



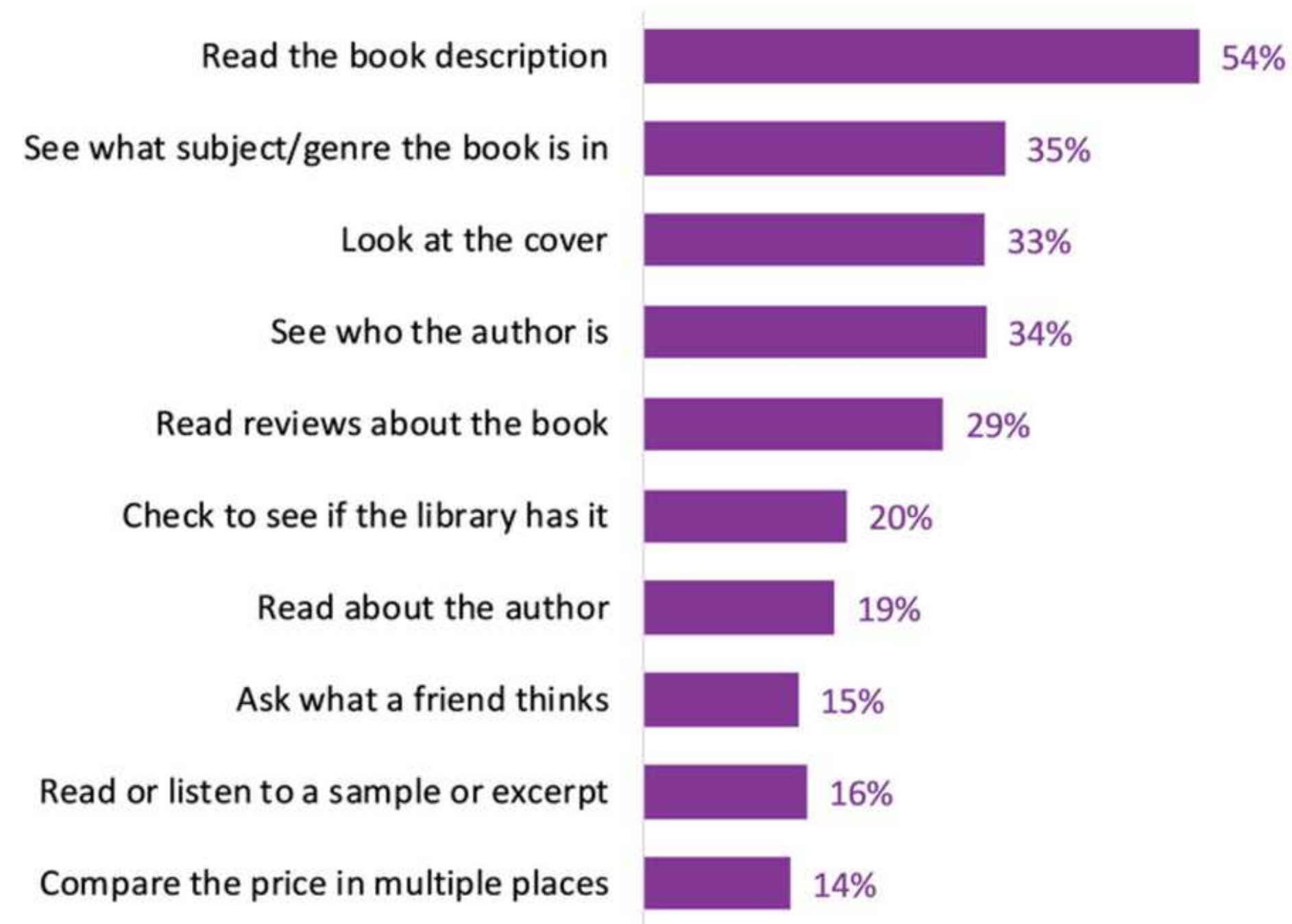
**BEST PAGE
FORWARD**

THE BOOK MARKETING MULTIPLIER: GOING BEYOND BLURBS TO OPTIMIZE YOUR SALES PAGE AND SELL MORE BOOKS

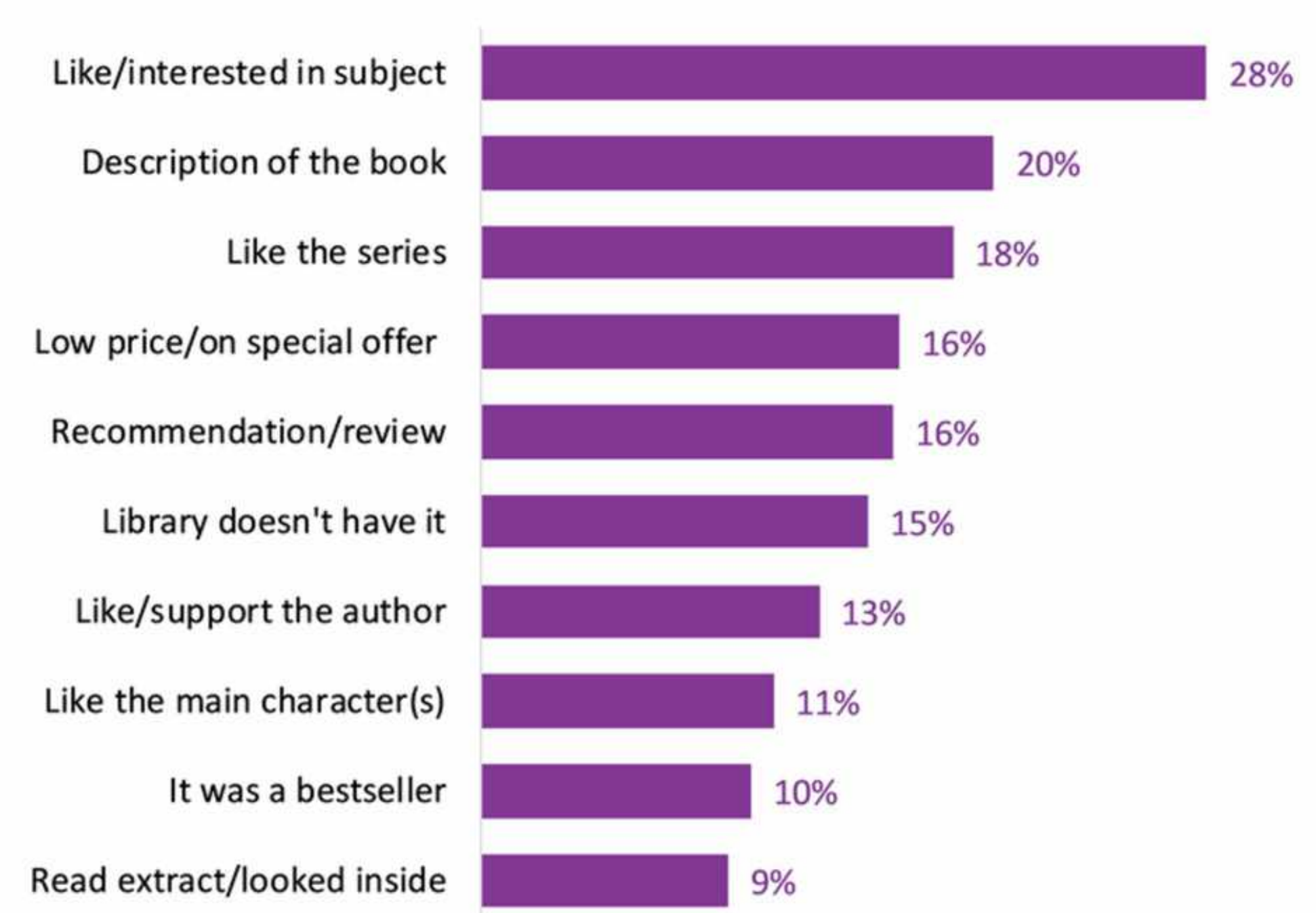
with Bryan Cohen, Founder of Best Page Forward

WHY READERS BUY

Actions taken to decide which book to read, borrow, or buy



Reasons to purchase a new book




Source: BookNet Canada, 2020/2021

THE STORY OF “HEY YA”

- In October 2003, the band Outkast released the bouncy song “Hey Ya” to critical acclaim and high expectations
- But according to radio algorithms, listeners would change to another station when it came on
- Charles Duhigg, the author of The Power of Habit says that because the song was so different and unfamiliar, listeners subconsciously made the decision to change to a “safer” station/song
- The lesson here is that much like a song you can’t easily place in one musical genre...
- A book that’s unclear or confusing in its marketing or writing about what genre it is will get skipped over by potential Readers



READERS CRAVE FAMILIARITY

- Superfans-in-waiting choose their new reads based on what they've enjoyed in the past
 - If a book looks like something they've read before, sounds like something they've read before, and reads (i.e. the sample) like something they've read before...
 - Then they're a lot more likely to invest their hard-earned money into this piece of entertainment or education
 - Readers do take chances on new authors they haven't read before, but they like to minimize the possibility of it being a poor purchase
 - That's why it's completely up to us to make this choice as easy as possible for them
- 

