



**BEST PAGE  
FORWARD**


# **ADVANCED AMAZON ADVERTISING & PRIZE GIVEAWAY PARTY**

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**with Bryan Cohen, Founder of Author Ad School**




# THE HABIT OF ADVERTISING

- Many successful authors run dozens of ads to multiple profitable books (and/or series)
  - After gathering days, weeks, and months worth of data, these authors figure out which titles and targets are the most effective and double down on them
  - Slowly but surely, these authors scale ads by “scaling their book” with more ads that are extremely relevant (which Amazon rewards with more profitable clicks)
  - This is a process that requires consistent research, refinement, and ad creation (and we’ll go into those strategies during today’s webinar)
- 

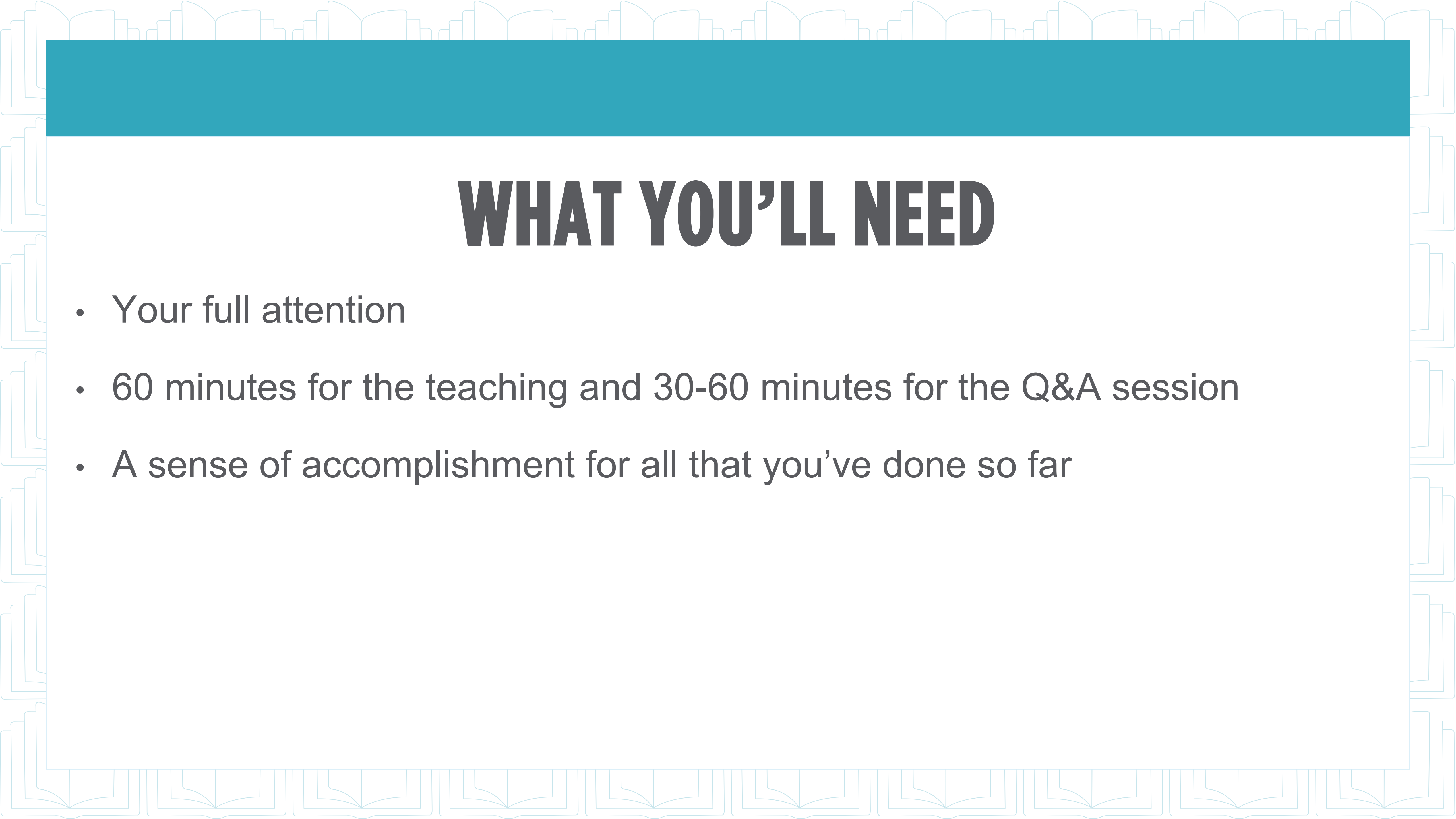


# WHAT YOU'LL LEARN

- Why your ads may be even more successful than you think
  - How to get more profitable Clicks and Sales without upping your Bid
  - How to use existing target data as clues to create hyper-focused 2nd and 3rd Generation Ads
- 



