



**BEST PAGE
FORWARD**

THE 5 MOST COMMON BOOK DESCRIPTION MISTAKES (AND HOW TO FIX THEM) TO SELL MORE BOOKS


with Bryan Cohen, CEO of Best Page Forward

THE READER'S CUSTOMER JOURNEY

- However a potential fan reaches your book (ad, email list swap, word of mouth, successful launch)...
- They're going to start at the top of your Amazon Sales Page
- This means they'll spy your cover, title, reviews, and book description
- If any one of those sales page components turn the reader off, they'll click away
- If they're still on the page by the time they make it to your blurb, then your "copy" is the closer

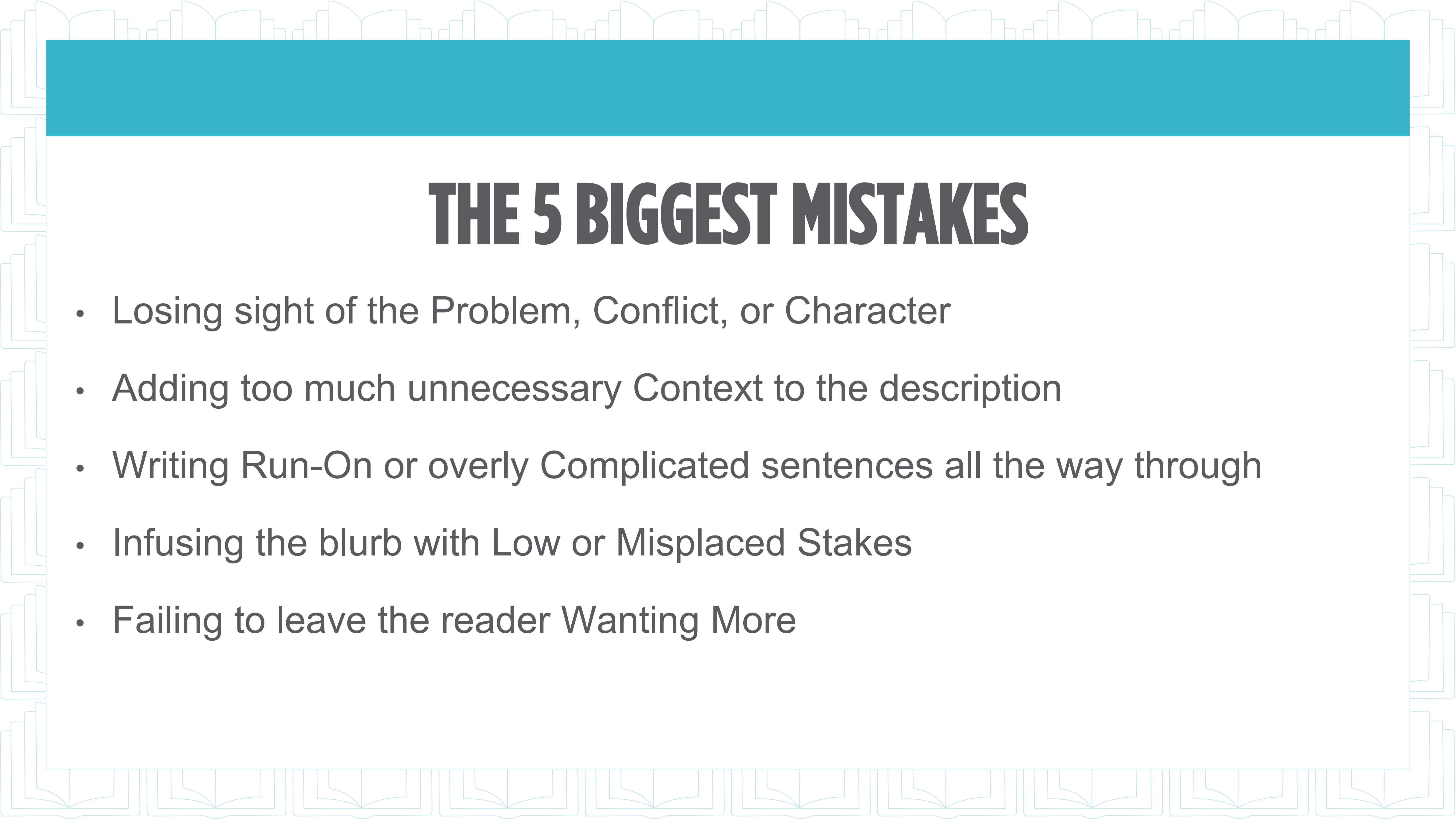


WHERE WE LOSE THEM

- The majority of readers crave the familiar and want a title, cover, and blurb they recognize as part of the genre
 - If it looks like a fantasy novel and sounds like a fantasy novel, then they may be intrigued enough to read the book description
 - From there, it's the strength of your copy that compels them to click the back button, an ad for another book...
 - Or the Buy Button that will give you a Sale and a potential customer for life
 - A weak blurb will push them away, and a strong book description draws them closer
- 




THE 5 BIGGEST MISTAKES

- Losing sight of the Problem, Conflict, or Character
 - Adding too much unnecessary Context to the description
 - Writing Run-On or overly Complicated sentences all the way through
 - Infusing the blurb with Low or Misplaced Stakes
 - Failing to leave the reader Wanting More
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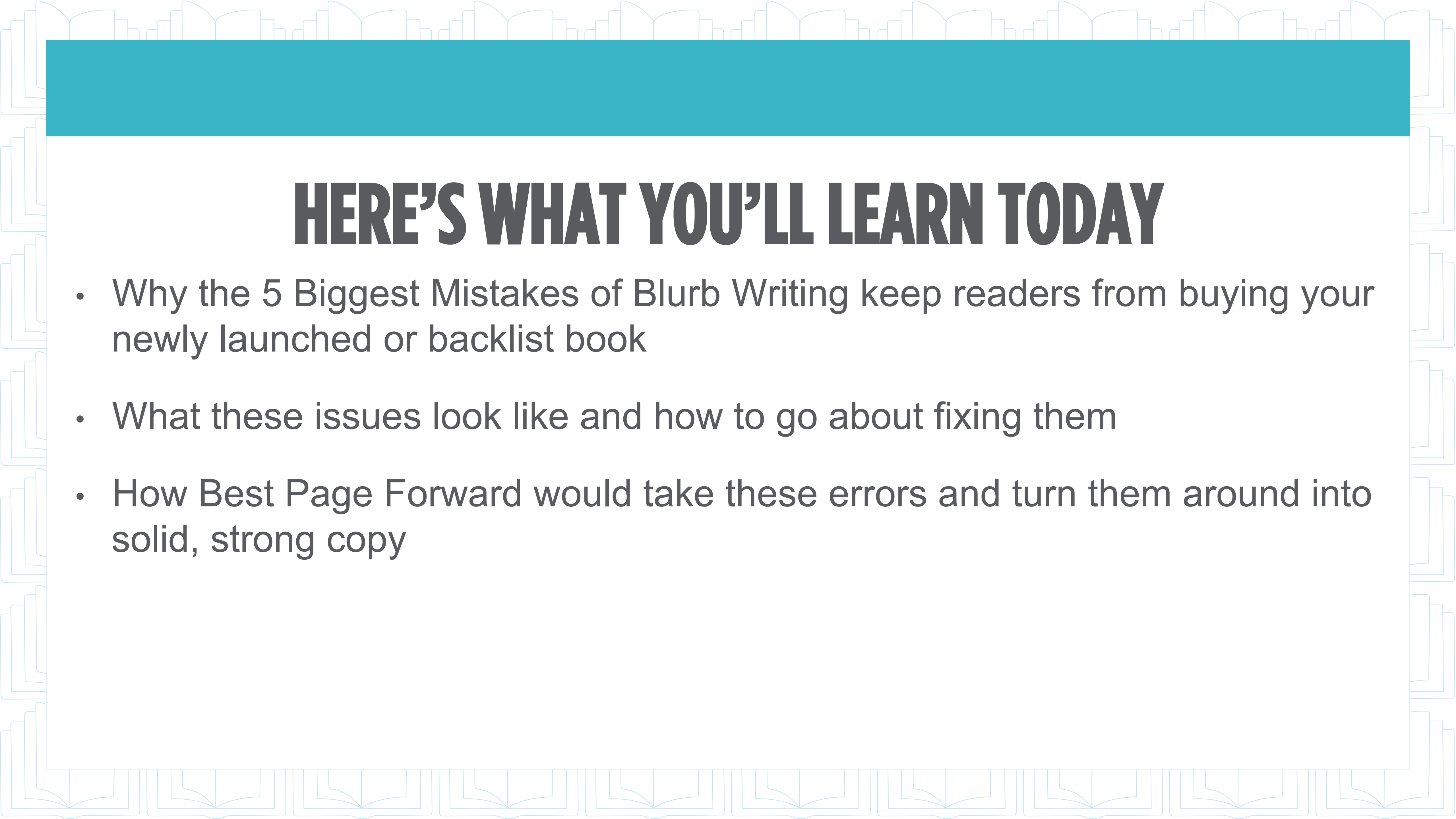


WHEN WE FIX THESE...

- The reader goes from satisfied with the Title and Cover...
 - To intrigued enough to purchase the book and start reading
 - As a higher percentage of browsers become buyers, Conversion Rate improves...
 - Which makes Amazon Ads and other forms of marketing more Profitable
 - And eventually turns more readers into forever fans who join your email list and buy all of your future books
- 




HERE'S WHAT YOU'LL LEARN TODAY

- Why the 5 Biggest Mistakes of Blurb Writing keep readers from buying your newly launched or backlist book
 - What these issues look like and how to go about fixing them
 - How Best Page Forward would take these errors and turn them around into solid, strong copy
- 




HERE'S WHAT YOU'LL NEED

- As distraction-free an environment as one can have during this wild and crazy time
 - Enough time to watch the webinar and stick around for the Q&A session (around 2 hours)
 - Patience and a willingness to learn and change
- 



I HOPE YOU'LL STAY TO THE END

- A handful of Best Page Forward writers and myself will be here to answer your questions and provide feedback during the Q&A
 - You'll also get a special bonus and discount offer for our Done-For-You Book Description Service
 - But first, let's take a short trip down memory lane
- 

THE STORY OF BEST PAGE FORWARD, PART 1


- After years slinging coffee at Starbucks while doing improv comedy and writing scripts on the side...
- In 2009, I became a full-time author and freelancer with half of my income stemming from blogs and articles
- Over the next 7 years, I wrote thousands of articles and refined my copywriting craft, eventually graduating to ghost writing articles for CEOs in publications like Forbes and Fast Co.
- Self-publishing podcaster Simon Whistler recommended I marry my love of authors and copywriting by writing FOR writers
- One week later, I launched Best Page Forward and in the first 30 days in business I received 100 orders!