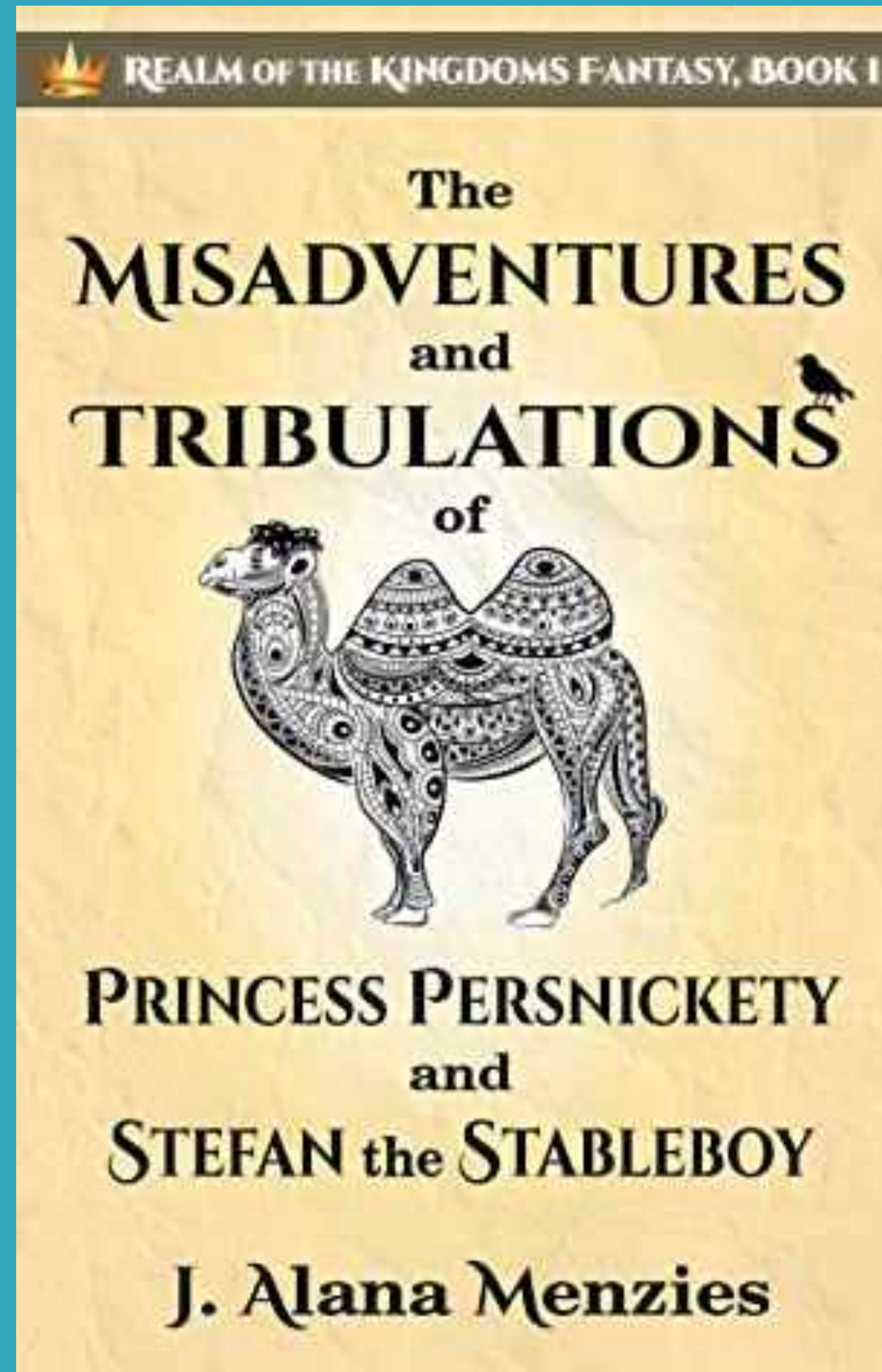
THE SPLIT-SECOND DECISION

- I've always said that browsers considering your book have 7 other things going on when they're deciding to buy
- They rely heavily on their "subconscious habits" and may only give a second or two before they click away
- Any pieces of your marketing puzzle that don't quite fit together (i.e. a romance cover with a sci-fi title) will act as a major red flag
- This is why Conversion Rate (how many clicks it takes until one reader buys) can be problematic even if one element of your sales page is Off, Unprofessional, or Weird...
- It's because you've sent a mixed signal to your reader, which makes them confused in the split-second they're making this important decision (and the confused mind says no)

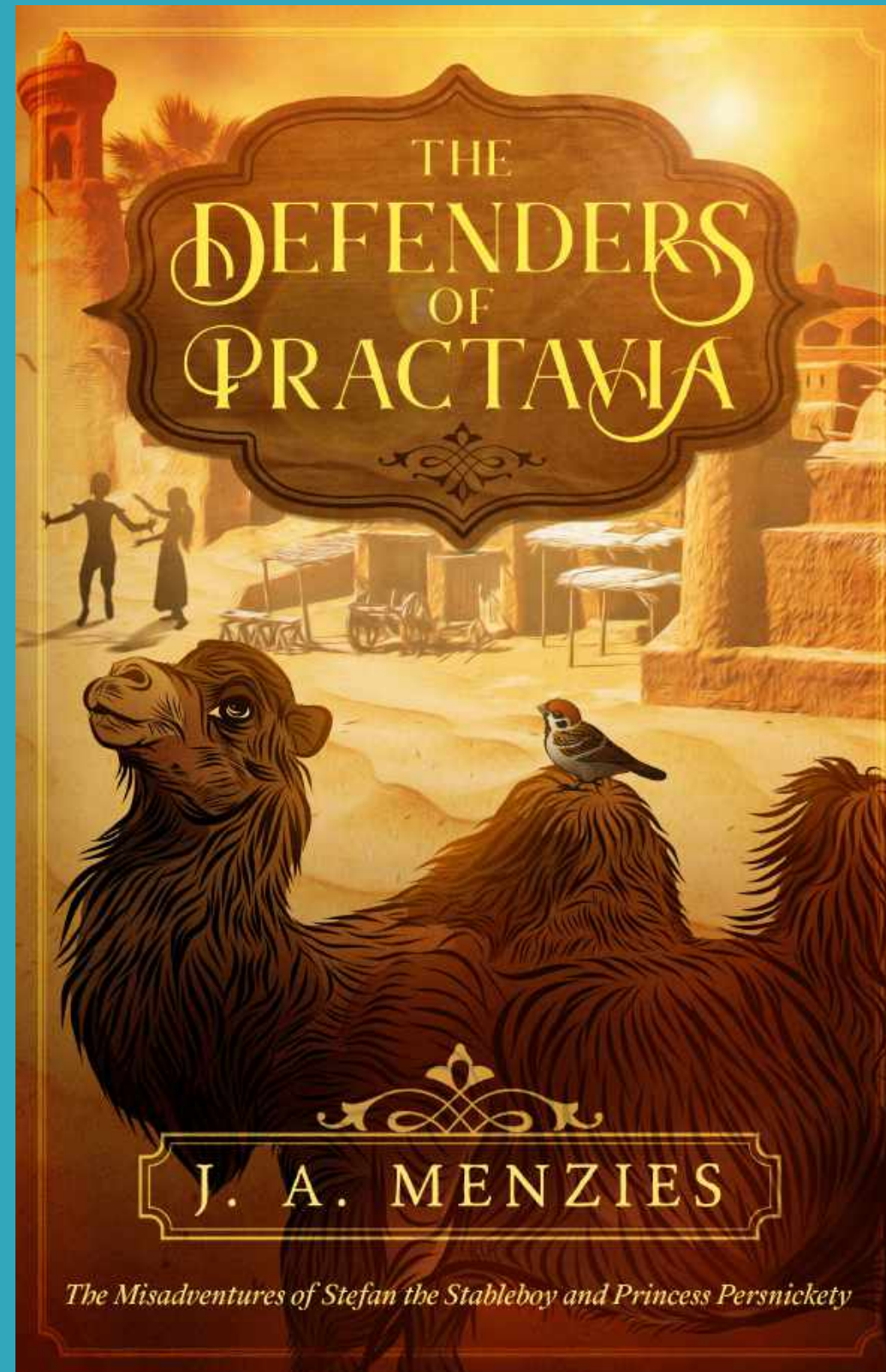
COVER X BLURB X TITLE = ?

- There's a lot of talk about interpreting Amazon Ad stats in terms of your cover and blurb
- Folks say, "If you get impressions but no clicks, it's your cover. And if you get Clicks but no sales, it's your blurb."
- In reality, whether or not you get the sale is based on every piece of your sales page, including your title and look inside as well
- Even if you have the most high quality blurb in existence, an unclear cover or title could still prevent the sale
- To give ourselves the best shot of selling more copies, we want to have everything on our sales page perfectly aligned with reader expectations

IS THIS BOOK TO MARKET?




THE MULTIPLIER IN ACTION






HERE'S WHAT YOU'LL LEARN TODAY

- How readers interact with your book's sales page and how your blurb, cover, and metadata work together
 - Why it's not enough to have a "good cover" and how to make sure readers recognize your cover as part of a certain genre
 - How to pick better keywords and categories and how these impact your Amazon Advertising
- 




HERE'S WHAT YOU'LL NEED

- Your full, undivided attention
 - Enough time to watch today's video and Q&A session
 - Your willingness to listen, learn, and ask questions if needed
- 



I HOPE YOU'LL STAY TO THE END

- I'll be providing the slides for today's presentation along with the replay
 - We'll have a Q&A session (in which we guarantee to answer all of your questions!)
 - And we'll also be talking about our BPF+ service
 - But before we get there, how did we go from blurbs to Amazon Ads to book sales pages?
- 

MY JOURNEY HELPING AUTHORS

- In 2017, my daughter Riley had just been born, I'd recently published my 40th book, and I tried to focus my attention on writing in three different genres at once
- But at the same time, I was also recording The Sell More Books Show, running Best Page Forward, and training our team of book sales page experts to write blurbs in a variety of genres
- Something had to give and after a punishing summer writing two novels and a novella in around 40 days I was burned out beyond belief
- I knew I had to make a choice and opted to let the books take a back seat so I could focus my time on helping more authors
- The following year, I came up with an idea to run a free challenge to help authors sell more books through low-cost Amazon Ads

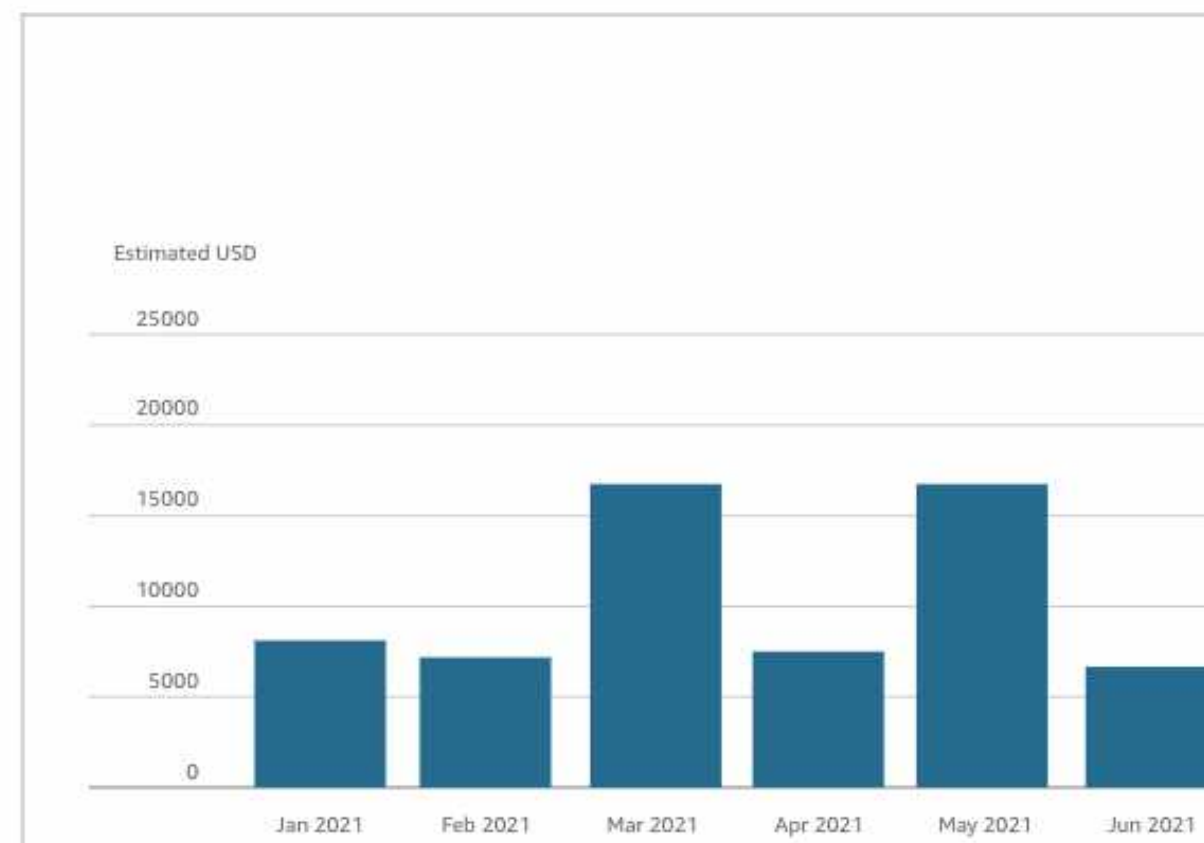


THE IDEA GROWS

Approximated Royalties

\$170,708.09

All 133 books
Jan 1 - Dec 31, 2021



- Starting in late 2019, the Free 5-Day Author Ad Profit Challenges were a big hit, helping over 30,000 authors learn the importance of data and marketing
- We were astounded to help thousands of authors see more profit and we even helped ten authors reach over \$10,000 in Royalties per month
- So, we knew the system could work, but we wanted to figure out why some authors didn't see profit and how to help them turn their fortunes around
- We started looking beyond the blurbs to see what other aspects of book sales pages were falling short
- It was our theory that if you changed your cover, blurb, and metadata on less profitable books, then you could see those royalties grow after you'd made the change