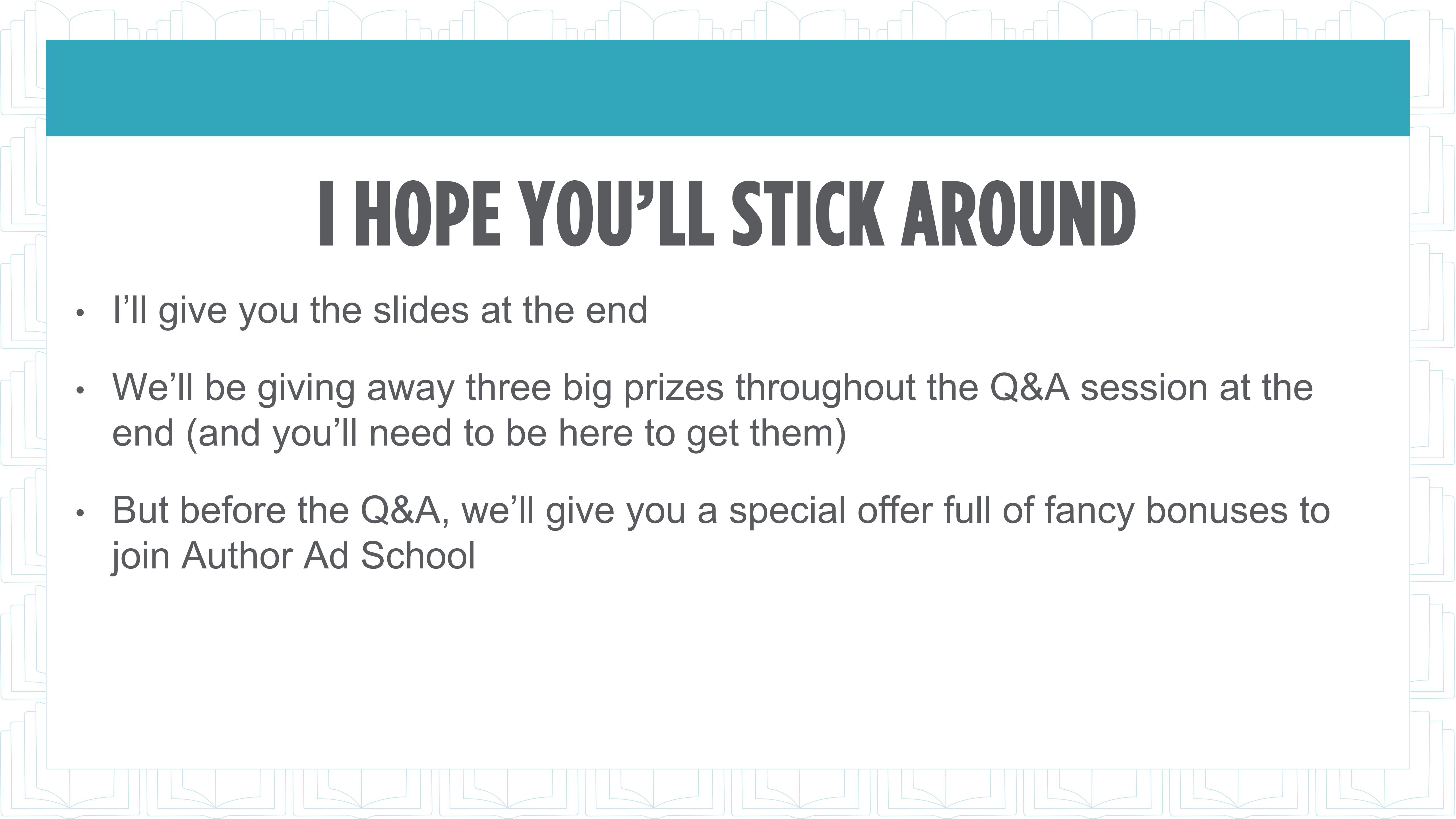
# WHAT YOU'LL NEED

- Your full attention
  - 60 minutes for the teaching and 30-60 minutes for the Q&A session
  - A sense of accomplishment for all that you've done so far
- 






# I HOPE YOU'LL STICK AROUND

- I'll give you the slides at the end
  - We'll be giving away three big prizes throughout the Q&A session at the end (and you'll need to be here to get them)
  - But before the Q&A, we'll give you a special offer full of fancy bonuses to join Author Ad School
- 



# WHAT YOU LEARNED FROM THE EXAM, PART 1

- You've learned that Amazon Ads aren't just a way to send readers to your books, but they can also serve as a test for the health of your novels or nonfiction
  - You've discovered that these tests can't be completed in a day and often require 3-4 weeks or 100 clicks to get the full picture
  - You've learned that rather than inspecting each individual ad for stats, you can combine all the Impressions, Clicks, and Spend as if they're part of one giant ad
  - You've discovered that editing your list of keywords before you add them to your campaigns can help your ads to have more long-term success
- 

# WHAT YOU LEARNED FROM THE EXAM, PART 2

- You've discovered that whether or not a book is profitable is only the first step to determine what you should do next with your book
- Lastly, you learned that rather than running away to some other ad type, it's best to stay the course by testing your book's Conversion Rate
- These Amazon Ad tests can be conducted many times over with additional books or series as well
- And when you make any sales page changes (like a new blurb), you can gather "another 100 clicks" to see if the tweaks made your book more profitable