THE STORY OF BEST PAGE FORWARD, PART 2

- As business continued to grow, I realized that I couldn't do it all by myself
- Spending tens of thousands of dollars on coaching and training, my small team and I developed the Best Page Forward system
- This allowed us to create a process that would make our band of authors into expert copywriters in a variety of genres
- Through refinement and a lot of late nights, we set up the 16-step, 4-writer process we use here in 2021



THE STORY OF BEST PAGE FORWARD, PART 3

- As our team continues to grow with 10+ writers, editors, and formatters...
 - We've now written over 4,000 book descriptions for the author community and over 10,000 pieces of Amazon Advertising copy
 - The dedication of our writing and administrative team even allowed us to hire during the pandemic...
 - Which speaks to how much the process has grown from a barista in his basement into a six-figure company that gives authors confidence to launch, relaunch, and grow their careers
 - And it's given us the experience to share with you to exactly how to correct the most common mistakes in copywriting to take your books to the next level
- 

MISTAKE #1: LOSING SIGHT OF PROBLEM, CONFLICT, OR CHARACTER

- Readers may not know it when they're browsing Amazon, but they're looking for something very specific
- Nonfiction readers want to solve a problem while fiction readers crave a certain type of character in a genre story
- From the first line, your description must convey that this book gets you out of debt, shows you a divorcee discovering magical powers, or puts a grizzled captain in space danger
- Making your opening line anything BUT that very thing book browsers want to find will keep them from buying
- We need a very clear focus on what readers want and put that front and center

THE FIX, PART 1

- First, you need to put yourself in your reader's shoes and ask what they're looking for
- A thriller fan might want a tough-as-nails former military operative battling against cunning terrorists
- A romance reader might be interested in a sexy billionaire finally opening up to the one who got away
- A father trying to get his four-year-old to go to sleep might want a solution that works in 10 minutes or less (I can dream of this, right?)
- Identifying the Character and Conflict or Problem the reader WANTS may give you infinitely deeper marketing clarity than you had before

THE FIX, PART 2

- After making the discovery of what your reader wants, then you can go about incorporating the info into your reader's first impression
- For nonfiction, this is usually done in the form of a positive question (i.e. Ready to put your toddler to bed and have her actually fall asleep?"
- For fiction, you'll focus on what the characters Wants and what's in their Way (i.e. Hunter Bone has neutralized hundreds of terrorist threats. But he never expected his brother to join the other side.)
- Getting the first line right is so key, you may need to write over a dozen options...
- But as long as you refocus on what your readers want to see, you'll be headed in the right direction



UNPROBLEMATIC EXAMPLES, PART 1

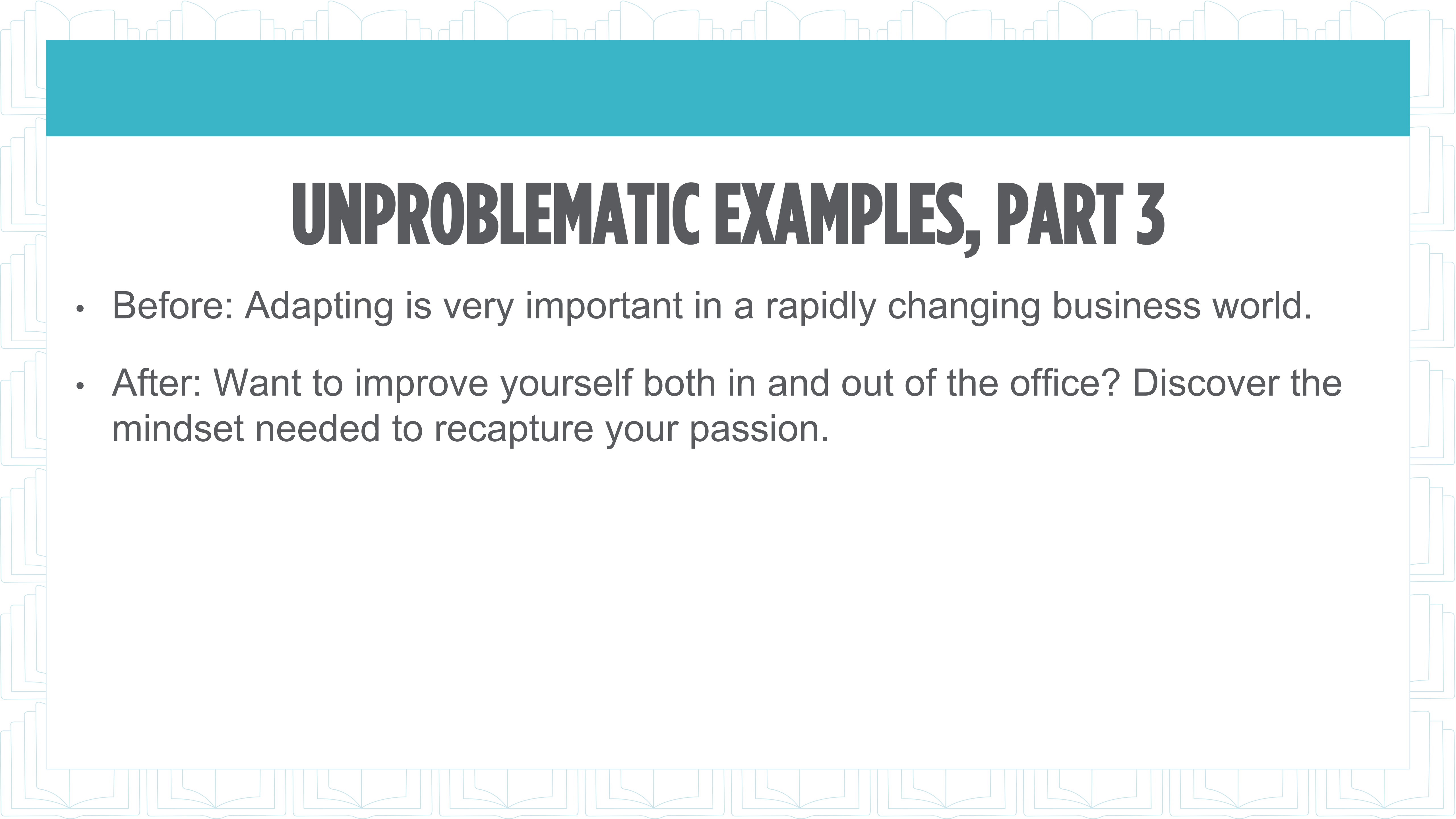
- Before: How long would you be gone before someone took action?
- After: No family. One friend. Will anyone notice she's been kidnapped?

UNPROBLEMATIC EXAMPLES, PART 2

- Before: Not all gods are the same. Evil exists, even among supreme beings.
- After: He's just built his first world. But if a rival destroys it, the life he's created will burn.



UNPROBLEMATIC EXAMPLES, PART 3

- Before: Adapting is very important in a rapidly changing business world.
 - After: Want to improve yourself both in and out of the office? Discover the mindset needed to recapture your passion.
- 

MISTAKE #2: TOO MUCH UNNECESSARY CONTEXT

- We see a lot of book descriptions that resemble book reports (at least in the first paragraph)
- In fiction, this takes the form of sharing a whole lot of info about the Worldbuilding before we get to the Character (see mistake #1)
- In nonfiction, we hear multiple sentences about how important a subject is (when a reader is overweight, they don't need a paragraph about the "obesity epidemic")
- Instead of context, we double down on the character's emotional journey or the nonfiction author's expertise ON this subject

THE FIX, PART 1

- For fiction, we start by thinking what makes our protagonist relatable to our genre readers (or two protagonists if it's romance or 2 POV)
- Then we make the first sentence or two about the character's life and emotional state prior to the story's Inciting Incident (big event that kicks off the action) rather than the World
- In nonfiction, we ignore the subject matter context and dive right into what makes YOU the person who should be sharing this info
- In lieu of credentials or years of experience, you can simply call yourself an author (the first 6 letters of Authority)

THE FIX, PART 2

- To avoid making the character's introduction an "info dump" we boil down who this person is to their essence
- You'll further want to cut the # of words by trading down through rephrasing and restructuring (find ways to cut 12 words down to 9, 8 down to 6, etc.)
- And for our nonfiction author experts, we certainly don't want to be vain (or embellish)...
- But this is no time to be humble, because readers assume "our publisher" wrote this blurb for us



NECESSARY EXAMPLES, PART 1


- Before: It's been 10,000 years since the plague ended civilization and forced the world back into a feudal society. Without the tiniest hint of technology remaining, a young farmer toils away on a piece of land he'll never own.
- After: Denny Harrison is tired of growing corn in an apocalyptic wasteland.

NECESSARY EXAMPLES, PART 2

- Before: The Age of Power has descended upon Irelandia. The darkness comes and goes with each generation, and the rulers use their magic to control the sands of time.
- After: Sand J'Tor has craved more than power ever since she took the throne.



NECESSARY EXAMPLES, PART 3

- Before: When hundreds of people are involved, turning around an out of control project or business operation can be a major challenge.
 - After: Management consultant and transformation specialist Erica Stetson has spent 25 years perfecting a system for optimizing projects and operations.
- 

MISTAKE #3: RUN-ON OR OVERCOMPLICATED SENTENCES

- Bloated sentences and paragraphs are par for the course in a lot of self-published book descriptions
- This often occurs because we're trying to pack in too much plot or information in too few sentences
- But since the human mind can only hold on to two or three pieces of information at once, it's best to say less and simplify more
- Avoiding this will also give your description less of a "wall of text" feel so that readers can more easily scan the description

THE FIX, PART 1

- At Best Page Forward, here are some of our catch phrases that we'll use in the notes of early drafts...
- “Vague it up,” “Let it breathe,” and “Save it for the book” which mean you should leave out some specifics, spread across multiple sentences, or just leave the info out
- Consider which character names and subplots are NOT related to the protagonist(s) emotional journey and “vague those up”
- Take your longest sentences with more than two main ideas and split them up to “let it breathe”
- And pull out any detours or confusing pieces of information to “save it for the book”

THE FIX, PART 2

- It also may be helpful to remember that your book description isn't a "summary"
- It's a piece of advertising meant to tell your target reader that this is what they're looking for (see Mistake #1)
- If a sentence goes too far away from the Character/Conflict or Problem/Solution that your book browser wants...
- Then pull out the sentence completely and find a way to expand and stretch out the lines that DO address what your readers want

SIMPLE EXAMPLES, PART 1

- Before: Why he wants me, Abbi Mitchell—a girl who lacks experience on every front that would matter to him—as his personal assistant, I cannot fathom, especially when I keep screwing up in the most spectacular way.
- After: As Abbi's powerful boss opens her eyes to a new world, she struggles to keep her burning desires from exploding.

SIMPLE EXAMPLES, PART 2

- Before: Ranger searches all over Santaland for someone who can teach him the secret of flying, but everyone he asks, including the oldest and wisest elves, Mrs. Claus, and even his brother Rudolph, gives him the same advice: "The secret lies within."
- After: Ranger dreams of pulling Santa's sleigh. But unlike his flying friends, he can't seem to get into the air. And if he can't find someone to show him the secret, he fears he'll never get his hooves out of the snow.

SIMPLE EXAMPLES, PART 3

- Before: When things are hard, when life gets rough, when it feels like the world is putting its weight on your shoulders and you can't catch a break or see any relief in sight and it's hard sometimes to get out of bed in the morning and you just feel... well, like crap, you might find yourself asking What's The Point?
- After: Has the world put weight on your shoulders? Looking for motivation to get out of bed in the morning? Trying to catch a break from gloomy thoughts and feelings?

MISTAKE #4: LOW OR MISPLACED STAKES

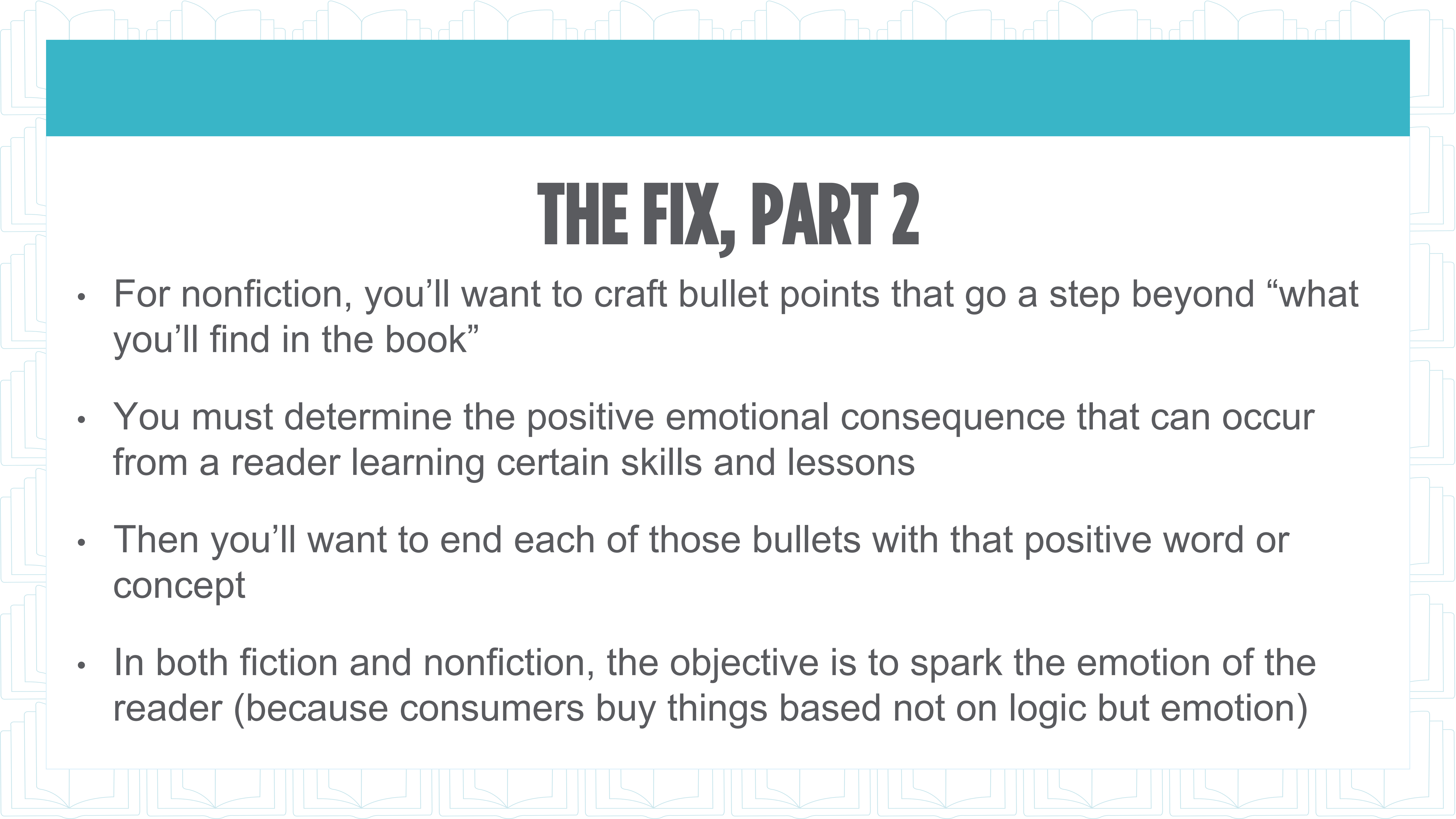
- If you've been to a Challenge or a Blurb Webinar this year, then you've probably heard me say the phrase "Death, Love, or Enlightenment"
- This is how I've explained the level of high-stakes you need to need include in your blurb to get readers excited
- By ending your sentences and paragraphs with a "meh" instead of a "wow," you don't give readers enough reason to continue
- Instead, we need to think of every paragraph like a chapter cliffhanger to keep these browsers invested
- In nonfiction, this mistake occurs when sharing benefits and takeaways that sound repetitive or don't connect emotionally with readers