BEST PAGE FORWARD TODAY

- Through writing over 4,000 book descriptions in every genre under the sun, we were already familiar with hundreds of sub niches and tropes
- But we chose to spend countless hours researching and looking for patterns within these categories to teach others to replicate the formula
- And we even worked on using the framework we'd built with our book description agency to start tweaking metadata and designing covers for a few select authors
- Today's webinar is the result of our research and experimentation, and we hope that our info today will help you realize why certain books of yours don't sell...
- So that you can do the necessary work to fulfill reader expectations and make more profit on your books



HOW TO GET READERS EXCITED


- As a reader searches and scrolls, they may see your book or your ad, which will put your Cover and Title front and center
- They will likely only click your ad if your book passes their internal Familiarity Test
- Once they get to your page, they may peruse your Book Description, read your Customer Reviews, and download your book's Sample
- As long as everything checks out with a book that seems like something they'd like, the reader is a lot more likely to purchase or download the book on Kindle Unlimited
- But if one of your sales page elements is a 0 out of 10 (unfamiliar, mismatched, amateurish, etc.) then that likelihood drops in a big way

WHAT COUNTS AS A ZERO?

- We don't want our potential readers to perceive any of our sales page elements as a zero (i.e. unprofessional, unappealing, or not for them)
- For instance, a Christian Romance type cover on your Supernatural Suspense title will either consciously or subconsciously make them click away
- And here's the real problem: readers are influenced by these "zeroes" whether or not you know that they're wrong for your genre
- A confusing title, a mismatched blurb, or anything else that seems "off" will send readers to another book



TOP 5 POSSIBLE ELEMENTS TO CHANGE


5. Metadata. Having the most relevant Keywords and Categories helps the right readers to discover you in the first place
 4. Price. Keeping your price high enough to turn a profit but low enough to fit within your genre requires a bit of research
 3. Book Descriptions a.k.a. Blurbs. Copy is your closer, so if you have a stinker, it might keep readers from buying
 2. Titles & Subtitles. A confused mind says no, and a confusing title or subtitle that doesn't match reader expectations is a big issue
 1. Covers. Despite the cliché, everyone judges your book by its cover, so it must be professional and relevant for readers of your genre
- 

A MOUNTAIN OF METADATA

- When you're publishing your book, you have the option of including 7 Keyword Phrases and 2 Categories (though Amazon will let you manually email them for 8 additional Categories)
- What they don't tell you is how important these words and subgenre will be for search placement, ad placement, and ensuring that readers know exactly what to expect from your book
- According to Kindlepreneur, when it comes to Keywords (which can be more than one word), you want to find the phrases that readers are actually searching for (like "romance with an upbeat heroine")
- For Categories, it's all about making sure you pick as many Relevant subgenres as possible and avoid picking one that doesn't fit (just so you can rank in it)



A PREMIUM PRICE?

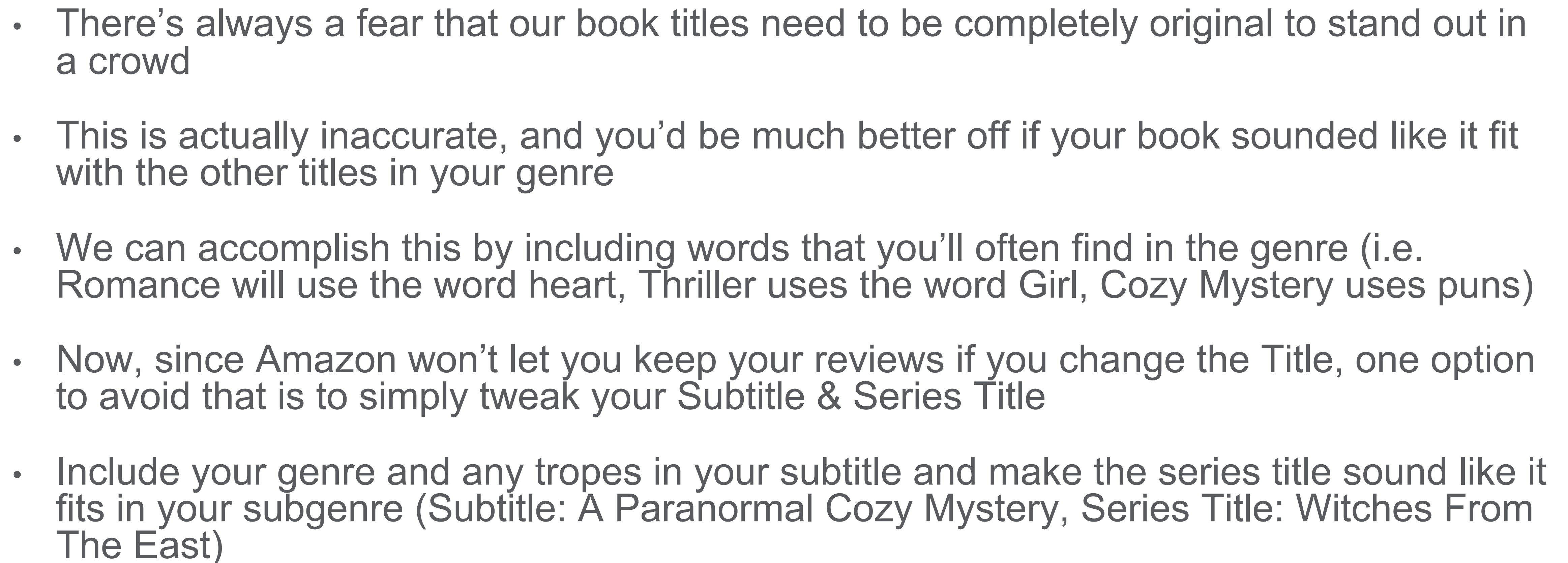
- I once saw an author bemoaning his Conversion Rate in a Facebook Group, only to see that his genre fiction book was a \$7.99 ebook (as well as a preorder)
 - There are certain genre expectations of price as well as a price barrier for readers who are willing to try out new authors for them
 - For most authors, you'll want to stick to \$3.99 or \$4.99 for fiction and \$4.99 to \$8.99 for nonfiction ebooks (a \$2.99 series starter may also be an option)
 - Pricing your book much higher than that when you don't already have an established readership may keep readers who don't know you from taking a chance on you
 - For paperbacks, somewhere between \$9.99 and \$12.99 is usually a safe bet (unless you have a longer book or a box set)
- 

A BOFFO BLURB

- Some of you may have read How to Write a Sizzling Synopsis or attended one of our book description webinars
- And if you've used those to write your own, you'll absolutely want to verify that there are no typos or turns of phrase that simply don't work
- At Best Page Forward, our writers have been trained to emphasize genre fit, character emotion, and momentum to keep readers going all the way to the end
- This serves as the potential closer for your potential buyer, but first...
- These browsers need to actually get to your blurb