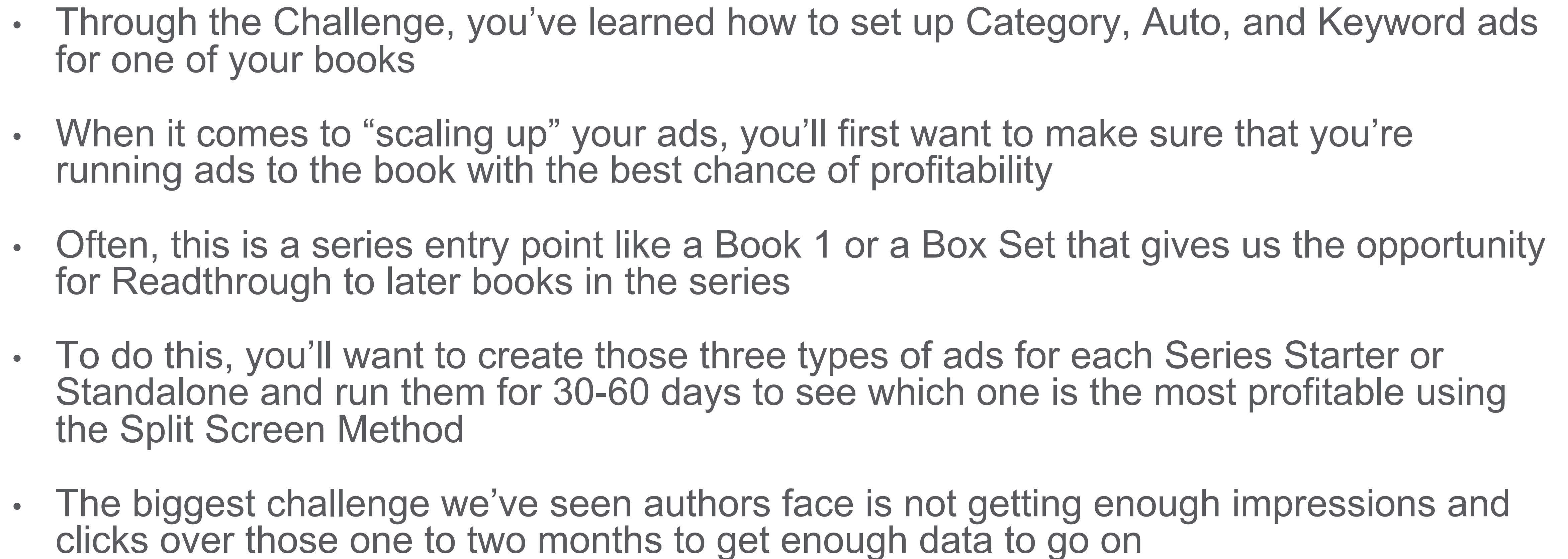
# HOW TO FIND 500+ KEYWORDS PER WEEK

- We talk a lot during the Challenge about what is a “relevant” keyword and why you need to be on the hunt for 500-1,000 per week
- Relevancy is NOT about finding the exact plot, characters, and theme as your book (i.e. a 40-year-old redheaded protagonist who finds love while horse ranching in Kentucky)
- Relevancy IS about finding readers who would enjoy reading your book (i.e. Contemporary Western Romance readers would enjoy your Contemporary Western Romance)
- Finding enough keywords to create your 5-10 ads per week is about learning and understanding your genre better (yes, which may mean reading in your genre too)
- And by making sure you become an expert in the subgenre you write in, you’ll also likely become better at knowing what it is your readers are hunting for (a total win-win!)





# PICKING YOUR PILLAR

- Through the Challenge, you've learned how to set up Category, Auto, and Keyword ads for one of your books
  - When it comes to “scaling up” your ads, you'll first want to make sure that you're running ads to the book with the best chance of profitability
  - Often, this is a series entry point like a Book 1 or a Box Set that gives us the opportunity for Readthrough to later books in the series
  - To do this, you'll want to create those three types of ads for each Series Starter or Standalone and run them for 30-60 days to see which one is the most profitable using the Split Screen Method
  - The biggest challenge we've seen authors face is not getting enough impressions and clicks over those one to two months to get enough data to go on
- 

# WAKING UP SLEEPY ADS

- An ad doesn't qualify as "sleepy" until it's been running for at least a couple of weeks without getting more than 1,000 total impressions (if your ad is newer than 14 days old, it's still too new to worry about)
- The first thing to try with a sleepy ad is to keep the bid the same and increase the budget by \$1 and then wait 2-3 more weeks to see if it starts up again
- The second thing to try (if your ad is younger than 4-5 weeks old, it's too early) is to try to shorten the duration of the campaign (i.e. from ending on August 30<sup>th</sup> to August 28<sup>th</sup>, etc.) before waiting 2-3 more weeks and paying attention to when the ad expires
- The third thing to try is to "slam" the ad by keeping the bid the same and raising the budget to a higher amount before dropping the budget to \$1 (this is only recommended for a few campaigns at a time)
- These three remedies are often all you need to perk up your sleepy ads (though we do have some additional advanced tactics in Ad School for the sleepest of ads)

# WE RUN ADS ON MULTIPLE BOOKS...

- At least in part because some books have trouble getting traction and receiving enough impressions and clicks to get the necessary data on
- If you have several series, then this isn't a huge issue as one of them may start to work well with Amazon Ads
- If you have one book or one series and it doesn't get enough traction, then this may point to some issues Amazon is having connecting your book with the right audience
- Sometimes, the strategies from Video #5 on improving conversion rate (with a stronger sales page) can make a difference in getting your book seen
- The good news is that as you keep writing more books and get even more dialed in on what your potential readers want, ad traction tends to improve significantly



# WHICH BOOK WINS?

- Once you've factored in Sales Rank and Readthrough, you will be able to see if you have a winner for book or series with the best chance for profitability
- At this time, we recommend focusing most of your "new ad creation" attention on this book or series rather than trying to work on "all of them at the same time"
- We don't just want you to have more profit, but we want you to use your time more wisely (a la The One Thing and The 80/20 Rule)
- In late 2019, I tried to advertise all my books equally and got totally burned out from the process
- Moving into 2020, I focused completely on my most profitable series and saw thousands of dollars in additional profit (and I hope you'll do the same)



# THE PROFIT STAIRCASE



# 1ST GENERATION AND BEYOND

- When you're looking at just one book at a time, it's a lot easier to evaluate what's working well
- In fact, you can click into a given Campaign to see which Keywords/Categories have resulted in the most Impressions, Clicks, and perhaps even Tracked Sales (reminder, some Sales from ads go Untracked)
- Fortunately, the Sales or KU Reads that ARE tracked can be very valuable for creating new ads
- We call the ads you create through General Research in the Challenge your 1st Generation Ads
- When you create brand new ads based off a single successful Keyword or Target, it's called a 2nd Generation Ad (and doing this may lead to ads that are even more relevant)

# ANALYZING SEARCH TERMS

- We have two ways to dive deeper into the Keywords/Titles that received Clicks
- The first is to look at our Search Term Report which you can set to download every single month to see what Targets inside each ad received Clicks and Sales (can be overwhelming to see all at once)
- The second is to look inside each of your ads individually to see which Search Terms received Clicks and Sales (only shows one campaign at a time)
- I recommend checking the main Search Term Report at least once a month to spot the most effective Targets (more on this in the next slide)
- But if you have a Campaign that's getting the majority of your Clicks, then you can look into that campaign's Search Terms each week to help generate new 2nd Generation Ads

