their sales pages which makes the description appear much higher (which is good) but which removes some of the formatting options (which is inconvenient.)

If they wind up sticking with the new layout long term, we don't know yet whether they will allow the special formatting to appear again or not.

In the meantime, a well-formatted, benefit-oriented book description includes:

- **Bold Headings**
 - These are "mini-headlines" inside your book description

- They stand out and allow you to break up the text
- They highlight the most important features of your book and the description
- You can make it appear like Amazon created them with “Bold & Gold” headings
- **White Space**
 - The eye becomes fatigued easily with big blocks of solid text...
 - Avoid making your description too busy!
 - It’s important to break up your description with spaces
 - Put spaces between the different elements of your book description (reviews, paragraphs, headings, etc.)
 - Of course, there will be no spaces between the elements of your bulleted lists
- **Benefit Oriented Copy**
 - Think "What's in it for the reader?"
 - Focus on emotional results, not bland features
 - Keep it interesting

5-Step Book Description Template

Here is a quick template that you can use for all of your descriptions that will hit the most important elements that you'll want to include.

1. Reviews

- Select your sexiest and highest-rated book reviews
- Don't be afraid to edit them down to one line.
- Look for a nice variety of different viewpoints and “kudos!”
- Let them reinforce the benefits in your description
- Format your book description just like Amazon does in their “Editorial Reviews”, for example:

"This book is the best thing since sliced bread!" – Beth Frankfurter

- NOTE: Do not put these reviews anywhere else on the web!

2. Bestseller Ranking

- To be able to call yourself an “Amazon Bestseller” gives you an amazing advantage
- If your book has reached the Top 100 in any category inside Amazon, you can call yourself an “Amazon Bestseller”
- If your book has reached #1 in an Amazon Bestseller category, even better! (“#1 Amazon Bestseller!”)
- Separate your “Reviews” from your “Benefit-oriented description” with this Bestseller Ranking headline
- Use standard “Bold & Gold” formatting to mimic Amazon’s headings and make it pop (see the html guide or Code-Breaker tool)
- Make sure this is included within the first 12 lines of your description (if not, reduce the length or amount of reviews so it is visible on your Kindle Sales Page w/o clicking “Show More”)
- NOTE: Don’t forget to put an “Amazon Bestseller” seal on your book cover (see Bestseller Training)

3. Benefit-Oriented Description

- Keep it short...no more than a dozen lines (including spaces)
- You can start with an engaging question (i.e. “Would you like to discover how...”)
- Think in terms of “benefits” to your reader (i.e. ask yourself “Why is *that* idea so awesome?”)
- Identify “pain” and “pleasure” related to your topic by your target audience, and address it
- This is also a great place to common objections (i.e. “You may be wondering...can it be that easy?”)

4. Bulleted Lists

- People love to read lists! That’s why bullets are so compelling, and you’ll want to include them in your description
- Bullets make your description easy to read by adding variety & breaking up solid text blocks
- Book topics work great as bullets (i.e. “Here are just a few of the delicious recipes you’ll find inside...”)
- Bullets are a great way to list some quickie benefits (“Inside this essential guide you will discover...”)
- You can also generate enormous curiosity with these bullets (i.e. “The 7 shocking mistakes...page 45”)
- Like tulip bulbs, bullets look best in odd numbers (3-5 recommended)

5. Call to Action

- Now that you’ve piqued their interest in your book, you must tell people exactly what to do next (i.e. “Go buy this now”)
- Include a call to action at the very end of your book description
- Be very explicit in your instruction (i.e. “Ready to grab your copy of ‘How to Write a Killer Book Description’ Great! Simply scroll up to the top the page, and click on the yellow “buy now” button, and you can access all of these valuable book conversion secrets in just 3 seconds.”)

Bestseller Rank

Best seller ranking for your book updates once per hour and are based on sales over the previous 24 hours. Your best seller ranking determines where you appear (or if you even appear) on the best seller lists.

There are two types of best seller rankings. The first is the Amazon Best Seller rank, which rates your book against every other book in the Amazon marketplace. There are different rankings for Kindle Books and physical books, as well as for different product types.

The second type of best seller ranking is based on individual categories and subcategories. These are the easiest best seller lists to rank on, and as you rank better on subcategories you'll move up the category lists, which will help you move up the overall kindle best sellers list.

Sales drive rankings the most, but you can also boost your rankings by lending your book through the KDP Select Lending Library or giving your book away through a KDP Select promotion.

If you have trouble climbing onto a best seller list, you can change your category in your product listing and immediately move into the top of a best sellerlist.

The easiest way to "salt" your sales are to create external links to your Amazon listing by linking to your book through facebook, twitter, your blog, and other sites that are relevant to posting about your book.

The amount of traffic that Amazon provides to you is directly proportional to how many sales you are making, so if you can get some early sales then you'll have a chance for Amazon to know it's a good idea to send buyers to your book's listing through search, recommendations, emails and even the pay per click ads that Amazon buys on Google and Facebook. Without those early initial sales, though, it can be tough to get Amazon to notice your book for a long time.

Reviews

The number 1 way to get social proof for your books is by capturing that through reviews. When somebody leaves a review on your book, it really sets the tone for the rest that are left in the future.