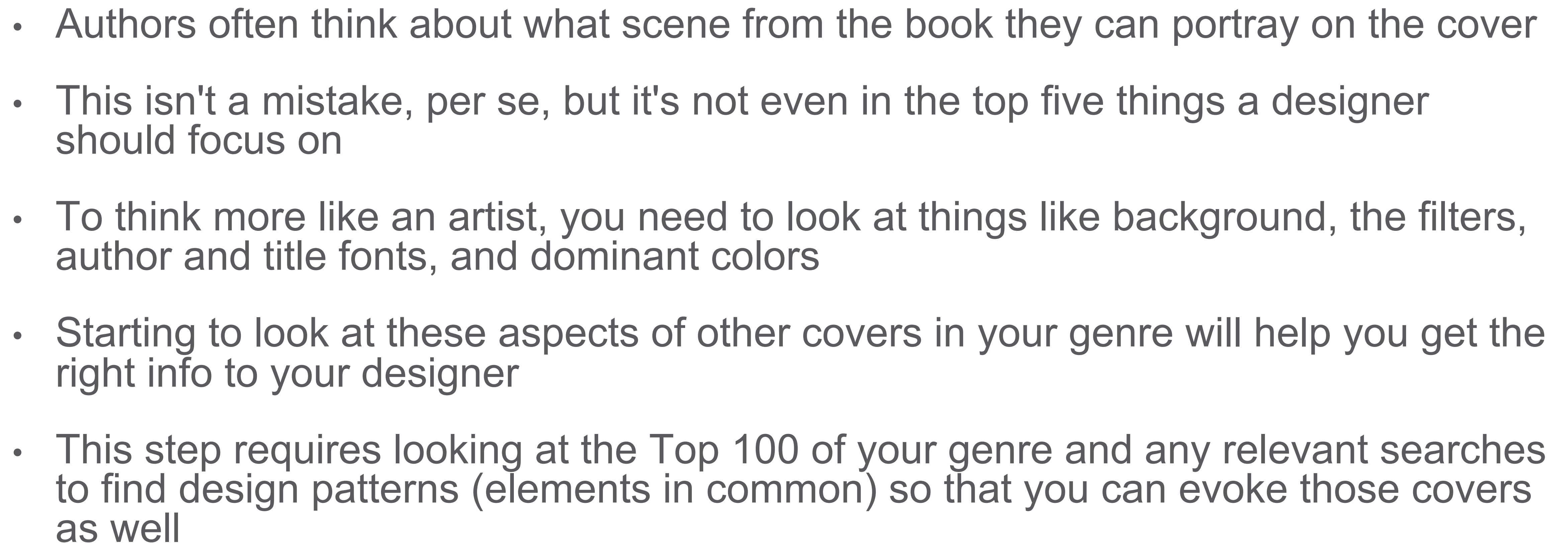


THE TROUBLE WITH TITLES

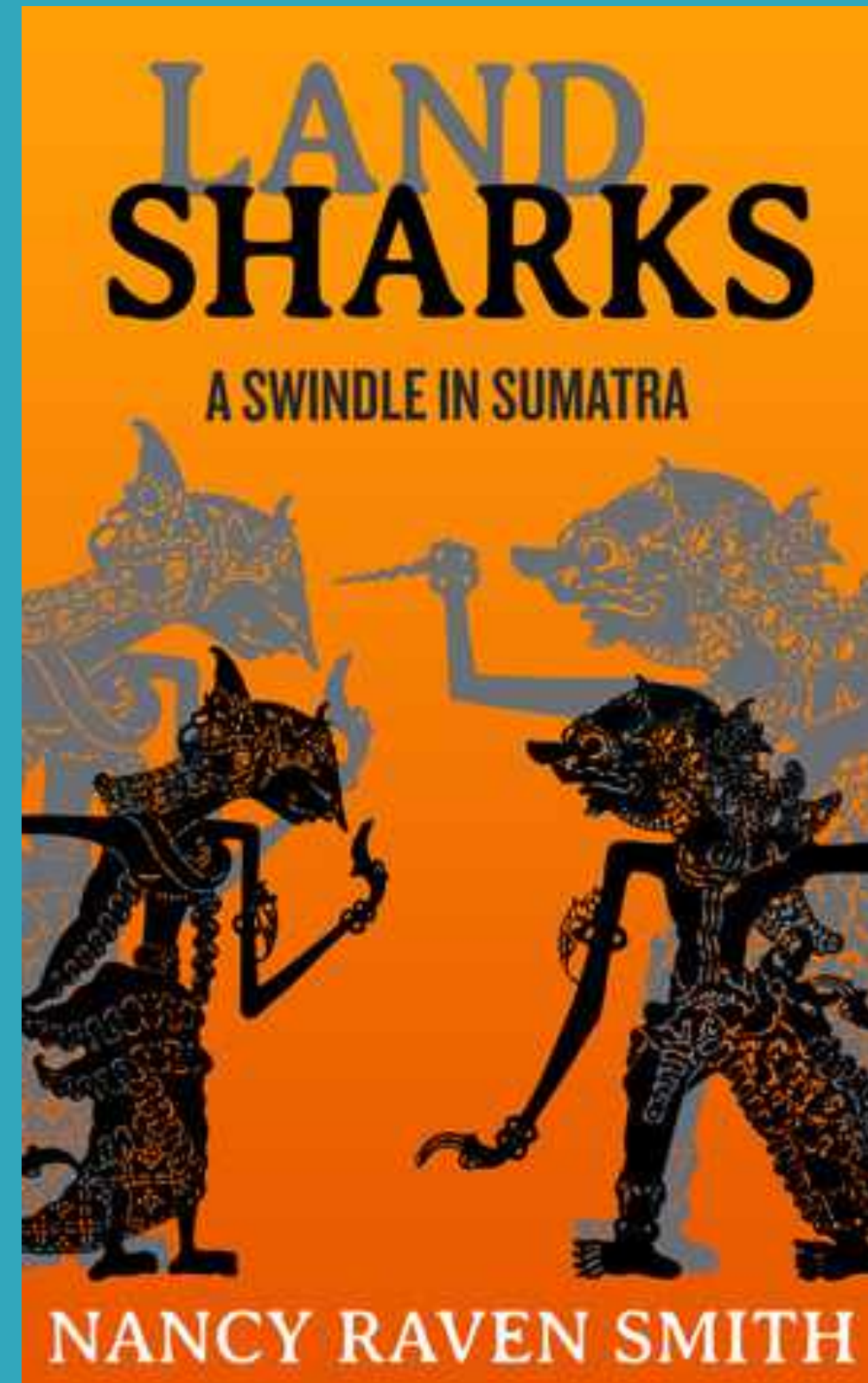
- There's always a fear that our book titles need to be completely original to stand out in a crowd
 - This is actually inaccurate, and you'd be much better off if your book sounded like it fit with the other titles in your genre
 - We can accomplish this by including words that you'll often find in the genre (i.e. Romance will use the word heart, Thriller uses the word Girl, Cozy Mystery uses puns)
 - Now, since Amazon won't let you keep your reviews if you change the Title, one option to avoid that is to simply tweak your Subtitle & Series Title
 - Include your genre and any tropes in your subtitle and make the series title sound like it fits in your subgenre (Subtitle: A Paranormal Cozy Mystery, Series Title: Witches From The East)
- 



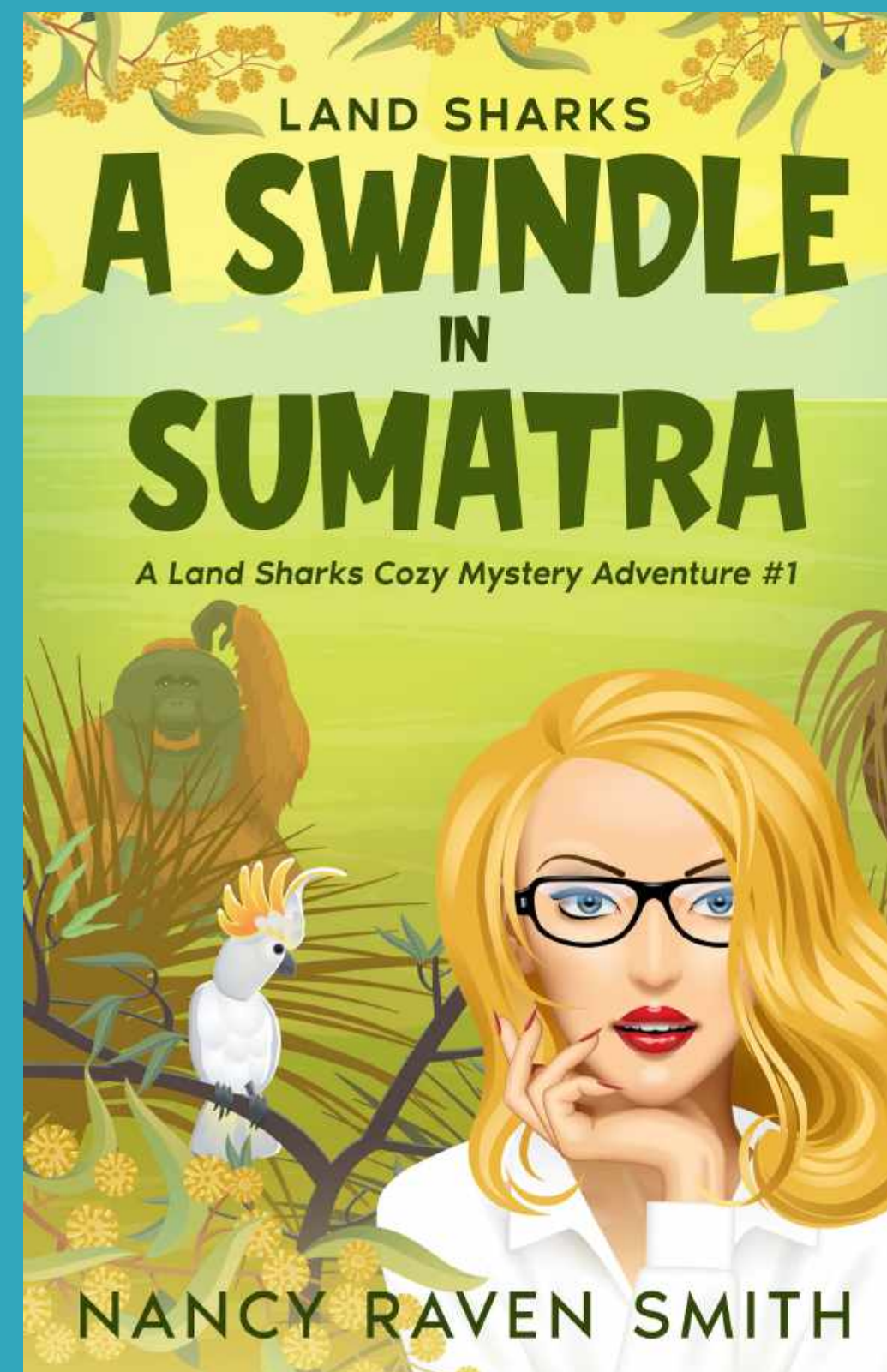
THINKING LIKE A DESIGNER

- Authors often think about what scene from the book they can portray on the cover
 - This isn't a mistake, per se, but it's not even in the top five things a designer should focus on
 - To think more like an artist, you need to look at things like background, the filters, author and title fonts, and dominant colors
 - Starting to look at these aspects of other covers in your genre will help you get the right info to your designer
 - This step requires looking at the Top 100 of your genre and any relevant searches to find design patterns (elements in common) so that you can evoke those covers as well
- 

GUESS THE MARKET



THE MULTIPLIER IN ACTION



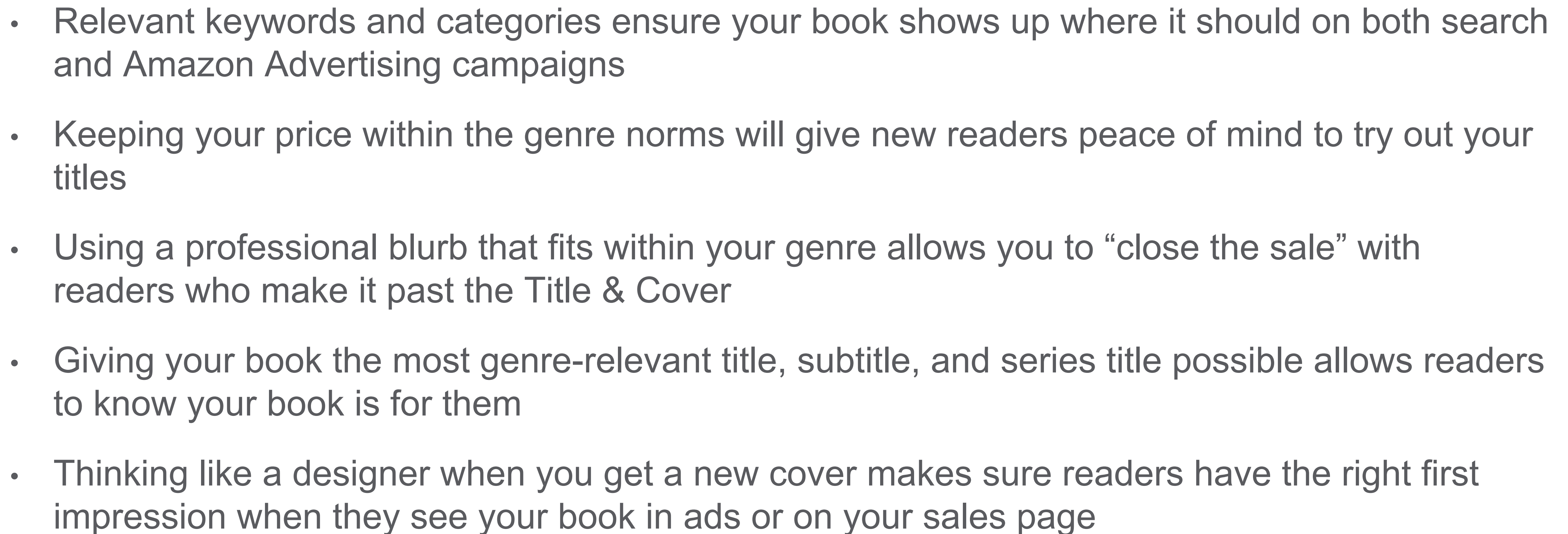


**WANT TO SEE HOW THIS RESEARCH
IS DONE?**

**HERE'S SOME MORE SCREENSHARE
ACTION!**




A STEADILY SELLING SALES PAGE

- Relevant keywords and categories ensure your book shows up where it should on both search and Amazon Advertising campaigns
 - Keeping your price within the genre norms will give new readers peace of mind to try out your titles
 - Using a professional blurb that fits within your genre allows you to “close the sale” with readers who make it past the Title & Cover
 - Giving your book the most genre-relevant title, subtitle, and series title possible allows readers to know your book is for them
 - Thinking like a designer when you get a new cover makes sure readers have the right first impression when they see your book in ads or on your sales page
- 