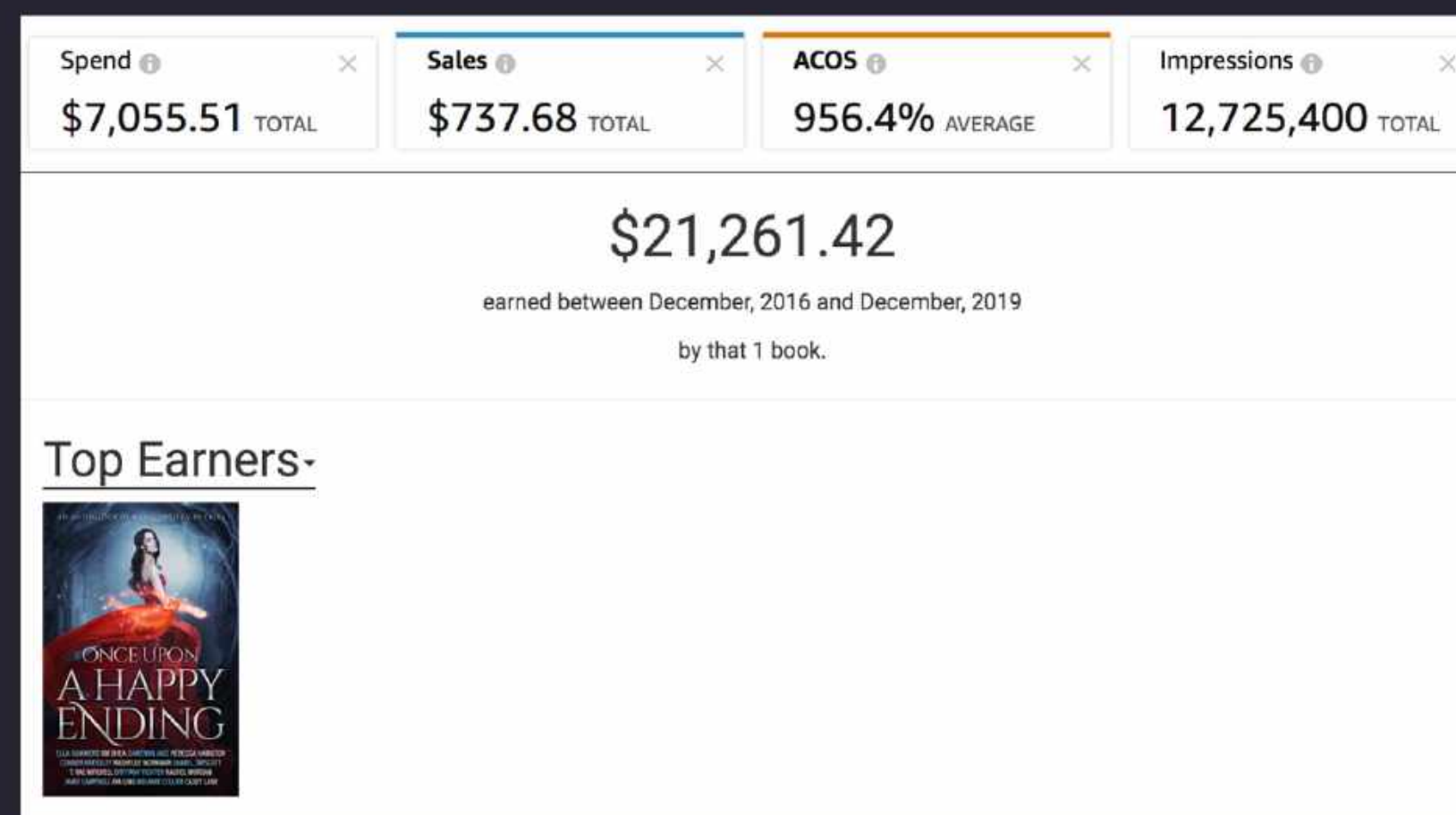
# SIMPLY THE BEST SEARCH TERMS

- The ideal Search Term is one that has logged multiple Tracked Sales and/or Tracked KENP Pages (because this confirms the ad has led to multiple Buys or Borrows)
- Since those terms can be in short supply in the beginning, you'll want to look for Relevant Keywords that have gotten at least 1 Tracked Sale or KENP or 5+ Clicks
- And if you don't have ANY Targets that meet that criteria, then you should keep running 1st Generation Ads until you get more traction on your existing Ads
- Even months into your advertising, 80% or more of your ads will likely be 1st Generation while you wait for existing ads to "start cooking"



# MY BEST AD OF ALL TIME

## AMAZON SAYS I'M LOSING MONEY...



## SHOULD I LISTEN?

# 2ND GENERATION AND RELEVANCY

- The Targets that you've deemed worthy of a 2nd Generation ad will likely be relevant and effective
- So, we can conduct research on these individual targets (like hunting down also boughts or seeking out relevant search terms) to generate 100 new keywords
- This Ad with 100 new keywords based on your successful Target is a 2nd Generation Ad
- It will likely take 30-60 days for you to have enough strong Targets to start creating 2nd Generation Ads (so keep doing your 1<sup>st</sup> Generation research)
- But because these ads are built on some of your best targets, these campaigns may start to serve effectively even at low Bids because of their high relevancy

# HOW SLOW CAN YOU GO?

- Whenever we talk about 2<sup>nd</sup> Generation ads (and the eventual next level of 3<sup>rd</sup> Generation ads), authors seem to be in a rush to get there
- It's almost as if they think making it to each next level is the secret to earning more money, but that's not the right way to look at it
- We need to establish a profitable book or series first, because 2<sup>nd</sup> Generation ads can really only build upon a title that's already earning \$100-\$200+ in profit per month
- 3<sup>rd</sup> Generation ads are when you take the best 2<sup>nd</sup> Generation keywords and put them into one ad, but there's no need to try to rush to get there (6+ months is totally fine)
- There are other advanced tactics that we've played around with, though the best way to build initial success is through ad creation, data analysis, and staying consistent



# STAYING CONSISTENT

- Slow and steady creation of 5-10 campaigns per week is more effective than creating 100 ads and then doing nothing for weeks on end
- It's helpful to put one Ad Research session and one Ad Creation session on your Calendar each week (that's one reason we have our weekly Ad Sprint in Author Ad School)
- We recommend scheduling these sessions away from your creative writing time as it's still important to keep creating more books
- The most effective advertisers consistently run profitable ads while launching one or more books a year to keep cumulatively growing their Royalties
- If you are an "all or nothing" kind of person who needs to focus on one thing at a time, then you can post-date your ads by creating more than 10, but only setting 5 to go live each successive week (some on July 22nd, some on July 29th, etc.)



