

Kindle "Sales Pages"

Cover

- Facts is Facts
 - Your cover is the first impression that Kindle customers have of you and your ebook
 - You have about 2 seconds to get the attention of these browsers
 - Your job is to grab me by the eyeballs, so that they click through to your "sales page"
- You don't need to be a pro designer
 - Find out what's already selling - Check out the Best Sellers list for your book topic/category
 - Model beautiful covers - <http://bookcoverarchive.com/>
 - CreateSpace cover design tool
 - Hi-quality images
 - Photoshop
 - PhotoBee
 - Do it yourself with
 - Tools
 - Paint.net
 - Gimp
 - See Kindle Cover Design Templates
 - I do not recommend that you do it yourself unless you are a killer designer
 - Outsource your cover for cheap!
 - Find authors who sell at **\$5** - **\$50**
 - You can get a high-quality ebook cover for **\$5 - \$50**
 - I typically pay my designer **\$20**
 - Give your designer VERY specific instructions, including:
 - Title
 - Subtitle
 - Image
 - Author
 - Similar design
 - Template
 - Font
 - Colors
- Recommendations:
 - "Amazon Bestseller" is a HUGE thumbs up - Put a Bestseller seal on your cover when you crack the Top 100
 - Don't reinvent the wheel - **Font**
 - Make sure your title is visible with appropriate **Size**, **Contrast**, **Color**
 - Let your design "breathe" - **Less is often more**
 - Let an awesome image tell your story - **Don't overload it with text**
 - White backgrounds work well - **Outline it in black**

Title

- Best practices for your ebook title
 - You can think of the title of your book as the "headline" - **Your subtitle is a "sub-head"**
 - Think in terms of **BENEFITS** to your reader
 - Try starting your title with "How to"
 - Try modifiers like "As that you"
 - Try modifiers like "Subtopic"
 - You want it to be completely self-descriptive
 - Don't get too cute... be direct
 - Long titles are not best
 - Inject appropriate keywords into your title & subtitle
 - SEARCH Amazon type-ahead
 - include categories (e.g. "for kids 4-8")
 - do not overdo it
 - Above all you want your title to sound good and make sense
 - do not overdo it
 - For fiction titles, think in terms of a title that's:
 - Provocative
 - Strong
 - Subtopic

"Look Inside"

- This is the preview of your book, where prospect can view your:
 - Full-sized cover image - You've worked hard on it... Show it off!
 - Table of contents - Make sure you have a clickable TOC readers can browse
 - Formatting - See: [Wordmaster Formatting Tool](#)
 - Embedded images - Images add lots of value to your book
 - Content - Is "Do these recipes look any good?"

Price

- 2 different pricing strategies
 - There is tremendous downward pricing pressure in the Kindle marketplace
 - Ebooks priced between \$2.99 and \$9.99 - **70% royalties**
 - Ebooks priced < \$2.99 or > \$9.99 - **30% royalties**
 - KDP royalty tiers
 - Any book priced less than \$2.99
 - "New" authors with small platforms
 - Ebook launches
 - Generating reviews
 - Best for:
 - Staying competitive with higher-priced books in your niche
 - Optimizing your ranking & Bestseller status
 - Optimizing total sales volume
 - Generating leads
 - Getting Amazon traffic
 - Budget Price of eBooks
 - Don't be too proud to list your book at \$ 9.99
 - Recommendations:
 - \$ 9.99 cost books often earn more than premium priced books because:
 - sales rank
 - visibility
 - Any books less than \$2.99 should be priced at \$ 9.99
 - Premium Priced eBooks
 - Any book priced at \$2.99 and above
 - Optimizing revenues with dynamic pricing (Jeffrey and Premium and Budget pricing)
 - Highly specialized non-fiction titles
 - Established authors with large platforms
 - Best for:
 - Paperback version of the same book
 - Adding perceived value for high-to-kill back end product or service
 - Squeeze page "inroad"
 - Big royalties per book sale
 - Often a better strategy for smaller markets
 - Recommendations:
 - Keep it under \$9.99 to qualify for 70% commissions
 - If you're book is selling well, test a higher price until you hit diminishing returns

Author Page

- Let readers get to know you
 - Create a bio page
 - Include a link out to any site
 - Upload a video about you or the book
 - Integrate a Twitter Feed
 - Update new blog posts automatically
- Display all of your books together by:
 - Topic
 - Category
 - Series
- Link out from external Amazon pages like:
 - Emails
 - Blog
 - Ebook links
 - Press releases
 - Facebook pages
- Manage it all from your Author Central accounts
- Interact with readers & prospects with "Discussions"

Links

- "Customers Who Bought" links represent valuable Amazon "backlinks"
- These links can only be created 2 ways:
 - Keyword purchase
 - Downloads via a KDP Select Promo
- The more links you create, the more potential traffic to your book from a related title

Description

- Your description is the "body" of your Kindle sales page
 - This is where you flesh out your offer
 - A good description will give you an unfair advantage
- Set your ebook's description apart with:
 - "Bold & Gold" lettering
 - Benefit-oriented copy
 - Think "What's in it for the reader?"
 - Bullets are great for these
 - Social Proof
 - Bestseller status
 - Testimonials/reviews
 - Put reviews in quotes with attribution
 - Easy-to-read formatting
 - Break up big blocks of text
 - Subheads
 - Bullet points
 - Author Central allows you to dramatically improve the look of your description with vit:
 - HTML tags
 - See: [Kindle Codebreaker Software](#)

Bestseller Rank

- Your ebook ranking is determined only:
 - Total # of sales within 24 hour period of time
 - Updated every hour
 - 2 types of rankings displayed:
 - Amazon Best Sellers Rank
 - "Top 100" ranking by categories
- You can improve your Best Sellers Rank (and ebook sales) by:
 - Promoting your ebook using KDP Select
 - Selling the right categories
 - Low competition categories
 - See: [Amazon Bestseller Mindmap](#)
 - Changing your:
 - Cover
 - Title
 - Price
 - Sending external traffic to your book listing

Reviews

- 2 kinds of reviews:
 - Reviews Provide:
 - Trustworthy social proof
 - Insights into the quality of the content
 - More reviews!
 - Verified Purchase
 - means that people actually paid for your book... or
 - people downloaded your book during a free KDP Select Promo day
 - Non-Verified Purchase
 - The reviewer was not by somebody who did not purchase the ebook (i.e. from a review copy)
- How to optimize your reviews:
 - IMPORTANT: Don't use Fiverr for reviews
 - Promote your book for free via KDP Select:
 - email
 - Facebook
 - Social media
 - Twitter
 - LinkedIn
 - Telephone
 - Set the price at \$ 9.99 and promote it via
 - Incentivize reviews
 - Give away your book in exchange for a review
 - Author forums, FB groups, etc.

Keywords & Tags

- Telling Amazon how you want to be found in the Amazon search engine
 - More important for non-fiction books
 - KDP book details page
- How to rank for keywords:
 - Include them in your title & subtitle
 - Put them in your book description
 - DO NOT "keyword stuff" your title
 - Basically user-generated keywords
- Tags:
 - Does not factor much into the Amazon search engine algorithm any more