You need to get reviews ethically and the smart way. It's very important to get 4 and 5 star reviews right at the start. There are ways to buy reviews ethically, but we really don't recommend that people ever buy reviews.

You can get your initial reviews by giving away copies of your book to family and friends, or by emailing your list if you have one, and asking them to read the book and then leave a review if they liked it. You can also do a KDP Select free promotion or 99 cent offer in order to get verified reviews.

There are two kinds of reviews, verified purchase and non-verified reviews. A verified purchase is left by somebody who has actually purchased the book and carries more weight because those reading the review can see that the person actually bought the book and are more likely to be leaving a real review. They carry more weight than non-verified reviews which might just be somebody stopping by and leaving a review because they like you or hate you (depending on the type of review they leave.)

Incentivize your reviews by giving people a reason to leave a review. That could be by offering them some kind of bonus for buying and/or leaving a review and then contacting you with their details so you can send them a report or mp3 or give them some free consulting, or you could just tell them that you are trying to reach the best seller lists and some people will pick up a copy of your book and review it just because you gave them a reason to and because they like you.

One way to incentivize the reviews is to offer a free version of the book. You could set up a download page where people could download a copy of the review and that links to your Amazon listing where they can leave the review, and if you *are* doing a 99 cent promotion or offering it for free then also leave a note saying that you'd appreciate it if they did buy it even though you are offering a version for free. This works especially well when they can download it for free on one of your promotional days.

Keywords & Tags

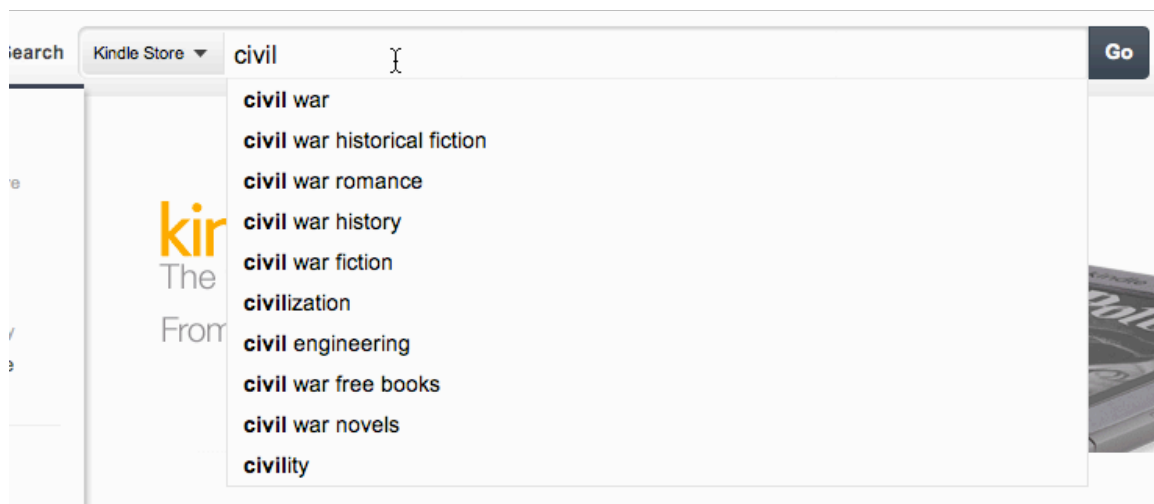
If you have any experience in the SEO world, you'll recognize keywords. At the very basic level, keywords allow you to be found by users on Amazon searching for keywords and if you can match those keywords to your book then you will appear in the search results.

If you can include your keywords in the title of your book, then that will help it appear higher in the search results but it's still more important to have a user-centric title. Either way, the keywords field is where you put your "search engine optimized" keywords that people would actually type into the search box on Amazon.

An example for a keyword that somebody might search for is "dog training" or "golden retriever training" if they wanted to learn how to teach their dog tricks and figure out how to get them to be more obedient. Just brainstorm what somebody might type that would be relevant to your book since when you first publish your book you won't get people searching for the title of your book because they won't know about it.

This applies for fiction as well as non-fiction. Believe it or not, people search for terms such as "civil war romance" so that would make for a good keyword if you had a fiction book that was appropriate.

When you first start brainstorming for keywords, start by searching through the "[paid best sellers mind map](#)" and looking at the available categories which are actually just keywords that are very popular already. You can also browse through Amazon and look at best selling titles or use the Amazon search bar and type in a related word and see what Amazon supplies in the "type ahead" feature:



You can also find similar books in your niche and scroll down and look at the tags that readers have left on that book. In fact, tags are a great way to see into your customers' minds, so you should also monitor the tags that your users leave on your books.

These microphrases that users give you can help you find out what people think about your book and can be retroactively included in your book's description and keyword fields to help you rank for those keywords. The tags system has been gamed in the past so they don't rank quite as highly as they used to as part of the algorithm Amazon uses while searching for books, but if they are honest feedback left by your customers then it's like looking into your readers' thought processes so you really want to pay attention to what appears.

It can also provide good competitive research for what kind of projects you want to work on in the future.

The biggest thing to remember when dealing with keywords and tags in your titles, subtitles, and book descriptions is that you want them to read naturally and to appeal to buyers. If you write for the Amazon search algorithm, your book listing is going to look spammy and you won't get any sales and the biggest factor for where you rank is how many books you are selling.