# A PROCESS EXAMPLE

- Let's say an author has three series: a fantasy series (Series A), a romance series (Series B), and a nonfiction standalone (Series C)
- After completing the Challenge with Category, Auto, and Keyword ads to Series A primarily, they run ads to Series B and C as well
- Let's say Series A ads never really took off, so they keep the bid the same but change the budget and eventually tweak the end date to get more Clicks
- Once they've gathered enough data, they find that Series B is actually more profitable than the other two, so they focus their 5-10 ads per week on that series
- Over the next three months, they continue to research and analyze new keywords (1<sup>st</sup> Generation) and once they've gotten 200+ clicks, they finally start to use the best candidates as the foundation for 2<sup>nd</sup> Generation ads

# POSSIBLE PITFALLS

- **Slow Starters:** 70-80% of ads don't turn on right away, but you can keep the bid the same and increase the Budget by \$1 to wake up sleepy campaigns
- **Ignoring the Numbers:** Trying to "Scale Up" ads on a book or series that isn't Profitable will only keep you losing money, so we recommend figuring out your Conversion Rate on these titles and trying to improve your Sales Pages first
- **Falling into Irrelevancy:** As you create more ads, you still must strive to make these keywords as similar to your book as possible (and if that means creating fewer ads, then so be it)
- **Trying to Go Too Fast:** Not everybody will listen to me (or the Zen Lemur) on this, but this is not a platform that will yield good results if you try to go twice as fast as I recommend (you must take your time, wait for numbers to come in, and use the data to make logical decisions)

The background of the entire image is a light teal color. It is decorated with a repeating pattern of white line-art icons of open books. These icons are arranged in rows along the top, bottom, and sides of the image, creating a border effect. In the center of the image, there is a large, solid teal rectangle. Inside this rectangle, the text is written in white, bold, sans-serif capital letters.

**I LOVE TRYING TO BREAK LIVE  
WEBINARS WITH SCREEN SHARING?**

**SO, LET'S GIVE IT A SHOT!**

# TESTING, CHOOSING, SCALING

- When you do all the steps in the right order based on your current level of Profit...
- You can spend more money on Amazon Ads to earn higher Royalties and eventually Profits
- As long as you stay Patient and look to the numbers to guide what you should do next...
- Then you're likely to succeed, even if it takes you a little longer than you'd like to reach your desired Profit



# SO, WHO WON THE BIG PRIZE?

- With 4,128 total entries (including people who got bonus entries from sharing the Challenge)...
- The winner of the Mastermind prize pack is Chris Russell!
- But I was SO IMPRESSED by folks who shared this class far and wide, I'm going to give a free copy of Author Ad School to our top sharer
- With 6 total entries accumulated, Trace Murillo gets access to Author Ad School. Thanks for sharing!



# SO MANY WINNERS

- I'm amazed by all of the great success stories we've seen during the event
- I wanted to share a few key ones with you
- I hope this will help you see what can happen if you stick with ads...
- Or improve conversion rate to the point you can run them

# FIRST TIMERS



**Erika Mathews, Author**

July 14 at 11:38 AM · 🌐

#advid0ec2 Just launched my very first ad! WII for my series starter. Targeting Christian fantasy to see what happens... not sure about the genre but we'll find out!

[View insights](#)

40 post reach >



Scarlett Braden Moss and 1 other

1 Comment



**Lisa Oatway Author**

July 14 at 9:52 PM · 🌐

Hurray!!! I've generated my first ad campaign and could not have done this without Bryan and team's guidance. Thank you!!! #AdVid0ec2 #BCMdino



**Congratulations, your campaign launched successfully.**

Note: your campaign is pending approval from our moderation team. Moderation can take up to 72 hours. We will let you know when it has been approved.



Campaign: **Dino SPC Fantasy 39 WII**

**Campaign settings**

Portfolio: -

Schedule: Jul 14, 2022 - Jul 31, 2022

Daily budget: \$5.00

Targeting: Manual targeting

Campaign bidding strategy: Dynamic bids - down only

Adjust bids by placement: Top of search (first page): 0%

Product pages: 0%

Default bid: \$0.39

Advertised products:

Ad format: Custom text ad

Product targeting: 1 category or product

Negative products: 0

[View insights](#)

69 post reach >



**Andrew Williams**

July 16 at 11:46 AM · 🌐

#AdVid2 #adw\_author

So I took a look at my dashboard. My four ads are definitely running - they have the grand total of... six impressions! No clicks so far though.

I wasn't taught anything about book stats before. I've largely learned from this that most of them are unreliable and useless. Not surprising - according to figures from Concoctastat Ltd, 57% of statistics are made up. 😊

#advid2ec1

My original hook copy was the result of some effort: "They took his memory. If he ... [See more](#)

[View insights](#)

169 post reach >



David Penny, Donna Higton and 2 others

3 Comments

Like

Comment

Send



**Laurie Cameron**

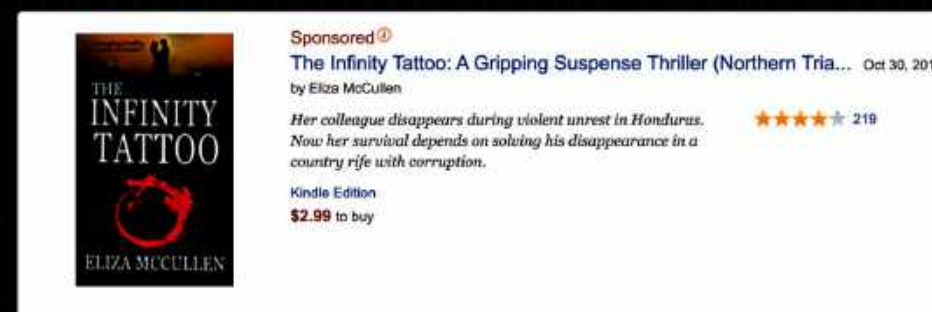
July 14 at 12:14 PM · 🌐

#AdVid1ec2 #elizamac

I think I like this copy. It was tough getting it all into 149 chars! I assume we will learn how to evaluate the effectiveness of our copy.