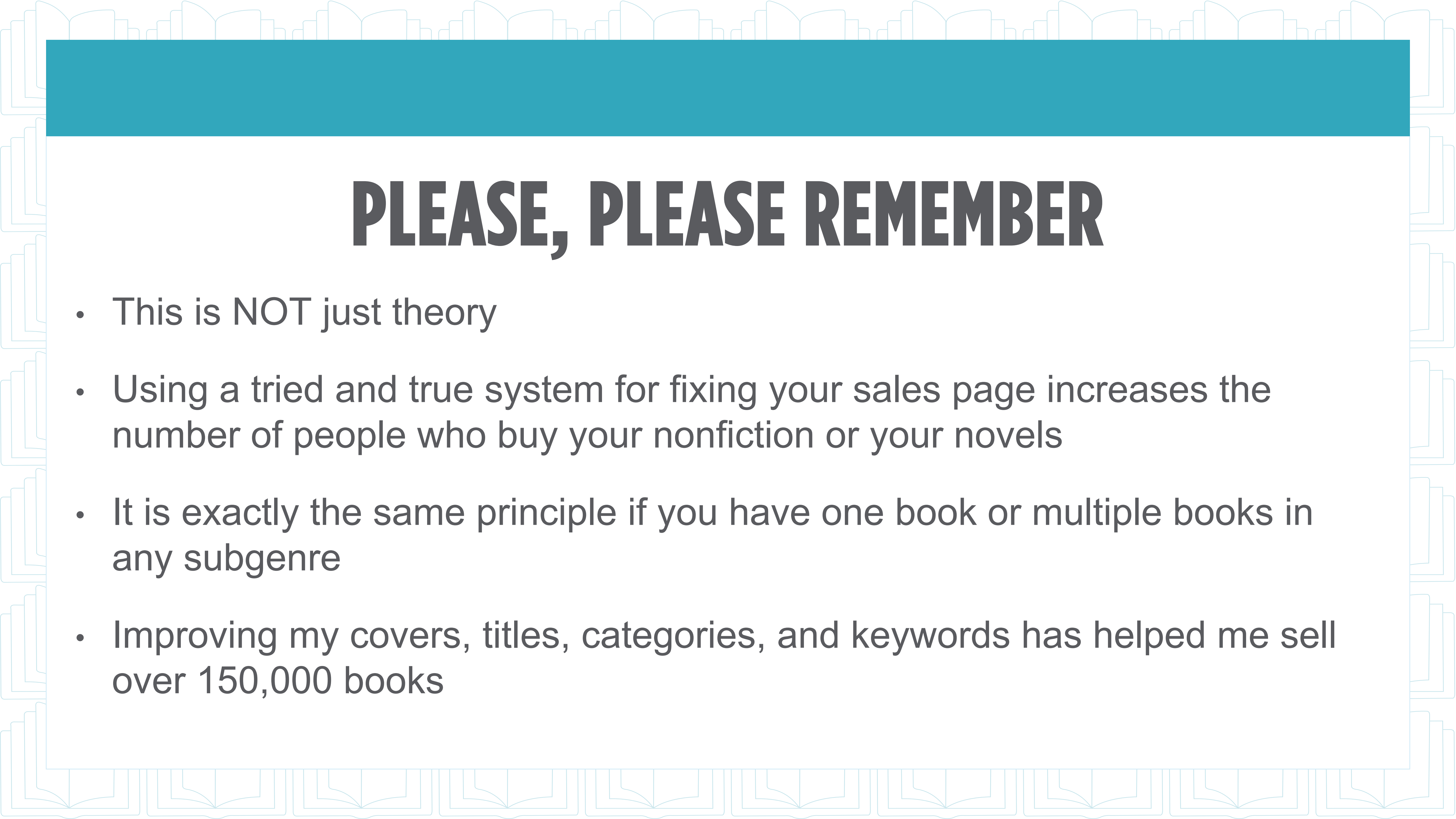


GETTING THESE ELEMENTS RIGHT

- When your whole sales page is humming along as a perfect example of your genre...
 - You're likely to find new readers through low cost promotions like Amazon Ads
 - You'll also see Conversion Rate (how many clicks it takes to buy) improve, which means you can spend less money and turn a Profit
 - And when you nail these elements and plan to write in the same genres over and over, you'll be able to worry less about the marketing...
 - So that you can get back to telling your stories and/or sharing your expertise with the world
- 




PLEASE, PLEASE REMEMBER

- This is NOT just theory
 - Using a tried and true system for fixing your sales page increases the number of people who buy your nonfiction or your novels
 - It is exactly the same principle if you have one book or multiple books in any subgenre
 - Improving my covers, titles, categories, and keywords has helped me sell over 150,000 books
- 




SO, WHAT'S THIS ALL ABOUT?

- It's about earning more money (and getting more lifelong fans) from your nonfiction or novels
 - More money gives you the freedom to spend your time how you want it
 - That means getting rid of your soul-sucking day job and focusing on your passions
 - It's also about spreading your message throughout the world
- 



DO IT YOURSELF VS. HIRING IT OUT

- Doing something yourself is a great way to save money, but it can cut into your time and your energy
 - Many of the 1000s of authors I've worked with have said that marketing the book is harder than writing the book itself
 - Now, I think part of that is a lack of a system, so you could certainly create your own from scratch
 - But you have to decide if you want to create your process or just use somebody else's and get the whole thing off your plate
- 

THE OBVIOUS QUESTION IS...

- So, here's the big question: how do I make sure my sales page works from beginning to end to sell more books?
- As always, you have two options:
- You can do it **slow** with trial and error and some of the tips you've learned today...
- Or you can do it **quickly** by having a trained team of author marketers do the work for you!
- But I only want to share more about this new service with your permission, so type **YES** if you'd like to find out more

BECOME GREATER

FORGET WHAT WE
BECAME. FOCUS
ON WHAT WE'RE
CAPABLE OF
BECOMING.

ANIEKEE TOCHUKWU EZEKIEL

The background is a solid teal color. It is framed by a border of white line-art icons of open books. The top border consists of a row of book spines. The bottom border consists of a row of open book pages. The left and right borders consist of a vertical stack of open book pages.

INTRODUCING...

BEST PAGE FORWARD

PLUS!

WHAT IS BEST PAGE FORWARD PLUS?

- A full-service, done-for-you sales page transformation
- The easiest way to go from a book page that pushes browsers away...
- Into one that converts more strangers into paying customers
- And it's the quickest way to get more people to click on ads, check out your page, and click the Buy Now button
- Also, it allows you to hand off ALL of your sales page marketing to somebody else so you can get back to writing!

IT HELPS YOU UPGRADE FROM THIS . . .




TO THIS . . .





WHAT DO I GET OUT OF THIS?

- A brand new book description and 10 new pieces of Amazon Ad copy from BPF
 - A genre-appropriate title, subtitle, price, and series title for your book
 - The exact 7 KDP Keywords and the most relevant Categories to give your book the best chance to sell
 - A professional book cover that fits with your genre
 - Peace of mind that your marketing finally syncs up with your book
- 

WHO'S A GOOD FIT?

- An author looking to improve sales of Book 1 or a Box Set to lead into the rest of a series or standalones (not really meant for Book 7 in an established series)
- An author who wants our guidance and is willing to “take our word for it” that we’ve crafted a Marketed to Market Sales Page (be willing to let go so that we can handle the heavy lifting for you)
- An author who would rather spend time writing than working on a blurb, researching keywords, or talking to a designer (we end up doing about 4-10 hours of research and work for each book so you don’t have to)
- An author excited to take their book’s marketing to the next level (raise your hand if that’s you)

AUTHORS LOVE OUR PROCESS

“I used the BPF+ package to re-cover my three-book historical mystery series and spruce up the sales pages. I was nervous about changing anything, but I loved the new designs straight away. I published the new covers at the beginning of the year, and sales have shown a steady upward trend ever since. The team are really responsive and helpful, I'd recommend them to anyone.”

- Fran Smith, Author of *Poison at Pemberton Hall*



AUTHORS LOVE OUR PROCESS



“I wanted to update you on my new covers, keywords and browse categories. All three seem to be working excellently together. Sales have gone up considerably on *A Swindle in Sumatra* (Book 1). Thank you so much for all your efforts! I feel my series is much better represented now.”

- Nancy Raven Smith, Cozy Mystery Author

AUTHORS LOVE OUR PROCESS

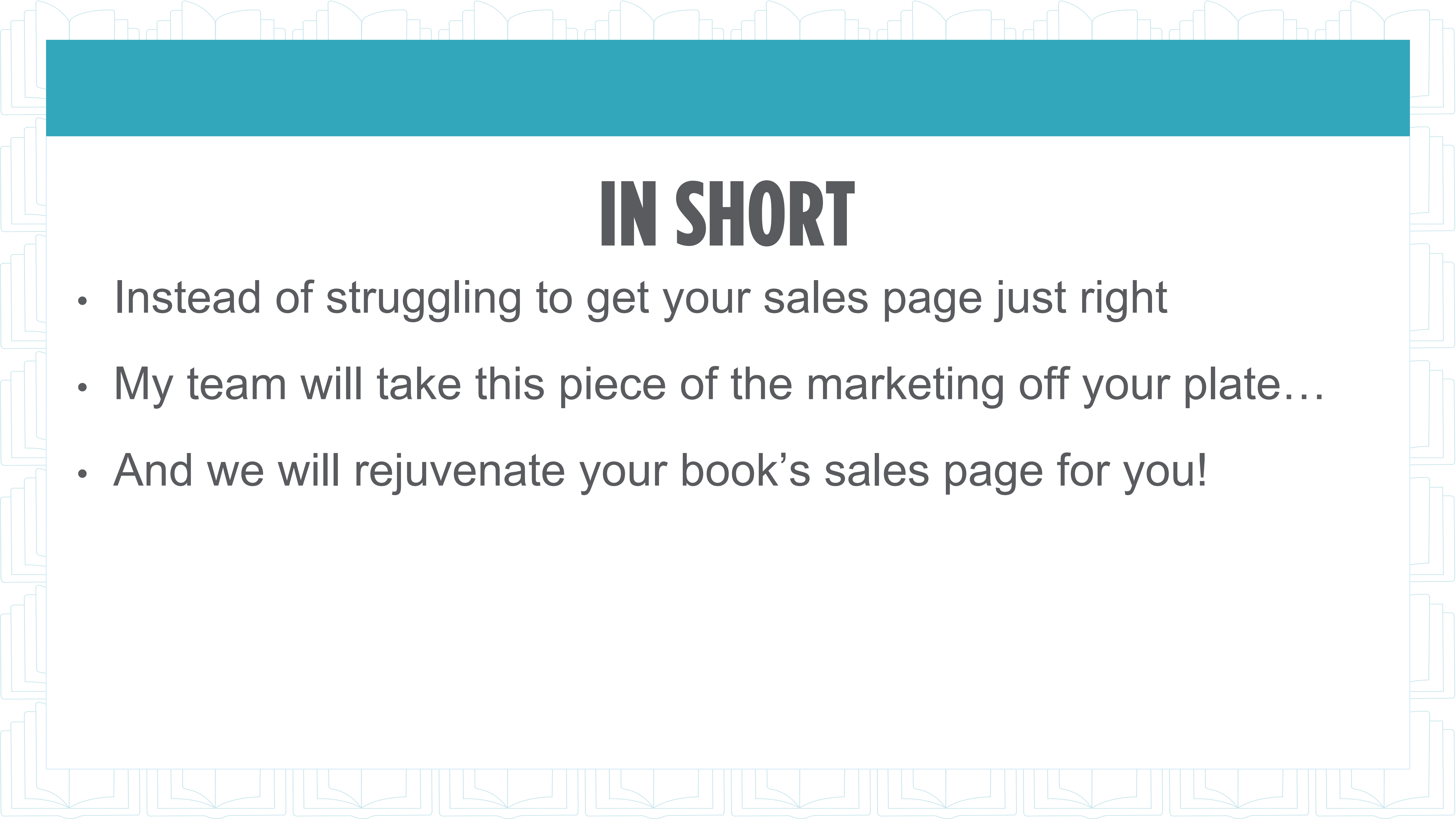
”BPF is an indie-writer's best friend when it comes to getting established. Not only do they offer a marketing done-for-you service, but their challenges and ongoing support is priceless.”