THE FIX, PART 1

- To solve this problem in fiction, we need to make sure that every paragraph ends with a sentence that touches on Death, Love, or Enlightenment
- In thrillers and sci-fi/fantasy, this can be about a character or the world potentially dying
- In romance, it's usually about one protagonist falling for the other (or the danger of that love not being possible)
- In literary fiction or memoir, it's about whether or not the protagonist will find themselves
- Once this final paragraph sentence is about Death, Love, or Enlightenment, you'll want to ensure the final WORD of that sentence is as high-stakes as possible (i.e. demise, heart, soul)



THE FIX, PART 2

- For nonfiction, you'll want to craft bullet points that go a step beyond "what you'll find in the book"
 - You must determine the positive emotional consequence that can occur from a reader learning certain skills and lessons
 - Then you'll want to end each of those bullets with that positive word or concept
 - In both fiction and nonfiction, the objective is to spark the emotion of the reader (because consumers buy things based not on logic but emotion)
- 

HIGH-STAKES EXAMPLES, PART 1

- Before: Every sunset, Rainne is cursed to change from an elf maiden into a lust-fueled ogress. She keeps her ogre desires under control until an elf prince arrives and upsets her precariously balanced life.
- After: Lady Rainne Dequette hates her ugly magical curse. But when her epic skills with a blade save a handsome royal from ravenous wolves, revealing her shameful form could get her killed.

HIGH-STAKES EXAMPLES, PART 2

- Before: Any dreams bartender Nick Valentine had of ‘Happily Ever Afters’ were shredded long ago. In a perfect world, February 14th would be struck from the calendar—the last thing Nick and his customers need is a bunch of happy loving couples rubbing it in their faces.
- After: If love ever walked into his bar, mixologist Nicholas Valentine would send it right back out the door. Figuring casual hookups are the best he can expect, he’d rather give his time to his makeshift family of inebriated patrons. But when the delicious new bouncer catches his eye, he can’t deny the flutters of his watered-down heart.

HIGH-STAKES EXAMPLES, PART 3

- Before: In this book, 24 seasoned homeschooling parents discuss what they love about homeschooling and the challenges they've faced. The families come from both religious and secular backgrounds, with children of all ages, and represent a variety of homeschooling styles, abilities and disabilities, marital circumstances, educational achievements, job statuses, races, and socioeconomic levels.
- After: Reassuring stories from twenty-four families to give you a solid sense of confidence about your future plans
 - Various perspectives and refreshingly honest accounts to help you feel empowered to make the leap
 - A wide diversity of voices that demonstrate how you can be successful from any walk of life, and much, much more!

MISTAKE #5: A FAILURE TO LEAVE READERS WANTING MORE

- The ultimate sin of book descriptions is ending your blurb on a whimper instead of a bang
- This logical extension of Mistake #4 is that your highest possible stakes should be saved for last
- Too many fiction authors worry about spoiling Acts 3 & 4, so they avoid them completely and leave out details that could draw more readers in
- Nonfiction authors have the opposite problem, sharing so many bullet points in an effort to cover everything a possible target reader could be looking for
- We must succinctly and intently create motivation for the reader to buy the book to find out what's inside

THE FIX, PART 1


- First for fiction authors, you'll want to brainstorm on the Worst That Could Happen if the protagonist doesn't get what they want
- Being forever unfulfilled (Enlightenment), alone for the rest of their lives (Love), or dying and having other people die (Death) are pretty standard
- Once you've determined this worst-case scenario, you'll want to ensure the final sentence of your Synopsis focuses on this possible outcome
- And then using the same sort of process from Mistake #4, you want to end that sentence with the strongest word or concept
- Even if it's pretty clear that the couple will get together or the hero of eight straight books will survive, hinting at the opposite provides a reason for the reader to buy that book

THE FIX, PART 2

- In nonfiction, the best fix is to actually avoid sharing more than a handful of bullet points (at BPF, we never use more than five)
- First, list out all of the pieces of information you want to share about the book (i.e. what readers will learn inside)
- Next, rank them from top to bottom in terms of which ones your target readers will care about the most based on the problem they're looking to solve
- Either get a vote at this point or simply pick your Top 5 and leave the rest for readers to find out more inside
- Being intentionally vague here keeps readers from being overwhelmed, so going with less (but better) gives you an improved chance of selling your book



WANTED EXAMPLES, PART 1


- Before: When he can run no more, it becomes clear that some very particular powers want him out of the picture.
 - After: Will this frantic father save his daughter or will his quest for family end in blood?
- 

WANTED EXAMPLES, PART 2

- Before: Brody's good looks, charm, and loyalty will repeatedly test Kara's resolve to keep her past a secret.
- After: Will Kara and Brody be sidelined by their own rules, or will their fourth quarter pass end in passion?



WANTED EXAMPLES, PART 3

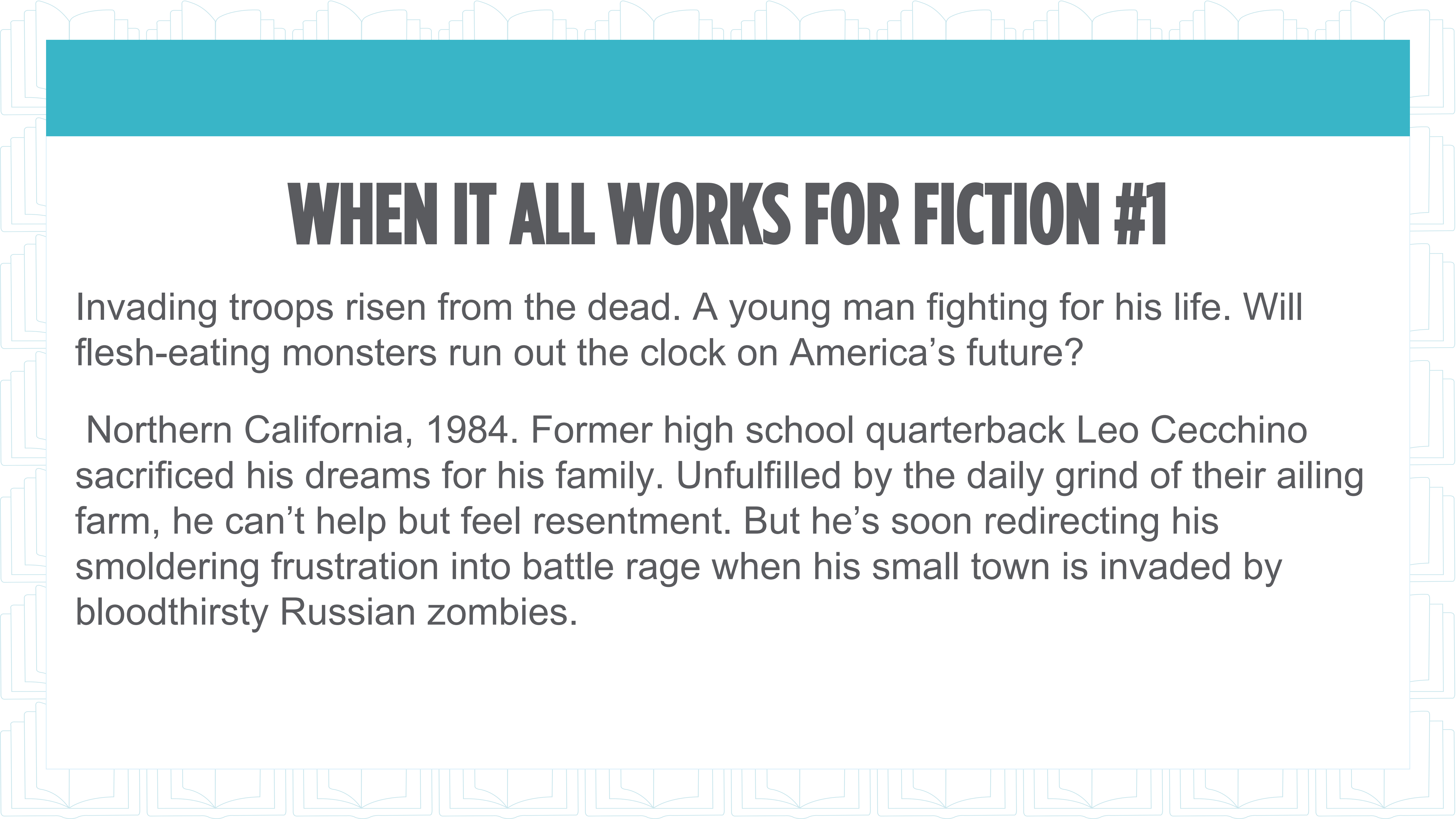
- Before: In this book, you'll find:
 - How to get out of debt
 - How to zero out your credit cards
 - 75 tips on improving your credit score
 - 111 strategies for budgeting
 - 1,200 real-life examples
 - (and a million other bullet points)
 - After: Keep it to 5 and let your other sections do the talking!
- 



WHEN IT ALL WORKS FOR FICTION #1

Invading troops risen from the dead. A young man fighting for his life. Will flesh-eating monsters run out the clock on America's future?

Northern California, 1984. Former high school quarterback Leo Cecchino sacrificed his dreams for his family. Unfulfilled by the daily grind of their ailing farm, he can't help but feel resentment. But he's soon redirecting his smoldering frustration into battle rage when his small town is invaded by bloodthirsty Russian zombies.





WHEN IT ALL WORKS FOR FICTION #2

Forced from his home to a secret hideaway, Leo tries desperately to spread the word and defend his country. But with the Soviets and their ravenous puppets firmly in control, it may rest on Leo and his hastily created counterattack playbook to save them all from a grisly death.

Can Leo snatch victory from the undead jaws of hell?





WHEN IT ALL WORKS FOR FICTION #3

Red Virus is the first book in the gripping Zommunist Invasion zombie apocalypse series. If you like small-town heroes, pulse-pounding action, and drooling enemies, then you'll love Camille Picott's page-turning tale.

Buy *Red Virus* to bury the opposition today!