Ad preview

Where will my ad show? ▾



[View insights](#)

50 post reach >



Scarlett Braden Moss, Helen Blenkinsop and 5 others

5 Comments



**Stacey Laviolette** · The 5-Day Author Ad Profit Challenge

11h · 🌐

Video #4 Homework

This is my first time EVER posting ads with Amazon (started last week with the challenge). Here are some of my findings: ❤️

1. I can actually read "stats" now thanks to you [Bryan Cohen!](#)
2. I spent \$0.06 and made \$0.24 in royalties..so that means I made \$0.18!!!! Super cool since this is just the beginning!!!
3. 565 IMPRESSIONS, 1 CLICK, SPENT \$0.06
4. This is highly addictive! I am hooked! It's a lot of fun! lol

QUESTION - Who else is having fun and en... [See more](#)




[View insights](#)

48 post reach >



# SMALL VICTORIES

**Rachel Burchett**  
18h · 🌐

#Advid3 so I thought bklnk was such a cool tool. I can't wait to keep using it for otherbooks. Here is one of the 5 cat ads using bklnk!  
#mariemcg

Campaign: **TFC SPC NewExperiences 39 Hook**

**Campaign settings**

Portfolio: -

Schedule: Jul 19, 2022 - Jul 31, 2022


Daily budget: \$5.00

Targeting: Manual targeting

Campaign bidding strategy: Dynamic bids - down only

Adjust bids by placement: Top of search (first page): 0%  
Product pages: 0%

Default bid: \$0.39


Advised products: 


Ad format: Custom text ad

Product targeting: 1 category or product

Negative products: 0


[View insights](#) 93 post reach >




 Cathy MacRae and 2 others 4 Comments


**Stacey Weeks**  
2h · 🌐

I created 15 new category ads today. It's starting to get easier! So far, I'm breaking even financially, but I hope to see a profit soon. [#AdVid3](#) [#staceyweeks](#)

[View insights](#) 192 post reach >


 Katerina Degratte and 25 others 15 comments




 Like  Comment  Send


**Kristin Blomberg**  
20h · 🌐

#AdVid3ec1 #rewriteads22  
Sharing my "amazing accomplishment"! I used Instant Data Scraper to gather 500+ keywords from goodread's Listopia. I pulled words from lists like, "Best Children's Picture Books About Love," "Children's Books About Gender Identity," "Alternative Families in Children's Literature," and "Children's Books Depicting Multiracial Families." I did notice that Harry Potter snuck in there ("alternative family"! 🤪), but I pulled it out because I knew that it wa... [See more](#)






[View insights](#) 60 post reach >

 Charlene Perry 1 Comment


 Like  Comment  Send


**Melanie Fletcher**  
July 18 at 5:57 PM · 🌐

#AdVid3ec1 #melaniefletcher  
Five keyword ads created and currently in review, whee!

	SotS SPK Search Terms 39 Hook4	<b>Delivering</b> Details ▾
	SotS SPK Search Terms 39 Hook5	<b>Delivering</b> Details ▾
	SotS SPK Search Terms 39 Hook6	<b>Delivering</b> Details ▾
	SotS SPK Search Terms 39 Hook7	<b>Delivering</b> Details ▾
	SotS SPK Search Terms 39 Hook8	<b>Delivering</b> Details ▾

[View insights](#) 78 post reach >

 Scarlett Braden Moss, Katerina Degratte and 2 others 3 Comments


**JolieTunnell.com** ▶ The 5-Day Author Ad Profit Challenge  
5h · 🌐

Homework:  
Spend: \$4.60  
Earned: \$8.83  
Sold: 1 (meaning the rest came from KU pages read)  
Impressions: 13K  
Clicks: 12  
Ads: 11 but only 5 of them are serving yet.  
Is there a certain timeframe we are aiming for to scrape together 100 clicks? ie: if it takes over a month, for example, would that point to lousy ad copy or perhaps not enough ads going at once (not necessarily a lousy book)? So far, the challenge has met my expectations. I expected to work hard and have a LOT of questions! 🤔  
[#AdVid4](#) [#LovedaBrown](#)

[View insights](#) 100 post reach >



# HUGE WINS




**JohnHodaauthor**  
18h · 🌐

...

#ADVID4 since we started \$41.32 royalties on \$12.11 spend 19 clicks . One ad is doing all the heavy lifting for a non-fiction print book. zero royalties for fiction. Working on that tomorrow

[View insights](#)65 post reach >

 Cathy MacRae and 1 other2 Comments




**Renee Benson**  
2h · 🌐

...

**OMG. #73 on Amazon's Teen and young adult social science ebooks list! The ads are working and a \$2.31 royalty profit!!!!**

[View insights](#)667 post reach >



**Marie Lemonowl**  
11m · 🌐

...

Decided to look at the overall picture of my ads since the last challenge

Impressions	19,880
Clicks.	24
Spend.	\$5.16
Royalties.	\$89.08
Profit.	Yes

I need to be more consistent with creating new ads and finish Book 2! Plus I think I should continue to explore the fantasy angle of my book in terms of marketing generally. And I know my cover isn't working. It looks like a dark suspense and it isn't. I'm working on it!



**Sam Nash** ▶ **The 5-Day Amazon Ad Profit Challenge**  
3 hrs · 🌐

...

THANK YOU, BRYAN! I have learned so much and actually made a small profit this week. You are my superhero.  
x




 72 Comments



**ASL Picture Books**  
👤 · 18 m · 🌐

...

**This morning Impressions 10,265 / Clicks 47 / Spend 32.44 / Royalties 156.55**  
**#AdVid2 #MeOhMy**



**Stuart James Author**  
👤 · 39m · 🌐

...