- Emma Dhesi, Women's Fiction Author






IN SHORT

- Instead of struggling to get your sales page just right
 - My team will take this piece of the marketing off your plate...
 - And we will rejuvenate your book's sales page for you!
- 



HOW MUCH IS BEST PAGE FORWARD PLUS AND HOW DO I GET STARTED?

- Many cover designers charge a minimum of **\$400** for a brand new cover
 - Getting a full marketing makeover from a publishing expert could run you over **\$1,000**
 - There are publishing packages out there that will do all this heavy lifting for you for over **\$5,000+**
- 

(LIMITED TIME OFFER) INVEST IN YOUR SUCCESS

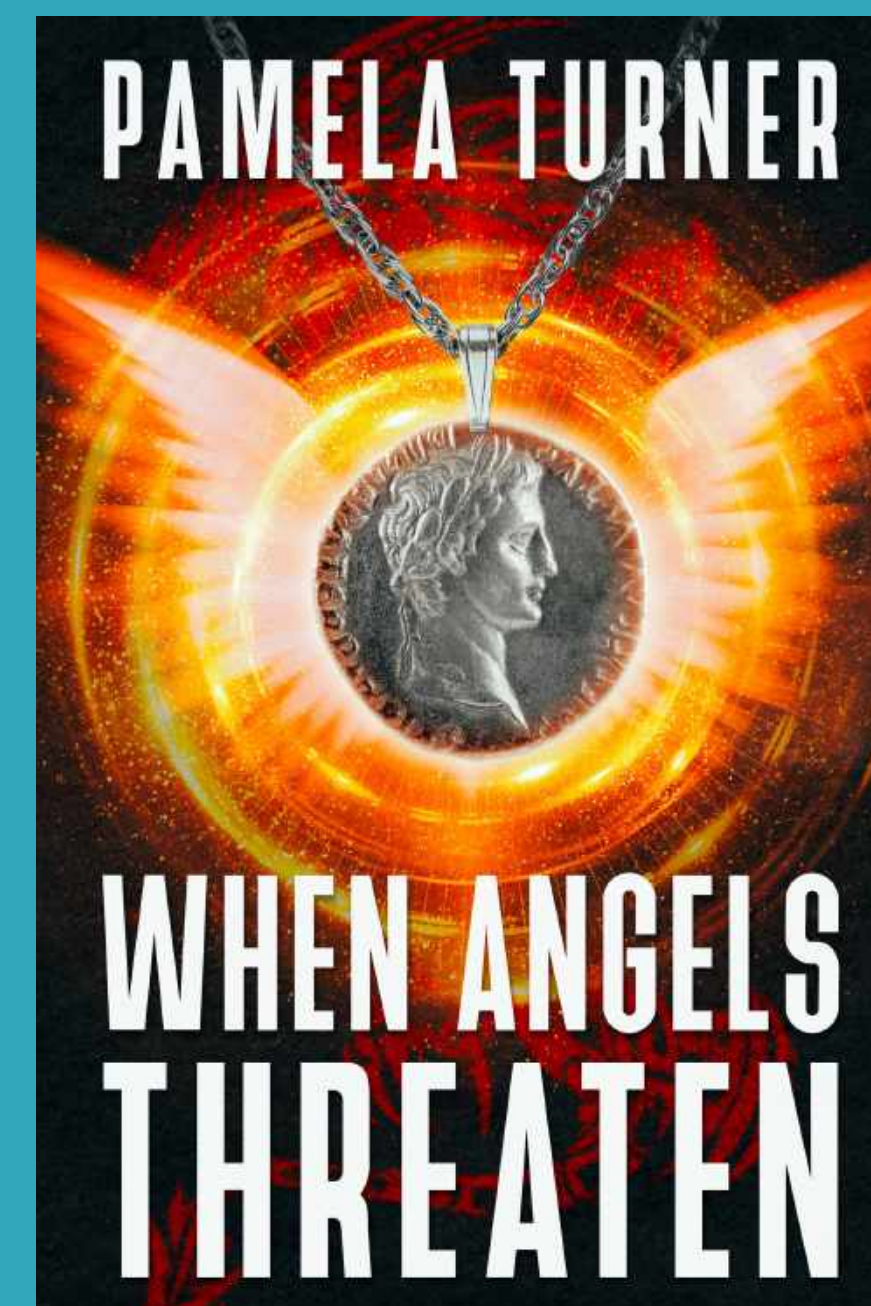
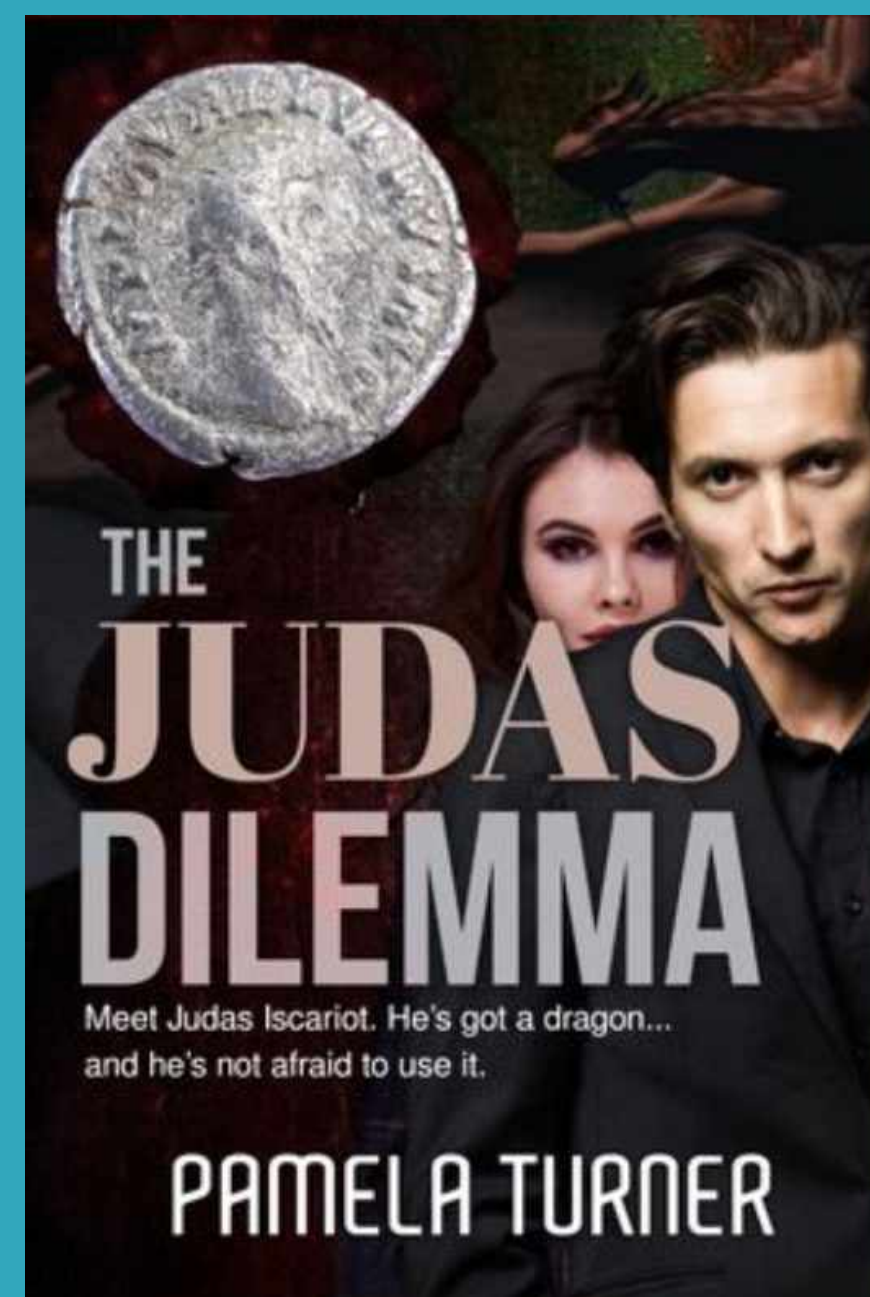
- You can get started today for **\$297 or three payments of \$125** to get us to create your Best Page Forward book description and ad copy
- You can add on the Silver Package with Keywords, Categories, Subtitle, and Series Title for (~~\$597~~) **\$497 or three payments of \$199**
- Or get the Gold Treatment with a Professional Book Cover in addition to the above for (~~\$997~~) **\$697 or three payments of \$267**
- **Go to BestPageForward.net/Sept22** or click the link/button to order your custom sales page package today!

HERE ARE YOUR OPTIONS

BPF Blurb Package	BPF+ Blurb & Metadata	BPF+ Blurb & Cover
Three Payments of \$125	Three Payments of \$199	Three Payments of \$267