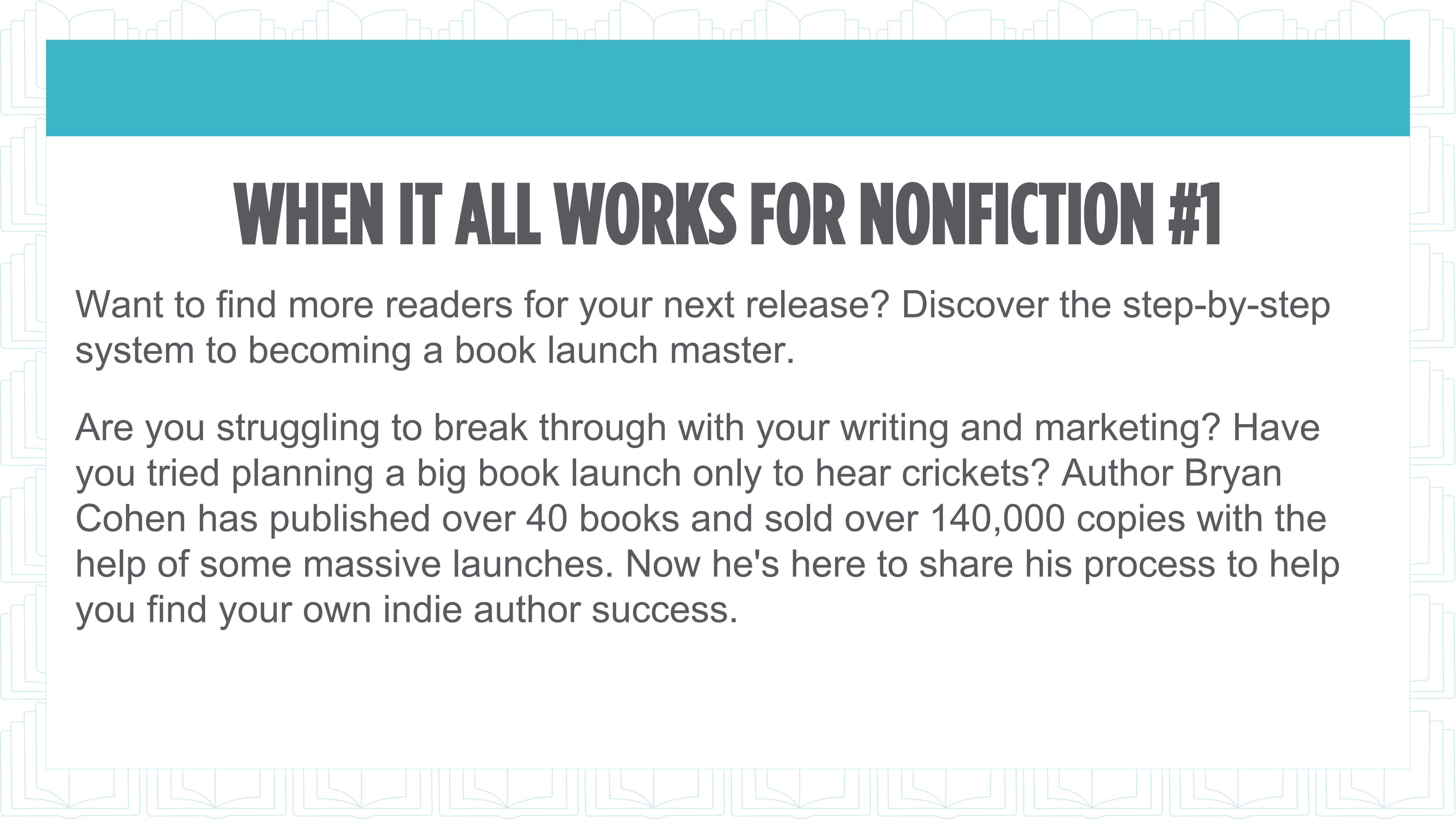




WHEN IT ALL WORKS FOR NONFICTION #1

Want to find more readers for your next release? Discover the step-by-step system to becoming a book launch master.

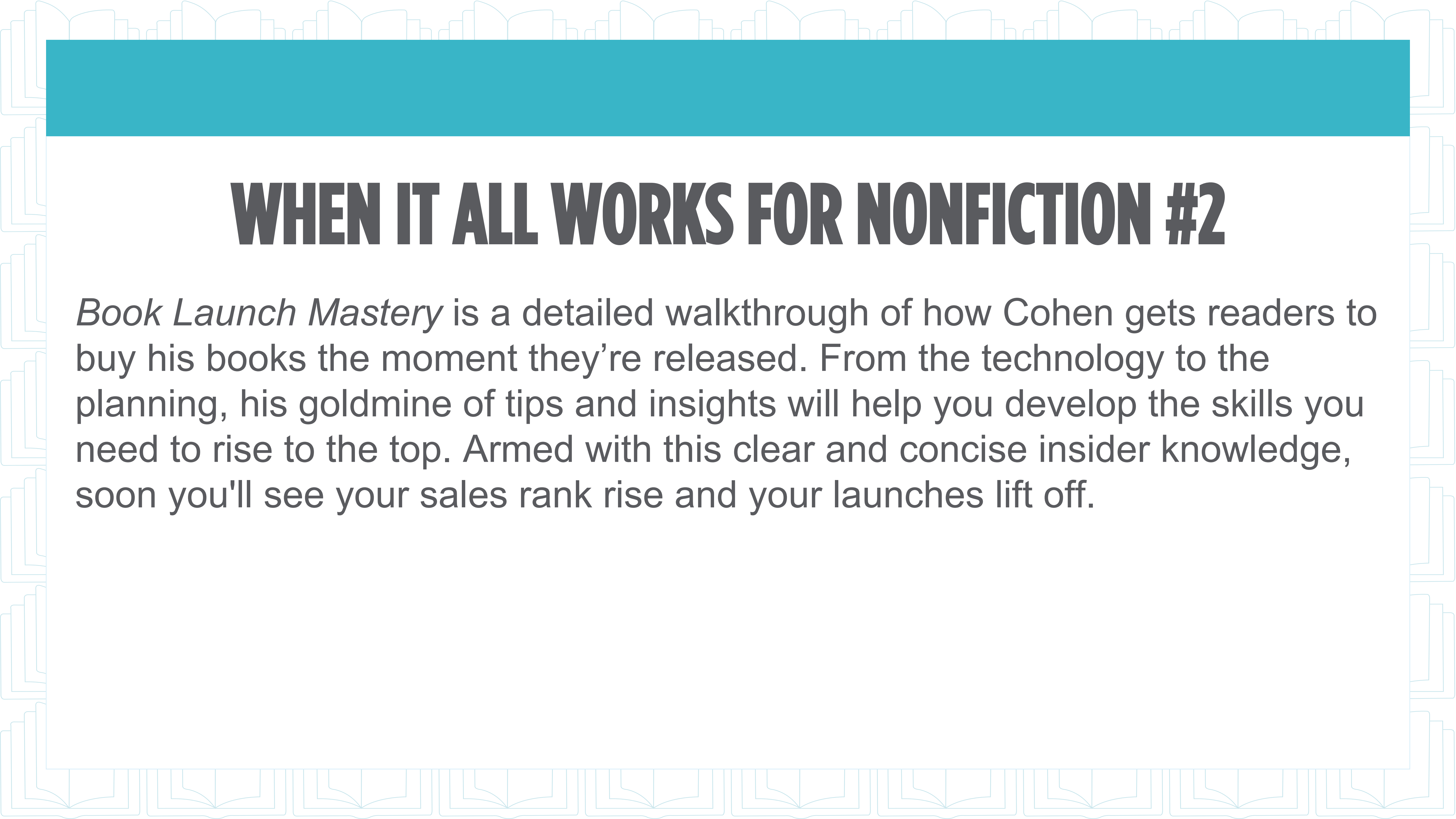
Are you struggling to break through with your writing and marketing? Have you tried planning a big book launch only to hear crickets? Author Bryan Cohen has published over 40 books and sold over 140,000 copies with the help of some massive launches. Now he's here to share his process to help you find your own indie author success.





WHEN IT ALL WORKS FOR NONFICTION #2

Book Launch Mastery is a detailed walkthrough of how Cohen gets readers to buy his books the moment they're released. From the technology to the planning, his goldmine of tips and insights will help you develop the skills you need to rise to the top. Armed with this clear and concise insider knowledge, soon you'll see your sales rank rise and your launches lift off.



WHEN IT ALL WORKS FOR NONFICTION #3

In *Book Launch Mastery*, you'll discover:


- How to plan out your release weeks and months in advance to ensure you have more than enough time to set yourself up for success
- The shortcuts and software authors use to get better results with less marketing spend
- Exactly how Cohen hit the Kindle Store Top 1,000 with his last three launches, and much, much more!

Book Launch Mastery is the crucial manual you need to help your self-published books liftoff to brand new heights. If you like approachable instruction, technological shortcuts, and a touch of witty humor, then you'll love Bryan Cohen's extremely valuable resource.

Buy *Book Launch Mastery* to take the next giant leap in your self-publishing career!




PUTTING IT ALL TOGETHER

- By focusing on what your target reader is looking for, you get their attention right away
 - By starting with the Character or your Expertise, you further convince potential buyers this is what they're looking for
 - Keeping sentences simple avoids confusion and allows browsers to maintain reading momentum
 - Giving the blurb high stakes keeps readers on the page
 - Leaving your potential customers wanting more makes them want to click the buy button to see what happens next
- 




MORE POWERFUL MARKETING

- With a blurb that has a stronger Conversion Rate (converting more browsers into buyers), your marketing will be more cost effective
 - As every dollar stretches farther, you'll be able to put more into paid advertising to spread your books worldwide
 - Eventually, this will get you more Profit and the ability to Invest into lifelong fans (running more promos, building your email list, etc.)
 - And whenever you promote a new release with a solid description, you know you'll be able to get existing email subscribers as well as strangers to purchase their copy
- 

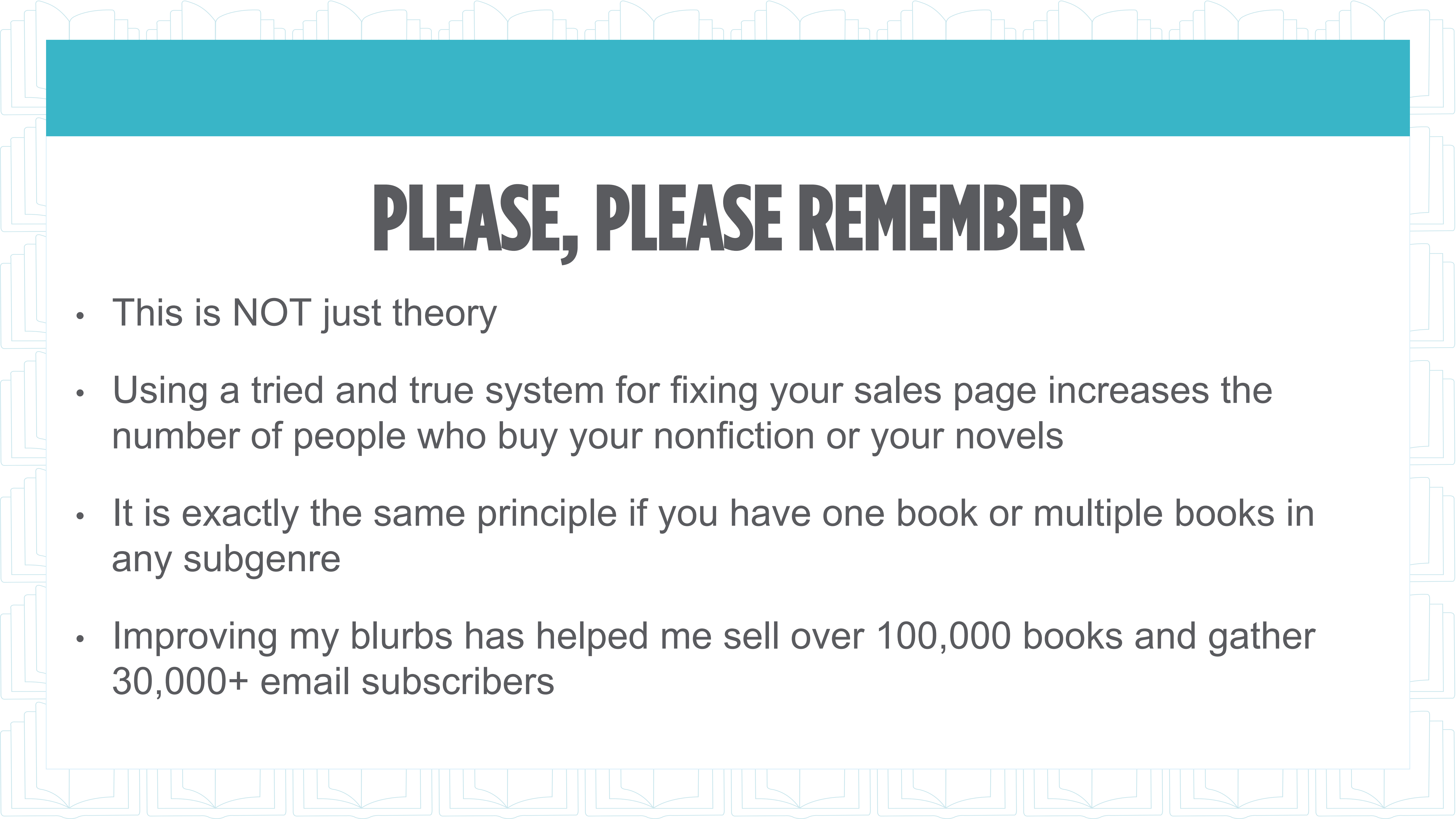


THIS ADVICE IS PERMANENT

- Marketing strategies will change from week to week...
 - But as long as you're selling books, you're going to have a sales page
 - If you want to improve your sales in the long term...
 - You need a solution that attacks the problem at the source
 - Like the tips you just learned
- 




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 blurbs has helped me sell over 100,000 books and gather 30,000+ email subscribers
- 




SO, WHAT'S THIS ALL ABOUT?