[#AdVid4](#) [#SJA](#)  
Thank you Bryan Cohen.  
As requested I'm posting how my ads are performing. This is how my new thriller Creeper, is performing. The spend is in the left picture for the last 7 days and royalties on the right.  
I'm overwhelmed with how well the ads are performing and taking your 5 day challenge is one of the best things I've ever done.  
**I've spent \$27.42 and royalties are \$232.32**  
Wow.



# THIS ADVICE IS TIMELESS



**Caz Woolley**

Found the post with my figures in

First challenge, I made \$18

Second challenge I made about \$600

Third challenge I made about \$2,500

Fourth Challenge I made \$4,235.81

That's profit and this is just the challenge window of 7 days for each that the profit was over.

I make new ones every week day for an hour a day. I keep track of them all in my binders to avoid duplication. I scrape and gather keywords for an hour a day at the weekend. I did the Evergreen sales techniques to transform my sales pages.

After all that I finally took the full course with Ad school. Once I have finished paying for my wedding I will also be getting some of the other packages that Bryan and his team offer such as the blurb writing as they do awesome work.

Love · Reply · 3h



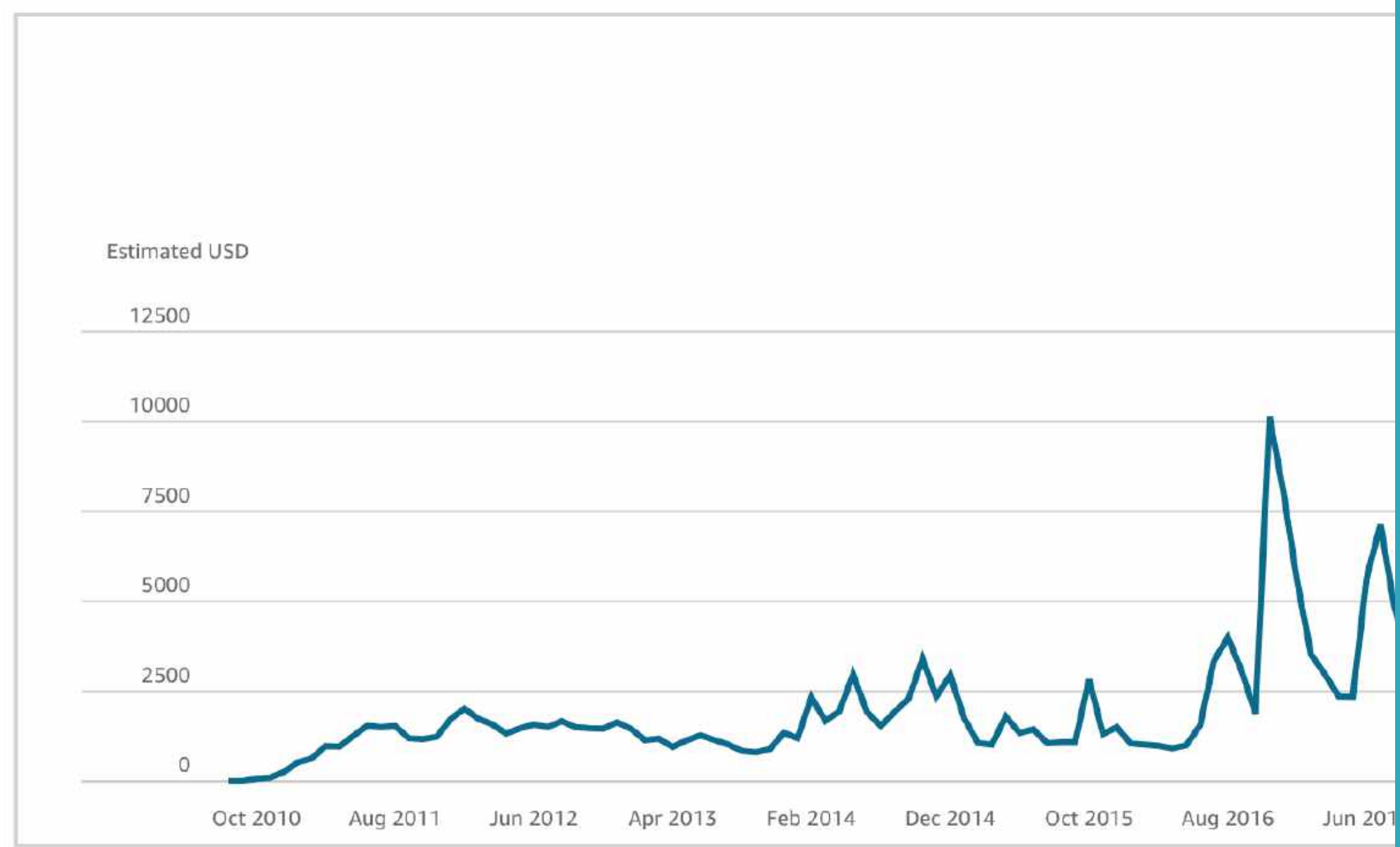
# PLEASE, PLEASE REMEMBER...

Estimated Royalties

**\$301,448.59\***

All 65 books  
Aug 28, 2010 - Jul 20, 2022


This number is rounded and includes estimated KENP royalties based on your selections.







# SO, WHAT'S THIS ALL ABOUT?

- It's about learning to do something you didn't previously understand that can boost your book sales
  - With more Profit coming in, you can pay for book-related and life-related expenses
  - As the royalties accumulate, you can buy freedom with virtual help or by paying your way out of the day job
  - That'll let you focus more on writing and getting your characters, words, and/or message out into the world
- 



# I'M NOT SURE WHY YOU DID THE CHALLENGE

- But if you become consistent with these marketing strategies, you'll sell more books
- This is absolutely something YOU can do to level up your author career
- It's been one week since the first Challenge video dropped
- Since then, you've seen how this could be a primary or a secondary marketing method for your books
- Some of you made major discoveries about your categories
- Others pushed through fear or a lack of knowledge to envision an exciting future in marketing your novels or nonfiction