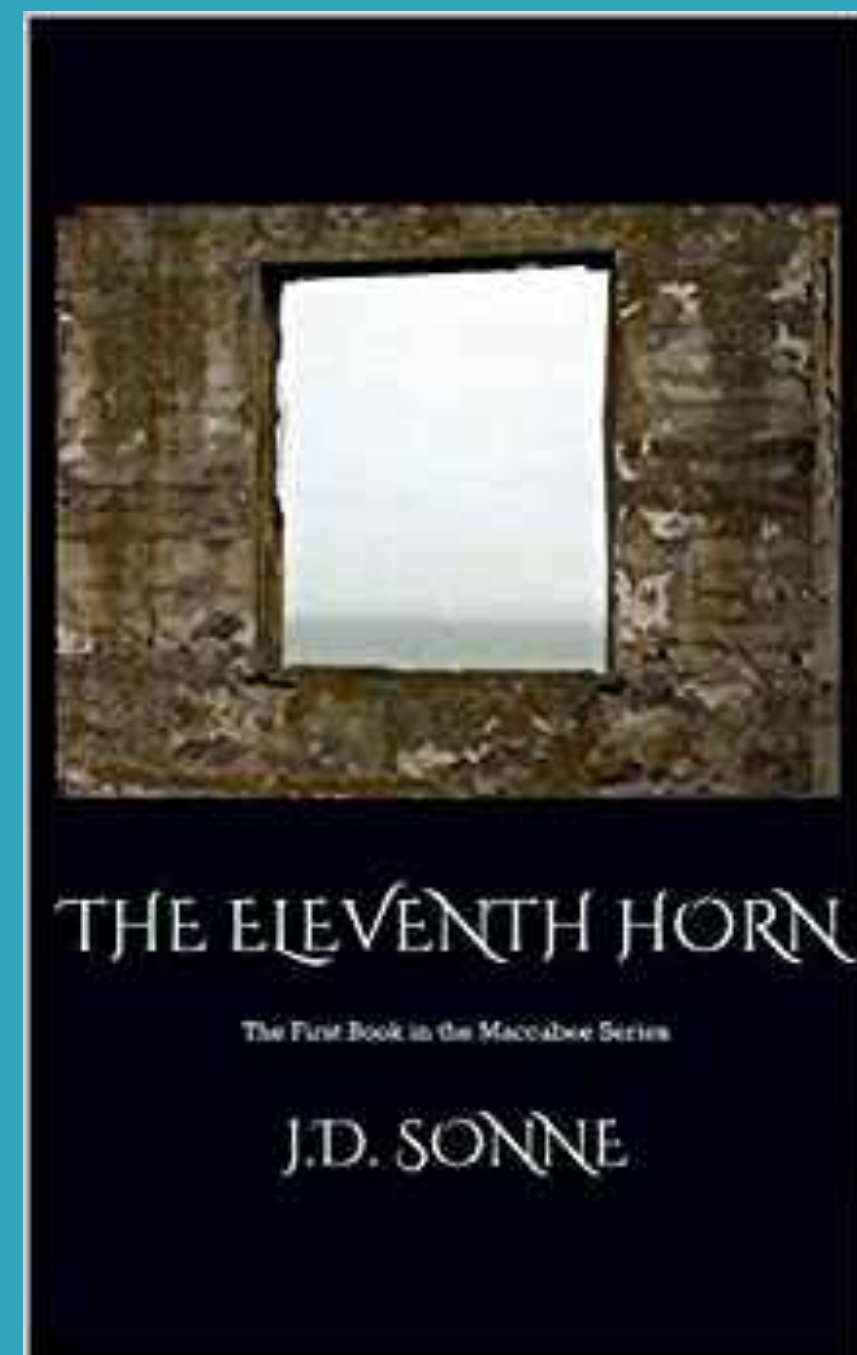
Visit BestPageForward.net/Sept22 to order your bundle!

BEFORE AND AFTER #1



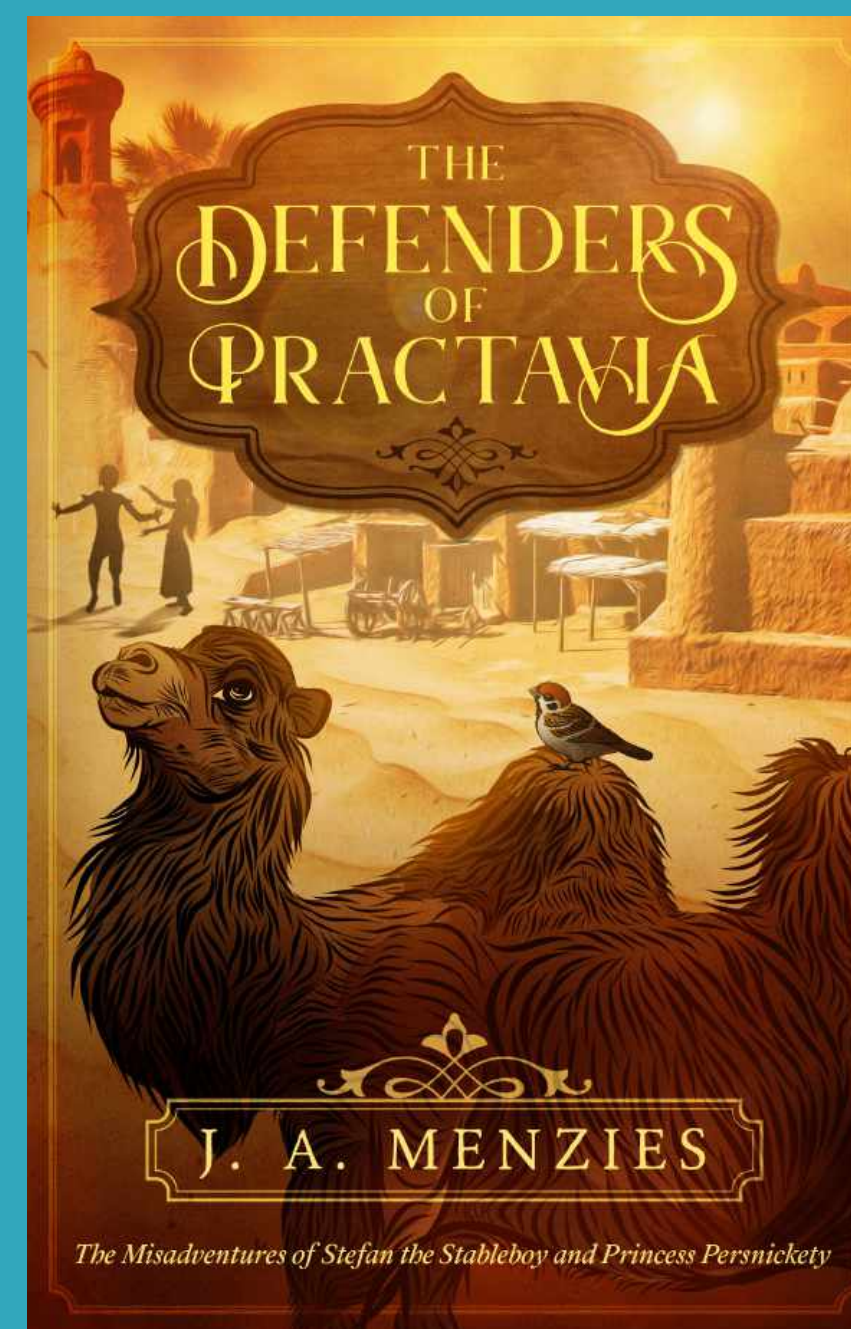
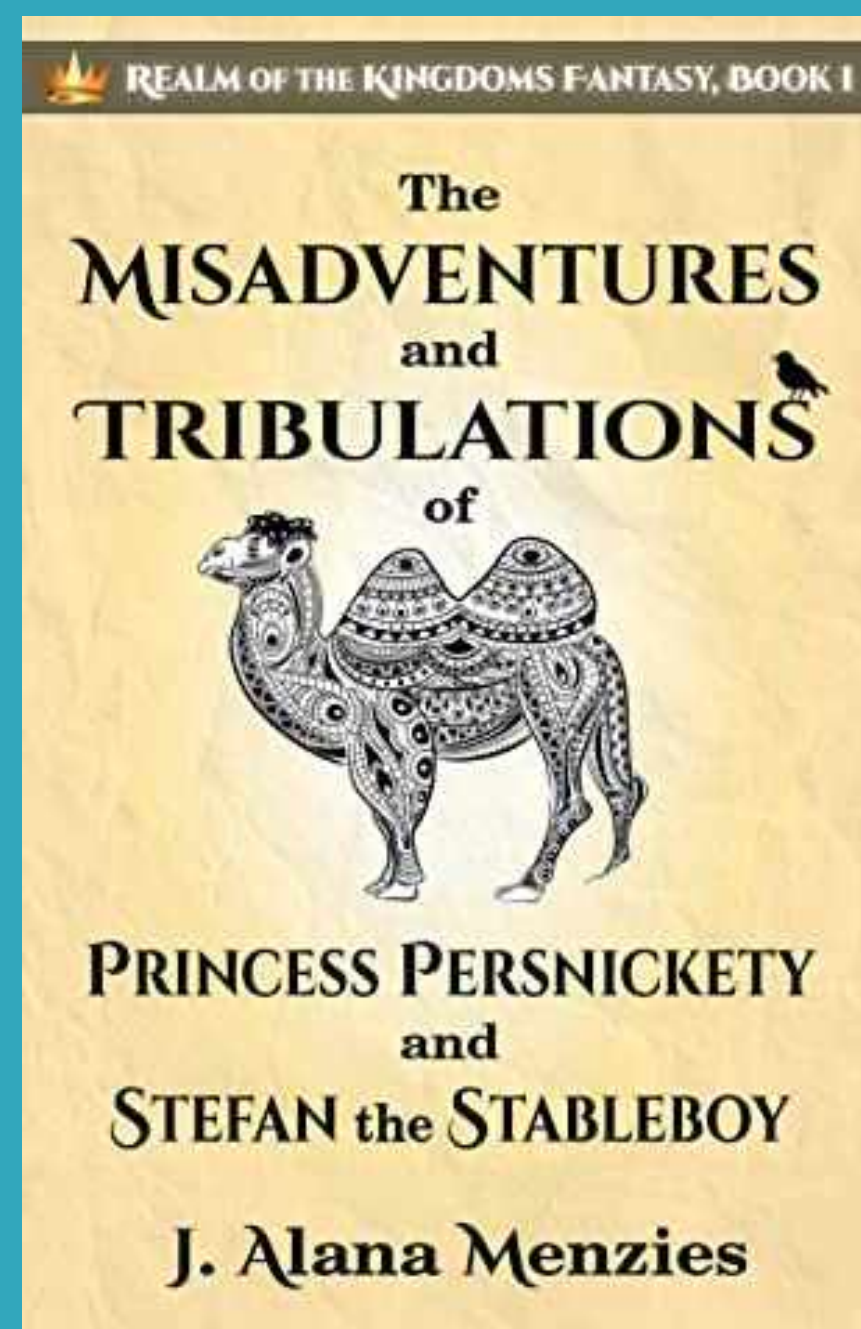
Visit BestPageForward.net/Sept22 to order your bundle!

BEFORE AND AFTER #2



Visit BestPageForward.net/Sept22 to order your bundle!

BEFORE AND AFTER #3



Visit BestPageForward.net/Sept22 to order your bundle!

The background is a solid teal color. It is framed by a decorative border of white line-art icons of open books. The top border consists of a row of book spines. The left and right borders consist of a vertical stack of open book icons. The bottom border consists of a row of open book icons.

AND IF YOU BUY NOW . . .

**YOU'LL GET THESE
SPECIAL BONUSES!**

FOR EACH BPF PACKAGE YOU ORDER

- Bonus: Multiple revisions of Your Blurb (value \$197)
- Bonus: Facebook and Amazon Advertising Copy (value \$197)
- Bonus: Customized Amazon HTML Code (value \$97)
- 1-3 hours saved of your own time so you can write instead (value \$297)
- Add that to your regular description of \$297...
- A total value of \$1,000+ for each description for just **\$297!**

Go to BestPageForward.net/Sept22 or click the link/button to order your done-for-you book description package today!

WHEN YOU ORDER A “SILVER” PACKAGE

- A genre-appropriate title, subtitle, and series title for your book (\$197 value)
- Guidance on the proper price for your book to sell the most copies in your genre (\$97 value)
- The exact 7 KDP Keywords and the most relevant Categories to give your book the best chance to sell (\$197 value)
- Everything included in the Best Page Forward package plus an additional 1-3 hours of your writing time back (\$1,300+ value)
- That's a total value of \$1,600+ for just **\$497**

Go to BestPageForward.net/Sept22 or click the link/button to order your done-for-you book description package today!

AND IF YOU ORDER A “GOLD” PACKAGE

- A professional book cover that fits with your genre (\$397 value)
- A genre-appropriate title, subtitle, series title, and price for your book (\$297 value)
- The exact 7 KDP Keywords and the most relevant Categories to give your book the best chance to sell (\$197 value)
- Everything from the Best Page Forward blurb package and an additional 2-6 hours to go back into your writing (\$1,500+ value)
- That's a total value of \$2,400+ for just **\$697** (through Sunday)

Go to BestPageForward.net/Sept22 or click the link/button to order your done-for-you book description package today!