- It's about earning more money (and getting more lifelong fans) from launching (or relaunching) 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
- 

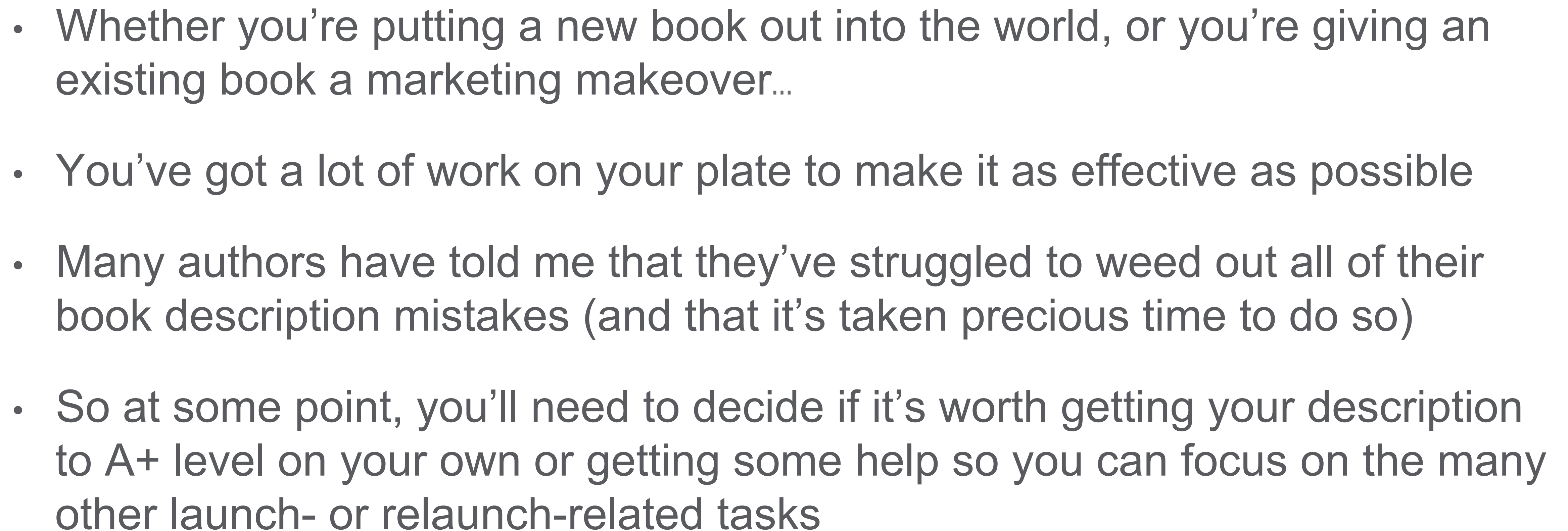


I'M NOT SURE WHY YOU SHOWED UP TODAY...

- I hope you really "get" the importance of your book description
 - An optimized sales page can increase your copies sold for the rest of your career
 - Going on my journey and discovering the importance of the sales page turned my life around
 - It's something YOU can do
 - You can in a shorter period of time than you'd think have more sales too...
- 



A BETTER LAUNCH OR RELAUNCH

- Whether you're putting a new book out into the world, or you're giving an existing book a marketing makeover...
 - You've got a lot of work on your plate to make it as effective as possible
 - Many authors have told me that they've struggled to weed out all of their book description mistakes (and that it's taken precious time to do so)
 - So at some point, you'll need to decide if it's worth getting your description to A+ level on your own or getting some help so you can focus on the many other launch- or relaunch-related tasks
- 

SO THE OBVIOUS QUESTION IS...

- How do I get a better description to sell more books?
- You always have two options
- You can do it **slow** using trial and error and some of what I've taught here today
- Or you can do it **quickly** by having me and my team do the marketing work for you
- But I want your permission before I let you know the details. Type YES if you want to hear more.

BECOME GREATER

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

ANIEKEE TOCHUKWU EZEKIEL


INTRODUCING...



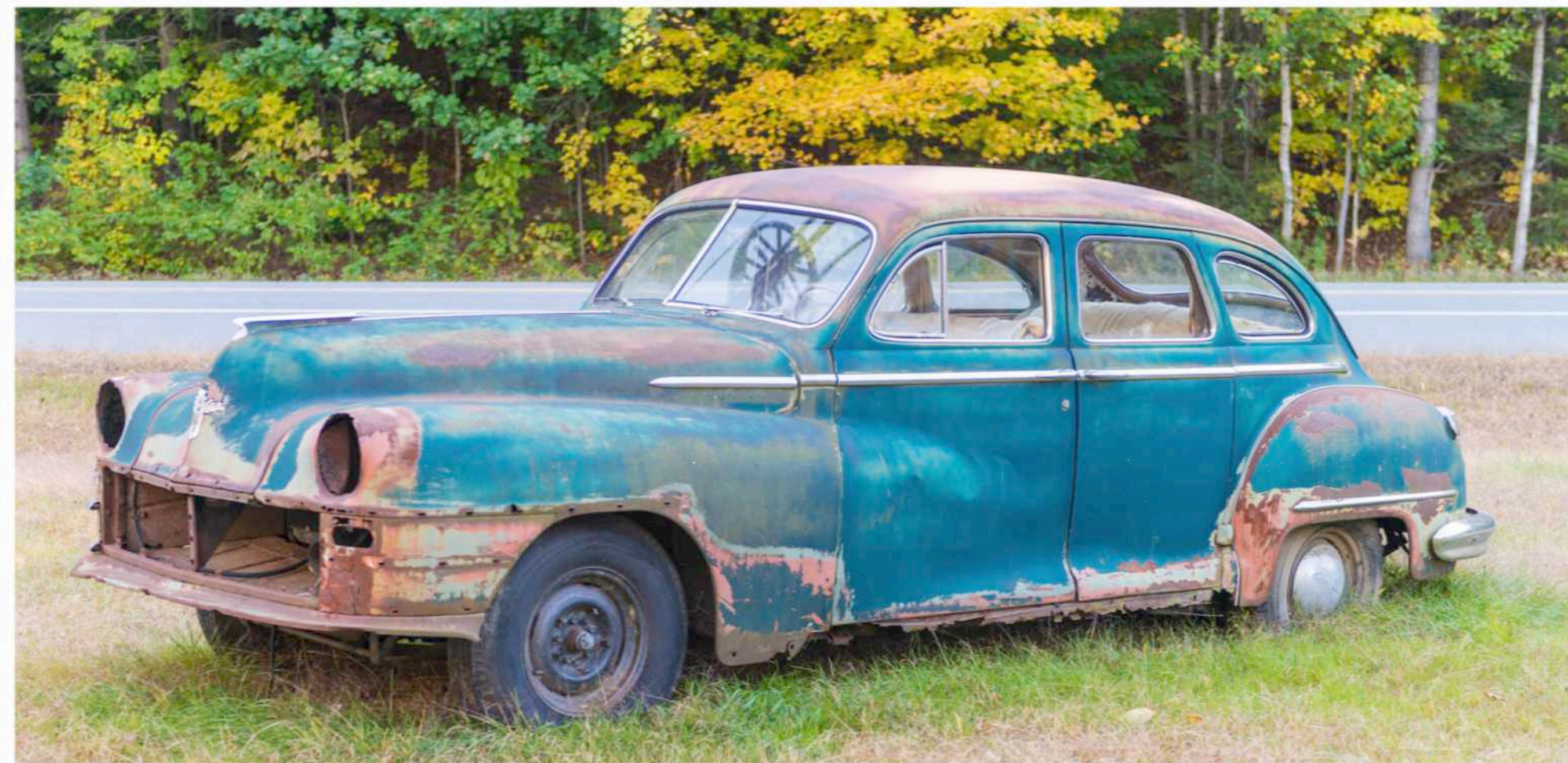
BEST PAGE FORWARD



WHAT IS BEST PAGE FORWARD?

- My custom, done-for-you book description service
 - The easiest way to go from a blurb that pushes browsers away...
 - Into one that converts more strangers into paying customers
 - And it's the quickest way to direct more people to the Buy Now button
 - Also, it allows you to hand off part of your marketing to somebody else so you can get back to writing!
- 

IT HELPS YOU UPGRADE FROM THIS . . .

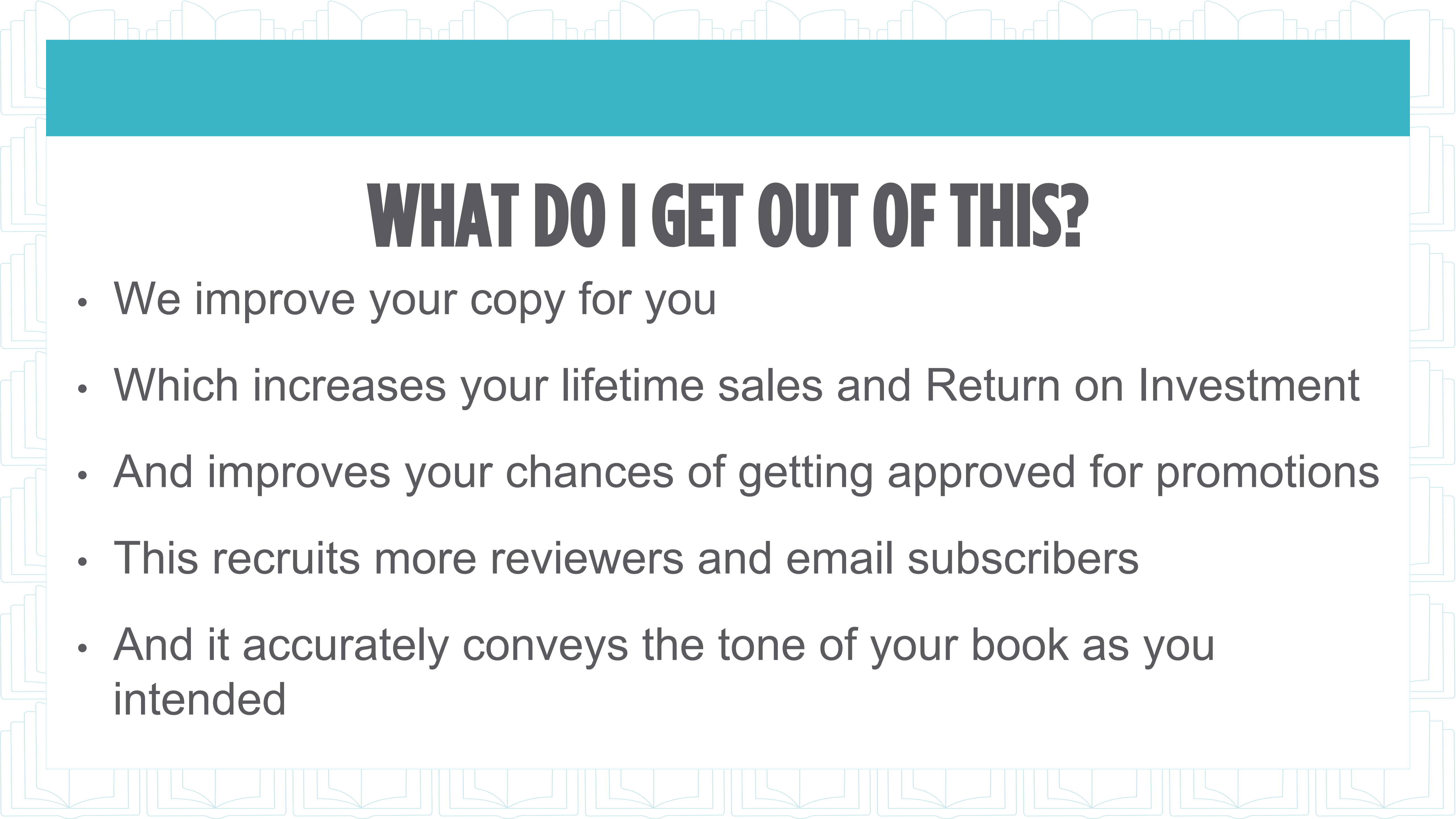


TO THIS . . .





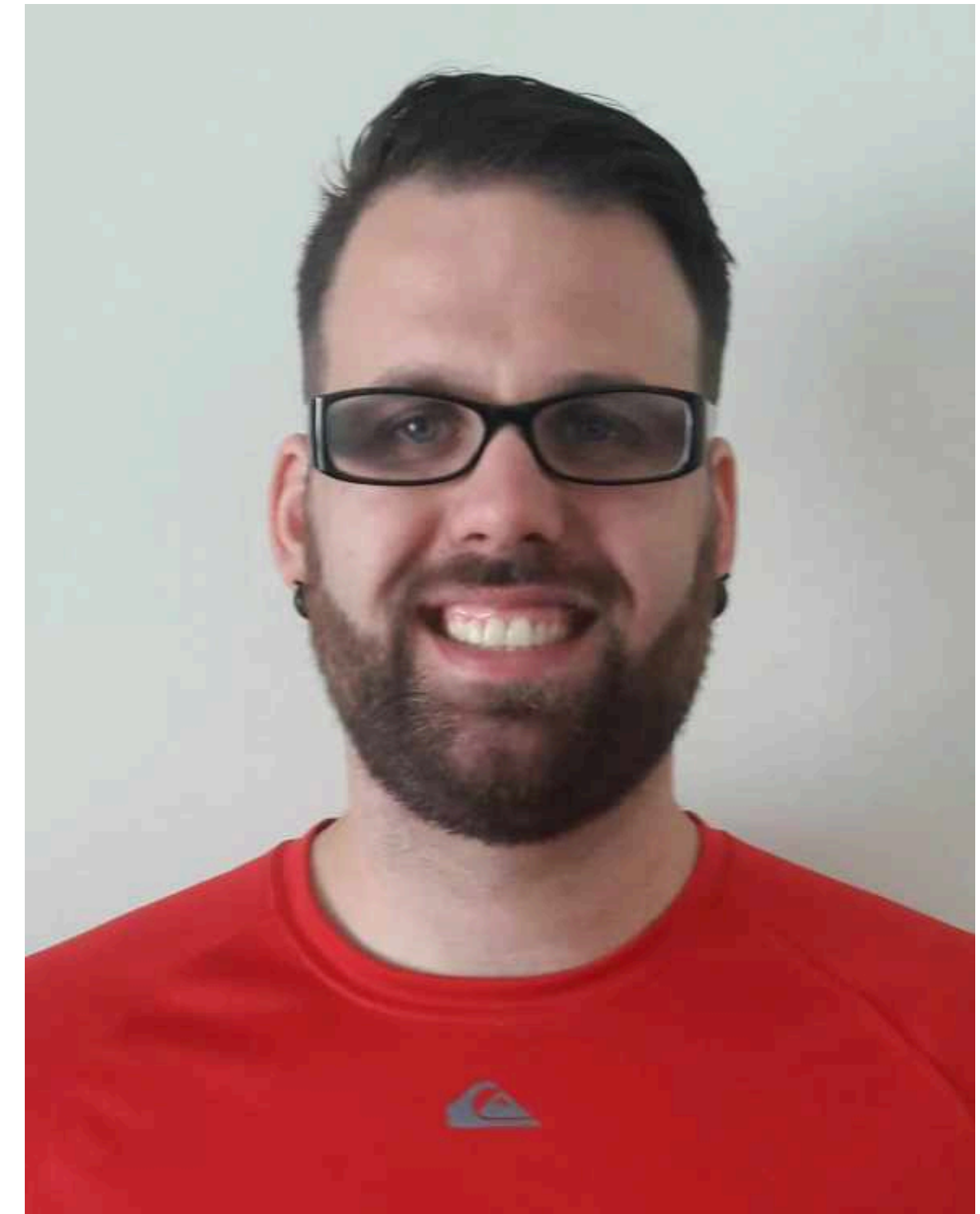
WHAT DO I GET OUT OF THIS?

- We improve your copy for you
 - Which increases your lifetime sales and Return on Investment
 - And improves your chances of getting approved for promotions
 - This recruits more reviewers and email subscribers
 - And it accurately conveys the tone of your book as you intended
- 

AUTHORS LOVE THIS SERVICE

"Gotta give props to Bryan and team! Some of my ads are converting as high as 5:1, and I know that the blurb they wrote for me has a huge role to play in that. So THANK YOU!"

- Andy Peloquin, Bestselling Grimdark Fantasy Author



MORE PRAISE



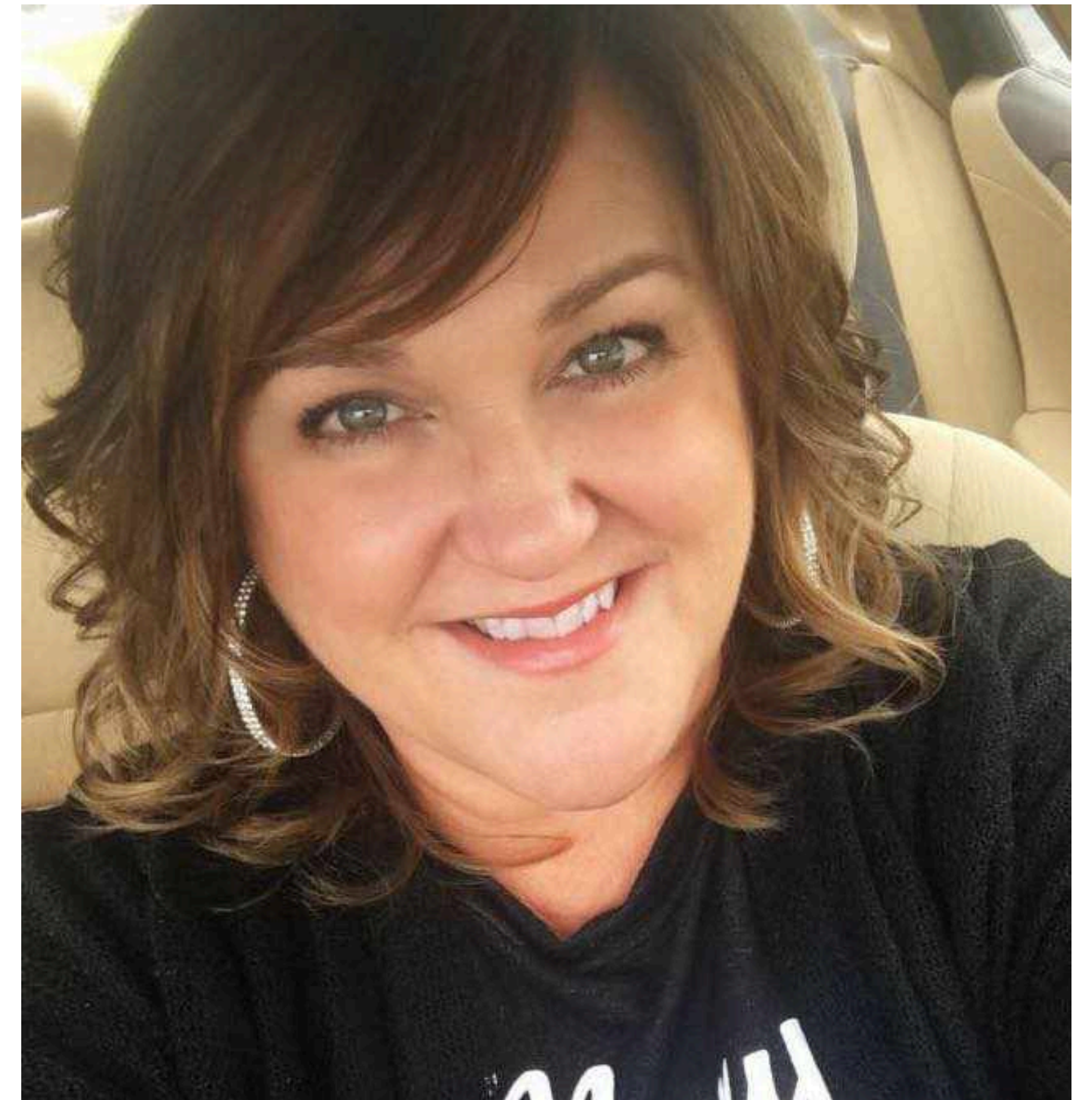
"With Best Page Forward's help, my advertising for my book has had an 309% ROI and sold 21,662 copies overall."

- Jarem Sawatsky, Bestselling Nonfiction Author

MORE PRAISE

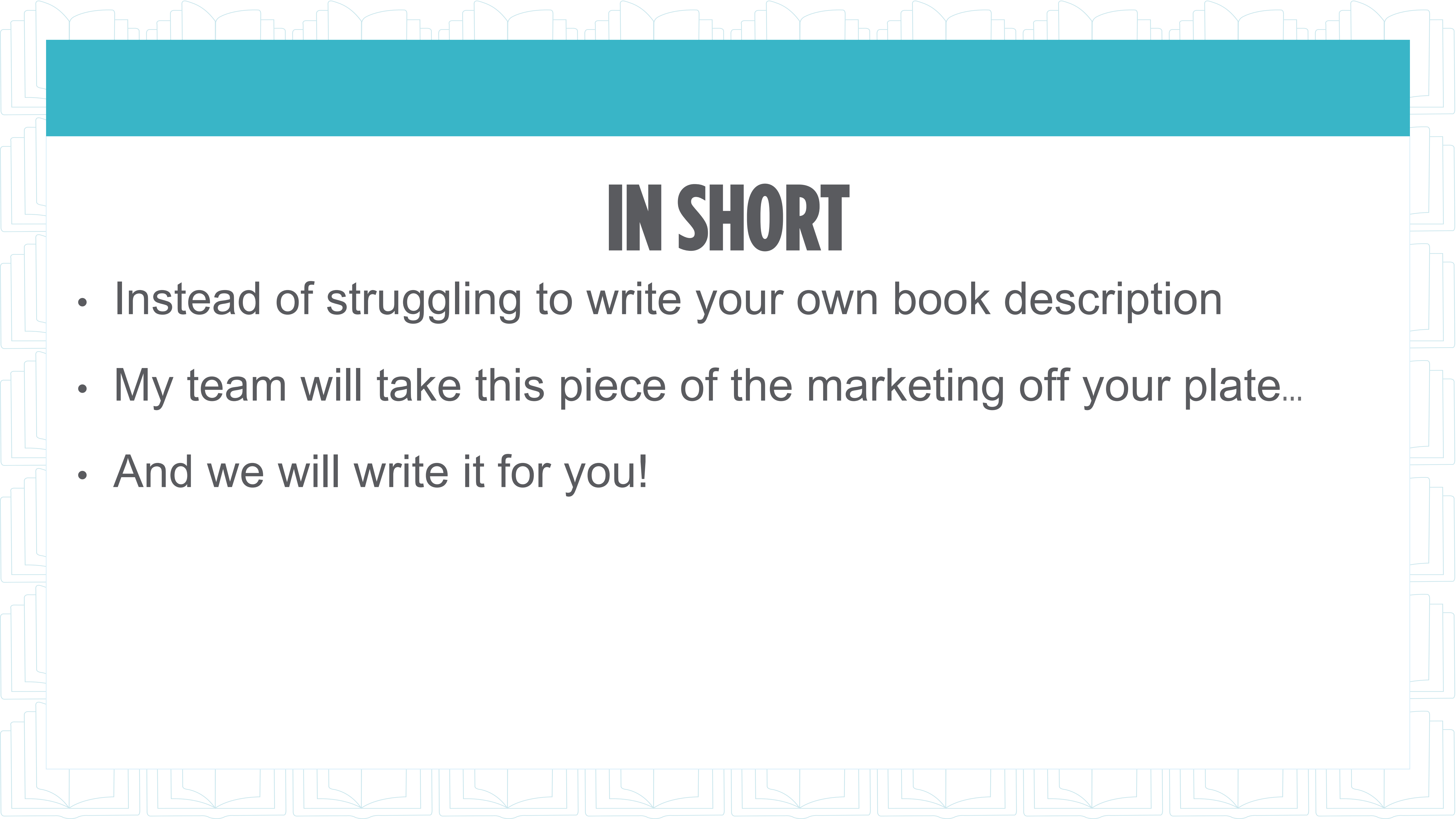
“In my first book launch, I’ve sold nearly \$20,000 worth of books and received 175 four and five-star reviews in just five weeks. I can’t tell you how many of those reviews say they read the blurb and had to buy the book. I have Best Page Forward to thank for that. They have a client for life in me.”