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**WANT TO GET ADVICE FOR BETTER BOOK
LAUNCHES AND HIGHER READTHROUGH?**

IF YOU ORDER IN THE NEXT 30 MINUTES...



TWO POWERFUL BONUSES

- If you order in the next 30-minutes, you'll get my **Ultimate Book Launch Checklist** (a \$97 value) and...
 - You'll also get **The Ultimate Readthrough Cheat Sheet** to help you get more readers from Book 1 to Book 2 in your series (a \$97 value)
 - These special bonuses (**value of \$194+**) are yours when you purchase a any of the three levels today
- 

IF YOU'RE WATCHING THE REPLAY

WEBINAR REPLAY:

How to Optimize Your Amazon Sales Page to Sell More Fantasy Books Forever

6

DAYS

10

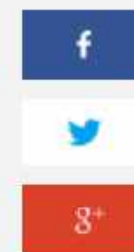
HOURS

51

MINUTES

30

SECONDS



HERE ARE YOUR OPTIONS

[illegible]

Go to SellingForAuthors.com/Romance19 or click the link/button to order your custom description today!

Email us your screenshot or email us the time listed to claim your bonus!

WHEN YOU ADD “LAUNCHES AND READTHROUGH”

- BPF Package + Two Worksheets (value \$1,200+) for **\$297**
- BPF+ Silver Package + Two Worksheets (value \$1,900+) for **\$497**
- BPF+ Gold Package & Two Worksheets (value of \$2,700+) for **\$697**
- Go to ***BestPageForward.net/Sept22*** to order today!

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BUT THAT'S NOT ALL!

IF YOU ORDER BY SUNDAY...



TWO MORE BONUSES

- The "How to Create an Easier Launch Plan" walkthrough video (a \$197 value)
- The "How to Create Back Matter Crash Course" with Quinn Ward (a \$197 value)
- This **\$390+ value** is yours when you purchase any of the three packages through Sunday

WHEN YOU ADD “TWO MORE BONUSES”

- BPF Package + Four Bonuses (value \$1,400+) for **\$297**
- BPF+ Silver Package + Four Bonuses (value \$2,100+) for **\$497**
- BPF+ Gold Package & Four Bonuses (value of \$2,900+) for **\$697**
- Go to ***BestPageForward.net/Sept22*** to order today!

The background is a solid teal color. It is framed by a decorative border of white line-art icons of open books. The books are arranged in rows along the top, bottom, and sides of the teal area.

**SHOULDN'T I GET SOMETHING EXTRA
IF I BUY THE SILVER?**

OH FINE, HOW ABOUT...

TWO MORE BONUSES FOR SILVER

- "Better Amazon Ads for Your Next Launch" class with me (a \$197 value)
- "The Readthrough Optimizer Walkthrough" with Quinn Ward (a \$197 value)
- These two additional bonuses (a \$390+ value) are all yours when you purchase BPF+ Silver or Gold by Sunday

WHEN YOU ADD “TWO EXTRA BONUSES”

- BPF+ Silver Package + Six Bonuses (value \$2,500+) for **\$497**
- BPF+ Gold Package + Six Bonuses (value of \$3,400+) for **\$697**
- Go to ***BestPageForward.net/Sept22*** to order today!

The background is a solid teal color. It is framed by a decorative border of white line-art icons of open books. The books are arranged in rows along the top, bottom, and sides of the teal area.

**SHOULD I FEEL BAD ASKING FOR SOMETHING
MORE IF I BUY THE GOLD?**

NOT AT ALL! HOW ABOUT...

THREE MORE BONUSES FOR GOLD

- A recording of our "How to Improve Your Next Launch" class and coaching session with Jami Albright (a \$297 value)
- A recording of our "Series Supercharger Workshop" coaching session with Quinn Ward (a \$297 value)
- And a LIVE small group session with an Ad School Certified Coach to discuss your books, launches, ads, and more (a \$397 value)
- These three bonuses are worth **\$900+ in value** and they're only available if you purchase a gold package through Sunday

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- And while we've tried our best to share that knowledge through our trainings...
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- This EXACT service would've saved me over \$2,500 when I was starting out
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Total Value = \$1,400+

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BPF+ Blurb & Metadata

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– Peace of mind that your marketing finally syncs up with your book

– Everything in the BPF Blurb Package including Amazon Ad copy (\$1,400+ value)

– 1-3 additional hours saved of research, writing, and editing time to do it yourself (\$297 value)

– Bonus: "Better Amazon Ads for Your Next Launch" with Bryan Cohen (\$197) AND "The Readthrough Optimizer" walkthrough with Quinn Ward (\$197)

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– A genre-appropriate title, subtitle, and series title for your book (\$197 value)

– 7 KDP Keywords and relevant Categories along with guidance on your best genre price (\$297 value)

– 2-4 additional hours saved of research, writing, editing, and back-and-forth time to do it yourself and get it right (\$397 value)

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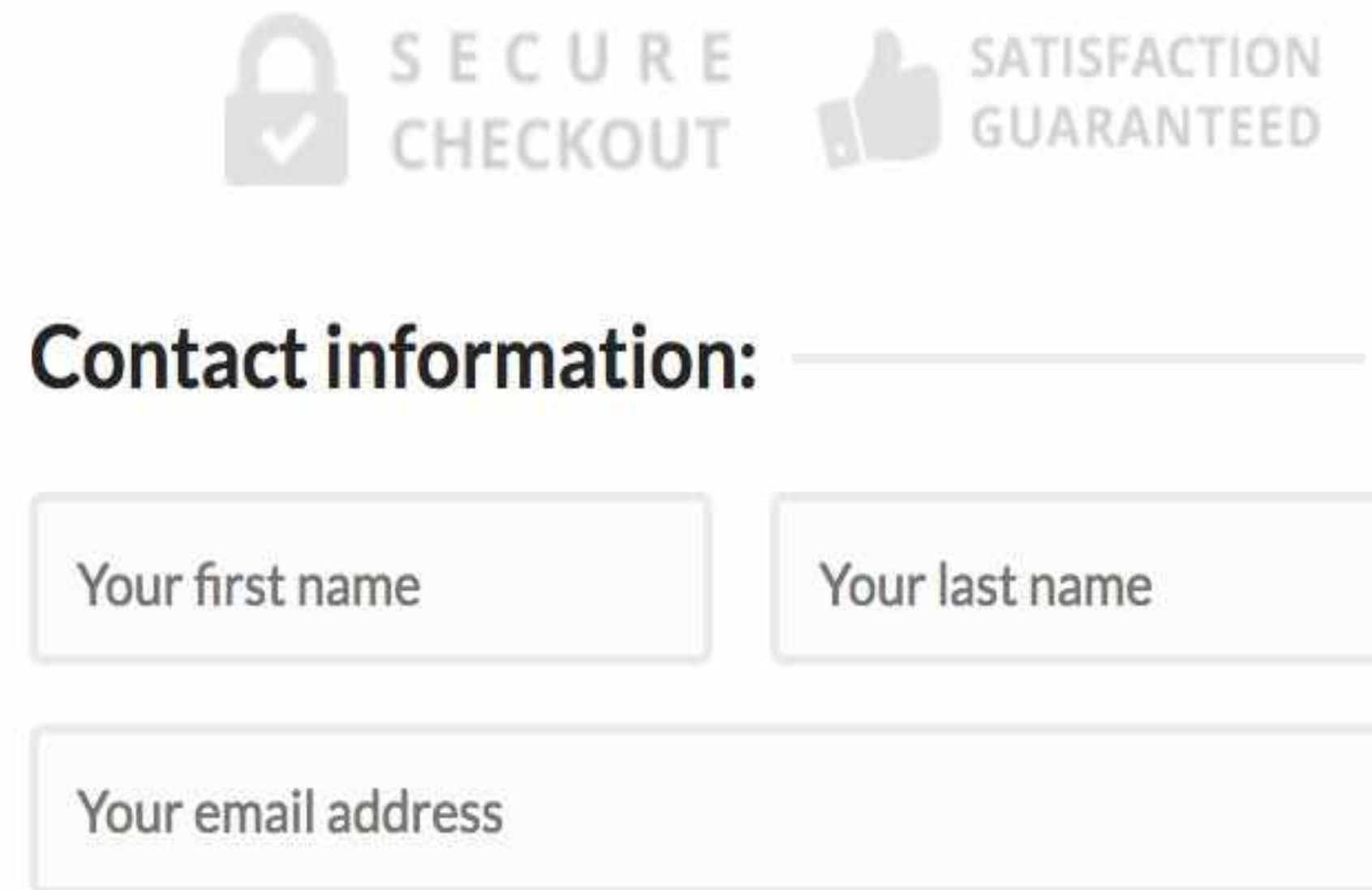
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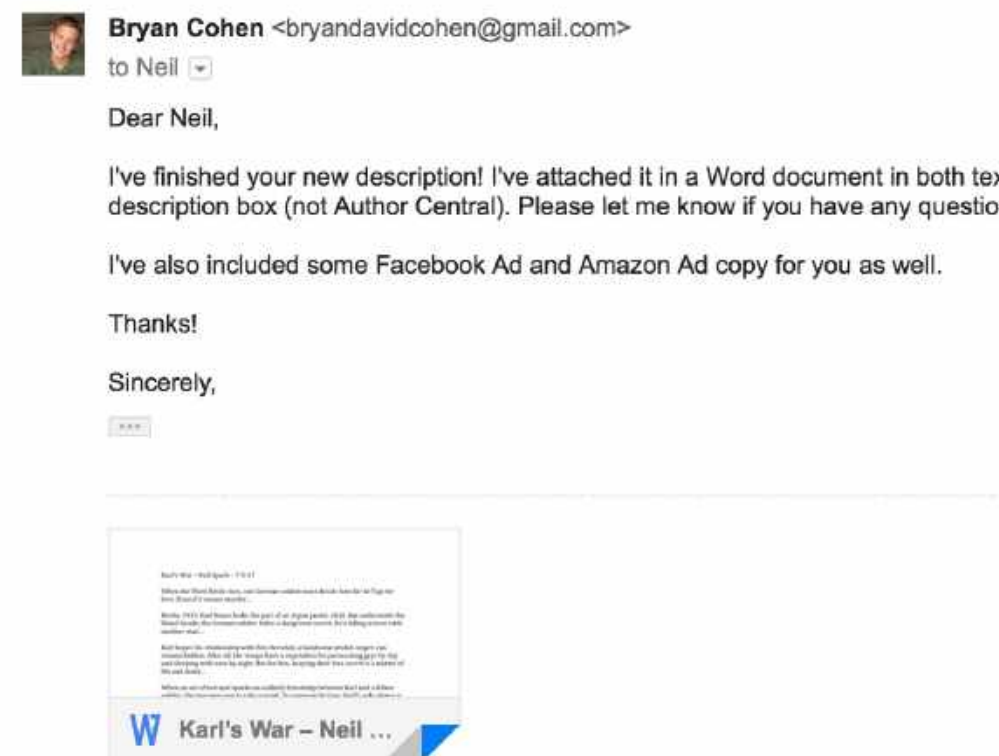
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Because this is like magic. Thank you so much!"*
– Author Alyssa Ashton