- Jami Albright, Six-Figure Romance author





IN SHORT

- Instead of struggling to write your own book description
 - My team will take this piece of the marketing off your plate...
 - And we will write it for you!
- 




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

- Most copywriters charge a minimum of **\$500** for sales page copy
- Writing and designing a standard sales page can cost upwards of **\$2,000**
- Consulting with an industry expert to get every word of your description right could cost **\$4,000+**

(LIMITED TIME OFFER) INVEST IN YOUR SUCCESS

- You can get started today for (~~\$297~~) **\$267** or three easy payments of **\$100** to get your new description in one month
- Get a three-pack of descriptions for (~~\$891~~) **\$737** or three payments of **\$250**
- Or get a five-pack of descriptions for (~~\$1485~~) **\$1,037** or three payments of **\$350**
- **Go to BestPageForward.net/JuneBPF** or click the link/button to order your custom descriptions today!

HERE ARE YOUR OPTIONS

One Book Description	Three-Pack Bundle	Five-Pack Bundle
 <p>\$100 Three easy payments</p>	 <p>\$250 Three easy payments</p>	 <p>\$350 Three easy payments</p>

Visit BestPageForward.net/JuneBPF 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 BLURB YOU ORDER

- Bonus: Unlimited Revisions of Your Blurb (value \$197)
- Add that to your regular description of \$297...
- A total value of \$494 for each description for just **\$267!**

Go to BestPageForward.net/JuneBPF or click the link/button to order your custom description today!

FOR EACH BLURB YOU ORDER

- Bonus: Unlimited Revisions of Your Blurb (value \$197)
- Bonus: Facebook and Amazon Advertising Copy (value \$197)
- Add that to your regular description of \$297...
- A total value of \$691 for each description for just **\$267!**

Go to BestPageForward.net/JuneBPF or click the link/button to order your custom description today!

FOR EACH BLURB YOU ORDER

- Bonus: Unlimited Revisions of Your Blurb (value \$197)
- Bonus: Facebook and Amazon Advertising Copy (value \$197)
- Bonus: Customized Amazon HTML Code (value \$97)
- Add that to your regular description of \$297...
- A total value of \$788 for each description for just **\$267!**

Go to BestPageForward.net/JuneBPF or click the link/button to order your custom description today!

IF YOU BUY THE THREE PACK

- Bonus: Unlimited Revisions of Your Blurb (value \$197 x 3)
- Bonus: Facebook and Amazon Advertising Copy (value \$197 x 3)
- Bonus: Customized Amazon HTML Code (value \$97 x 3)
- Add that to your three regular descriptions of \$297 x 3...
- A total value of \$2,000+ for just **\$737!**

Go to BestPageForward.net/JuneBPF or click the link/button to order your custom description today!

IF YOU BUY THE FIVE PACK

- Bonus: Unlimited Revisions of Your Blurb (value \$197 x 5)
- Bonus: Facebook and Amazon Advertising Copy (value \$197 x 5)
- Bonus: Customized Amazon HTML Code (value \$97 x 5)
- Add that to your three regular descriptions of \$297 x 5...
- A total value of \$3,000+ for just **\$1,037!**

Go to BestPageForward.net/JuneBPF or click the link/button to order your custom description 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.

**WANT TO MAKE SURE YOU GIVE YOUR NEXT
LAUNCH THE BEST CHANCE TO SUCCEED?**

IF YOU ORDER IN THE NEXT 30 MINUTES...



MY ULTIMATE BOOK LAUNCH CHECKLIST

- There are a ton of things to remember when you're getting your book ready to send out into the world
 - So, I've created a **step-by-step checklist** of everything you'll need to prepare in the marketing department (including what to set up 2-3 months in advance)
 - If you order in the next 30 minutes, you'll get my checklist to make sure you give yourself the best chance to succeed on your next launch...
 - And any future launches going into 2022 and beyond
 - That's a **\$97 value** that's yours free if you order 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

1 Book Description Package

\$267
one-time

Have your book cover written by a professional writer. Includes a cover design and a professional description. Includes a professional cover design and a professional description. Includes a professional cover design and a professional description.

Total Price: \$267

2 Book Description Package

\$737
one-time

Have your book cover written by a professional writer. Includes a cover design and a professional description. Includes a professional cover design and a professional description. Includes a professional cover design and a professional description.

Total Price: \$737

3 Book Description Package

\$1,067
one-time

Have your book cover written by a professional writer. Includes a cover design and a professional description. Includes a professional cover design and a professional description. Includes a professional cover design and a professional description.

Total Price: \$1,067

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 “LAUNCH CHECKLIST”

- Blurb Package + Unlimited Revisions + Launch Checklist (value \$900+) for **\$267**
- 3 Blurb Packages + Unlimited Revisions + Launch Checklist (value \$2,000+) for **\$737**
- 5 Blurb Packages + Unlimited Revisions + Launch Checklist (value of \$3,200+) for **\$1,037**
- Go to ***BestPageForward.net/JuneBPF*** 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 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.

BUT THAT'S NOT ALL!

IF YOU ORDER IN
THE NEXT 6 DAYS...

HOW TO CREATE AN EASIER LAUNCH PLAN

- Creating a launch system that you can use over and over again will save you time and energy as well as increase your future book sales
- But after having written thousands of blurbs using our state-of-the-art task management software (Asana), we realized you can use the same exact process for launching a book as well
- That's why I'll be recording a **special walkthrough video** of how to ensure you always complete the many tasks of a launch on-time and in the right order to sell the most copies possible
- This **\$197 value** is yours when you purchase 1, 3, or 5 book descriptions **by Wednesday, June 30th**

WHEN YOU ADD “EASY LAUNCH PLANNER”

- One Blurb Package + Unlimited Revisions + Easy Launch Planner (**value \$1,100+**) for **\$267**
- Three Blurb Packages + Unlimited Revisions + Easy Launch Planner (**value \$2,200+**) for **\$737**
- Five Blurb Packages + Unlimited Revisions + Easy Launch Planner (**value \$3,400+**) for **\$1,037**
- Go to ***BestPageForward.net/JuneBPF*** to order today!

The image features a teal rectangular background with white text. The background is framed by a border of white line-art icons of open books. The text is centered and consists of two lines.

**SHOULDN'T I GET SOMETHING EXTRA
IF I BUY THREE?**

OH FINE, HOW ABOUT...

BETTER AMAZON ADS FOR YOUR NEXT LAUNCH

- Amazon Ads are a stellar platform for running ads in between launches, but you can absolutely run ads in preparation for a top-notch launch
- That's why I'm creating a short mini-lesson on the types of ads you should create and when you should schedule them to **maximize your launch effectiveness**
- This short, densely packed video will go perfect with a pack of descriptions, an upcoming launch/relaunch/rapid release to get the most out of your new or refurbished titles
- This **\$197 value** is yours when you purchase a three-pack of blurbs by Wednesday

WHEN YOU ADD “AMAZON AD LAUNCH”

- Three Blurb Packages + Unlimited Revisions + Easy Launch Planner + Amazon Ad Launch (**value \$2,400+**) for \$737
- Five Blurb Packages + Unlimited Revisions + Easy Launch Planner + Amazon Ad Launch (**value \$3,600+**) for \$1,037
- Go to ***BestPageForward.net/JuneBPF*** 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 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.

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

NOT AT ALL! HOW ABOUT...

A SMALL GROUP CLASS WITH A LAUNCH EXPERT

- Six-figure romance author and podcaster Jami Albright has been sharing her effective launch strategies over the last few years
- For the first-time ever, I'm inviting her in to share what's worked for her very successful launches as part of a **small-group session** where she'll answer every nitty-gritty launch question you can think of
- If you purchase a 5-pack of descriptions by Wednesday, you'll get an exclusive invitation to the 90-minute session
- Very few people will get the opportunity to join this event, and I'd love for you to be a part of it
- This **\$597 value** is yours when you buy a 5-pack by Wednesday

WHEN YOU ADD “LAUNCH SUCCESS”

- Five Blurb Packages + Unlimited Revisions + Easy Launch Planner + Amazon Ad Launch + Launch Success Class (**value \$4,100+**) for three payments of \$350
- Go to *BestPageForward.net/JuneBPF* to order today!

BRYAN COHEN'S SELL MORE BOOKS OR YOUR MONEY BACK, NO HASSLE GUARANTEE

- My Best Page Forward service comes with a 100% lifetime, money back guarantee. You will finally get the sales your books deserve. Your peers will envy seeing your creations shoot up high in the Amazon sales rankings, and your mailing list will continue to grow month after month. You'll love the results you get from this program or we'll make it right, guaranteed.

Go to BestPageForward.net/JuneBPF to order today!



TRUE EXPERTISE

- I can honestly say we've spent over 10,000 hours improving our copywriting over the last 10 years
- We've written book descriptions for almost every conceivable genre...
- From children's books to active romance and everything in between
- When you get a book description from us, your book has a better chance of selling. Period.

Go to BestPageForward.net/JuneBPF to order today!

TO SUM UP...

- If you want to get more sales without beating your head against the wall, there is no better service.
- This EXACT service would've saved me hundreds of hours of rewriting my copy.
- You're getting unlimited revisions, Amazon and Facebook Ad Copy, HTML code, and all the bonuses!

Go to BestPageForward.net/JuneBPF to order today!



RIGHT NOW

- Go to **BestPageForward.net/JuneBPF** right now.
- Or **click the button** below if you're watching the replay

HERE'S WHAT YOU DO

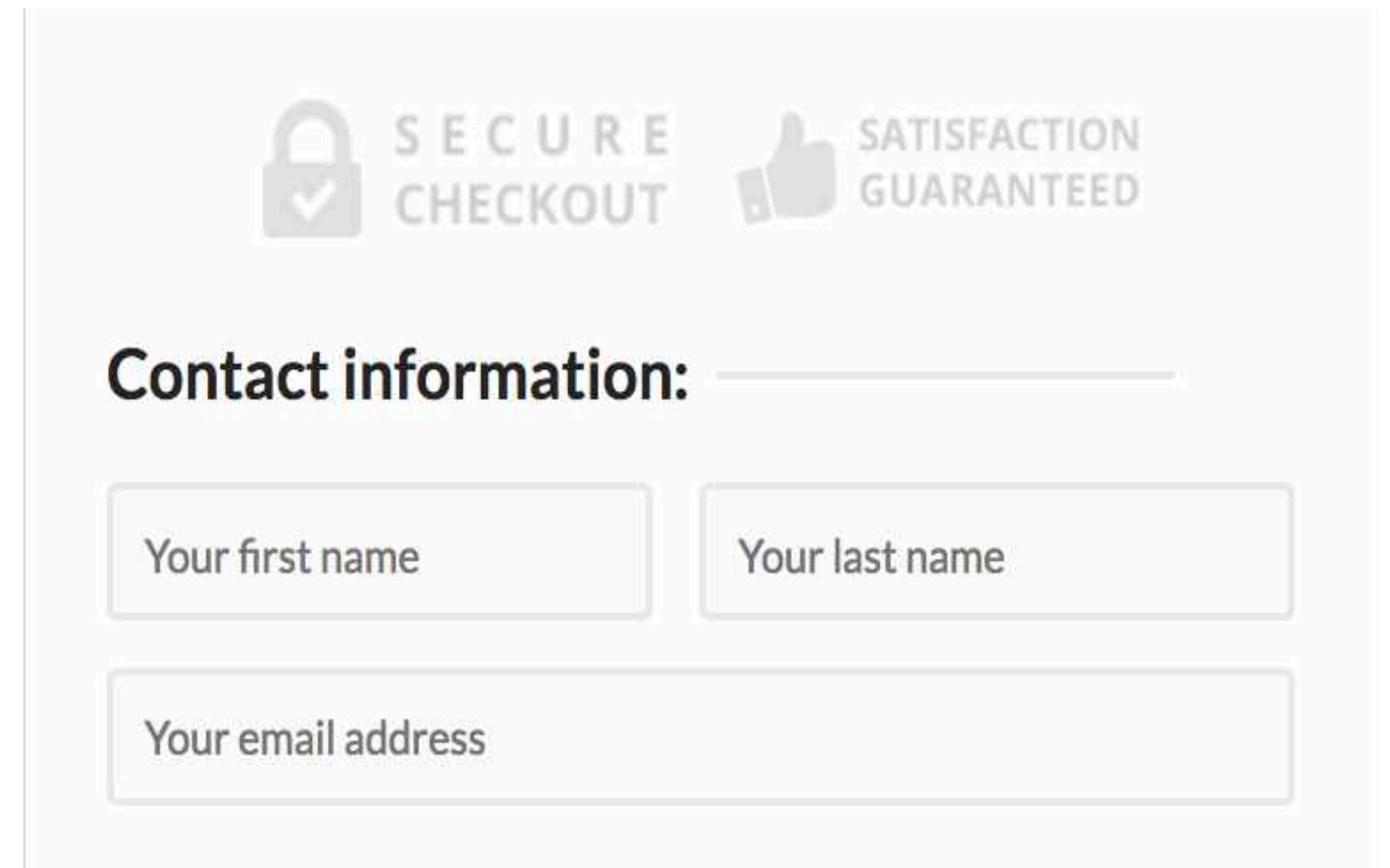
- Scroll down and click Add to Cart under the package you'd like to purchase!

One Book Description	Three-Pack Bundle	Five-Pack Bundle
<div>\$100 Three easy payments</div> <ul style="list-style-type: none">- <u>Best for first-time author advertisers</u>- Custom, done-for-you book description (\$297 value)- Unlimited revisions (\$197 value)- Premium formatting with Amazon HTML code (\$97 value)- Copy for one Facebook direct sales ad (\$97 value)- 10 headlines for Amazon advertising copy (\$97 value)- Bonus: Access to the Category Committee class to help you select optimized book categories (\$197 value)- Completed for you in just one month Total Value = \$900+	<div>\$250 Three easy payments</div> <ul style="list-style-type: none">- <u>Best for experienced authors</u>- Three custom, done-for-you book description (\$800+ value)- Unlimited revisions (\$500+ value)- Premium formatting for three blurbs with Amazon HTML code (\$250+ value)- Copy for three Facebook direct sales ads (\$250+ value)- 30 headlines for Amazon advertising copy (\$250+ value)- Bonus #1: Access to the Category Committee class (\$197 value)- Bonus #2: Access to the Live KDP Keyword Class to help you pick the best search terms for your book (\$297 value)- All three completed for you in just one month Total Value = \$2,000+	<div>\$350 Three easy payments</div> <ul style="list-style-type: none">- <u>Best value</u>- Five custom, done-for-you book description (\$1,300+ value)- Unlimited revisions (\$700+ value)- Premium formatting for three blurbs with Amazon HTML code (\$350+ value)- Copy for three Facebook direct sales ads (\$350+ value)- 30 headlines for Amazon advertising copy (\$350+ value)- Bonus #1: Access to the Category Committee class (\$197 value)- Bonus #2: Access to the Live KDP Keyword Class (\$297 value)- Bonus #3: A live small-group coaching session on Series & Subtitles to boost your Conversion Rate (\$397 value)- All five completed for you in just one month Total Value = \$3,000+
Add One (1)	Add Three (3)	Add Five (5)

Go to *BestPageForward.net/JuneBPF* to order today!

ENTER YOUR INFO

- Enter Your Name and Email Address



SECURE CHECKOUT SATISFACTION GUARANTEED

Contact information: _____

Your first name Your last name



Your email address

Go to BestPageForward.net/JuneBPF to order today!

CHECKOUT

- Enter your information and click “Complete Order”

Payment information: _____

☒ Credit card  ☐ PayPal 





16-digit card number CVC

07 July 2018

☐ Get Your Blurb Twice as Fast!

Special offer: \$99.
Do you want your book description right away? Click the box above to get your blurb in two weeks instead of four.

Complete Order ➔

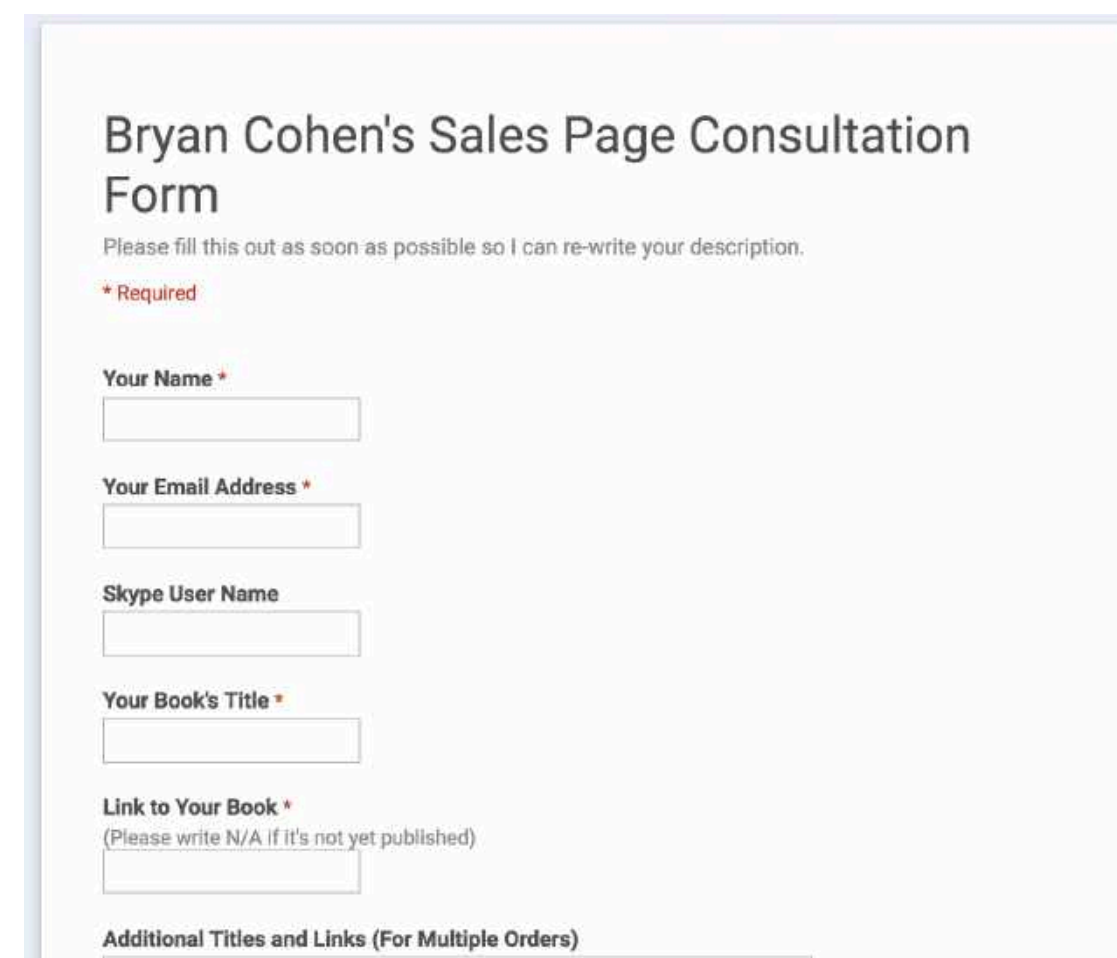
   

100% safe & secure

Go to BestPageForward.net/JuneBPF to order today!

PROVIDE YOUR INFO

- You'll get your confirmation right away & you'll get your intake form link



Bryan Cohen's Sales Page Consultation Form

Please fill this out as soon as possible so I can re-write your description.

* Required

Your Name *

Your Email Address *

Skype User Name

Your Book's Title *

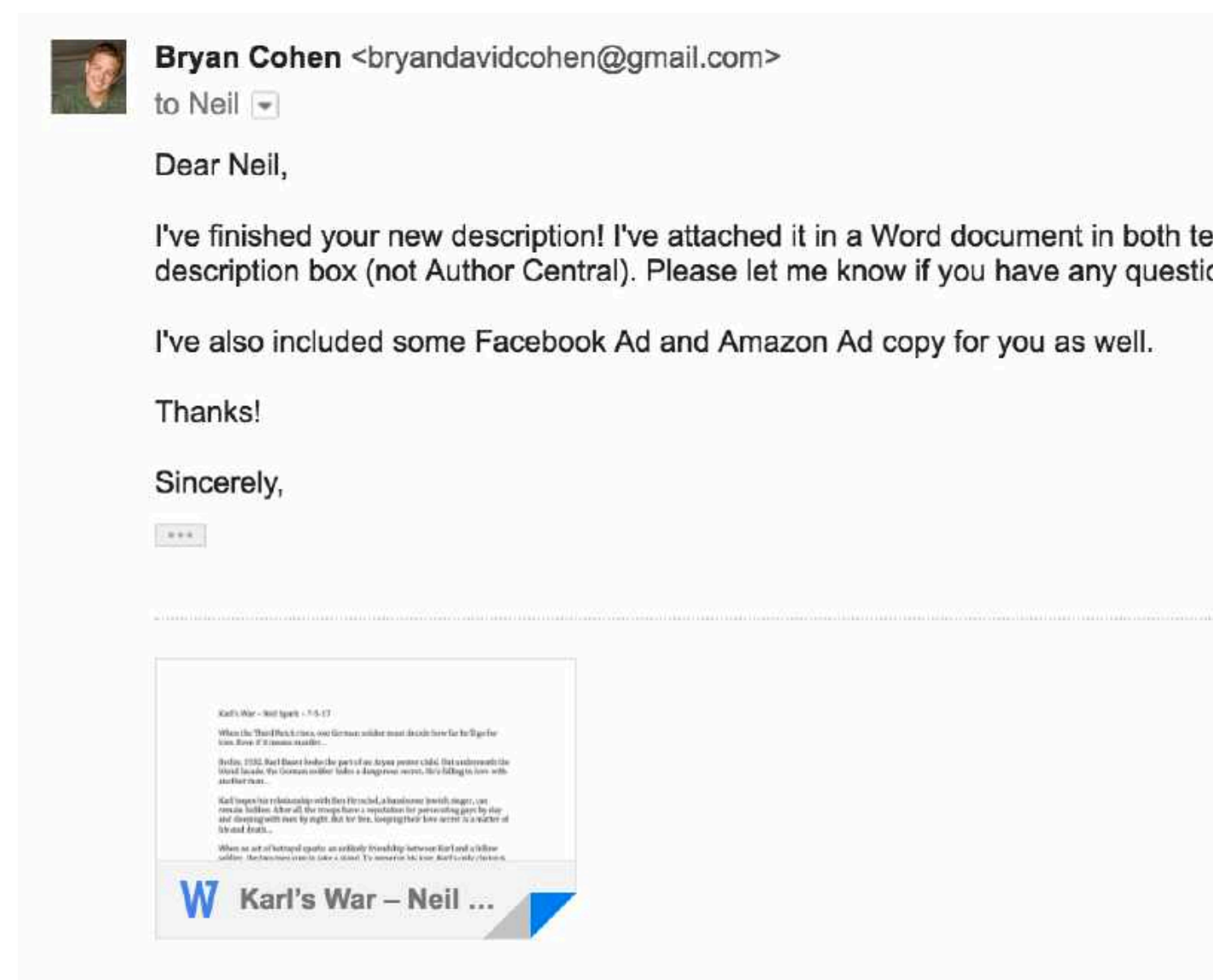
Link to Your Book *
(Please write N/A if it's not yet published)

Additional Titles and Links (For Multiple Orders)

Go to BestPageForward.net/JuneBPF to order today!

A SHINY NEW BOOK DESCRIPTION

- And in just one month, you'll get your new blurb!



Go to BestPageForward.net/JuneBPF to order today!

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**AND NOW IT'S
TIME FOR...**

THE Q&A SESSION!

CLICK THE LINK/BUTTON TO GET YOUR DESCRIPTION

One Book Description	Three-Pack Bundle	Five-Pack Bundle
\$100 Three easy payments	\$250 Three easy payments	\$350 Three easy payments

- Visit BestPageForward.net/JuneBPF, scroll down, and click the “Add” button

“Bryan did such a great job with my synopsis that I wanted to re-read my book! I'm already a repeat customer, and I'm excited to have him write new blurbs and spice up old ones.”
– Stacy Claflin, USA Today bestselling romance and thriller author

GET THE SLIDES

- Enter this URL get the slides:
BestPageForward.net/June21BPFSlides

Click the link/button to order your custom description today!