**THAT ALL HAPPENED IN JUST 1 WEEK.**

**IMAGINE WHAT I COULD TEACH YOU IF  
YOU GAVE ME MORE TIME?**



# THERE'S SO MUCH MORE

- I want to show you how to dive deeper and research a ton of additional keywords quicker and more efficiently
  - I want to help you scale up your ads to increase your royalties and profits
  - I want to share what I've done with my own ads, so that I can show you what's working right up to the moment
  - And I even want to help you with Custom Copy ads (potentially having my Best Page Forward team write them FOR YOU)
- 

# THE CHALLENGE IS CLOSING

- Yes, you've heard, the videos are coming down from public access on July 25<sup>th</sup> (including the 5 Q&A videos and this webinar)
- But I'm also shutting down posting and moving all my resources back to my Author Ad School group and students
- Some folks said that they learned more this week than in previous entire years
- You have the choice of learning from other teachers and/or continuing to learn from me



# SO, HERE'S THE NEXT ESSENTIAL QUESTION...

- How do I stick with Bryan and continue to use the power of the community to help me take my sales to the next level?
- You always have two options
- You can do it **slow** using trial and error and some of what I've taught you this week
- Or you can do it **quickly** with lifetime access to the Challenge, a ticket into my future Challenges, and my premium program
- 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...



## AUTHOR AD SCHOOL

A COURSE ABOUT BOOK MARKETING,  
AMAZON ADS, AND MORE

# WHAT IS AUTHOR AD SCHOOL?

- A laser-targeted course about applying a simpler Amazon Ads strategy for fiction and nonfiction authors
- A collection of step-by-step modules, workshops, and student-only Challenges focused on helping you run ads that produce a positive ROI
- The easiest way to go from ads that aren't working...
- Into campaigns that sell you more books and get you new readers
- And it's the only way to get Lifetime Access to this and every public Ad Challenge I put on going forward



**IT HELPS YOU UPGRADE FROM THIS . . .**






# TO THIS . . .






# WHAT'S INCLUDED IN THE CLASS?

- 5+ modules on how to discover your most profitable book/series and use less ad spend to earn higher royalties
  - Live student-only Challenges to provide the energy, positivity, and community feel to help you complete the material with flying colors
  - Special workshops and office hours on Improving Your Conversion Rate, International Ads, and Finding Your Superfans to deepen your learning
  - Access to our weekly Marketing Sprints, Monday Mojo, Weekend 101, and Adz with Caz where you learn and work together with your fellow students
  - Premium Facebook and Slack Groups with a full-fledged support team to keep the community energy strong, and much, much more!
- 



# AUTHOR AD SCHOOL MODULES

- Module #1: Focused Advertising for Profit: Learn how to separate out your Royalties by book and series and use your data to discover your most profitable opportunity (so you can delightfully double down on it)
  - Module #2: Creating Faster, More Relevant Ads: Discover how to take the lessons from the Profit Challenge to the next level by researching and starting twice the number of relevant ads in half the time
  - Module #3: Maximize Profit with Better Read-Through: Explore the tactics that have worked for other Ad School members to get stronger Sell-through/Read-through to make your advertising even more valuable
  - Module #4: Pairing Amazon Ads with Discount Promotions: Discover how to run successful discount promotions every quarter (or even every month) to get even more profit from your Amazon Ads
  - Module #5: Advanced Data for Ad Scaling: Determine the right levels of Profit and Conversion you need to Scale Up your ads through the use of the Maximum Bid concept and your Projected Readthrough Royalties
- 



# AUTHORS LOVE MY TEACHING

“Worth every penny - and more. For the past few years I felt lucky if my monthly book royalties reached \$100 - and then I found Ad School. (Now), my book royalties are increasing every month. Last month, I reached \$600 plus and this month, I'm on my way to \$900. It's incredible. This is an investment you want to make!”

- Author Nancy N. Wilson



# SOME HAVE HAD BIG RESULTS



“Within 18 months, we went from \$200 a month to over \$11,000 a month in royalties. And the #1 thing growing our readership was Amazon Advertising.”

- Author Trixie Silvertale



# YET MORE PRAISE

"I was a hair's breadth from quitting altogether. After nine years, I never made a profit... until now. Ad School is without a doubt the best thing I've done for my writing career. In a few weeks, I went from in-the-negative to 65 books sold, 34,000 pages read, and \$180 in profit. Bryan is caring, personable, and truly wants to help authors. My books are on the right path to success thanks to Bryan Cohen's Ad School."


— Author Susan Jennings








# WE'VE BEEN FEATURED BY AMAZON

- Recently, Amazon Advertising released a Case Study showing off the successes of some of our students
  - This was the first case study released by Amazon Advertising in over two years and it focused on three big wins from our Ad School students Trixie, Ayden, and Anna
  - We're honored to be featured and proud of our students who have put in the hard work
  - The fact that Amazon (you know, the company that runs the ad platform) has taken notice of the Challenge and Ad School goes to show that this system has worked in a big way for some authors, and we're excited to see even more authors obtain profitable results
- 




# ONE MORE THING

- For everybody who signs up in the next 3 days
  - We'll also be providing **30 days of Direct Email Support**
  - And no matter what your ad question, it'll be answered in the course or in the course-only Facebook and Slack Groups
  - Instead of struggling to get your ads to run or earn a return on investment, you'll get the step-by-step instruction you need to succeed
- 



# HOW MUCH IS AUTHOR AD SCHOOL AND HOW DO I GET STARTED?

- Trial and error with Amazon Ads could cost you **\$400** just to figure out what you're doing
  - Taking a course on all types of advertising just to learn Amazon Ads could run you **\$700+**
  - Getting an industry expert to run your ads for you could cost you **\$1,000+ per month** and **\$10,000+ per year!**
- 



# INVEST IN YOUR SUCCESS

- You can order the Author Ad School for just (~~\$497~~) **\$397** or six easy payments of **\$79**
- OR you can bundle the course AND a custom book description/Amazon Ad copy from Best Page Forward for just (~~\$694~~) **\$497** or six payments of **\$99**
- Go to **[AdSchool2022.com](https://AdSchool2022.com)** to order your **Bundle** today!

# GET MORE PERSONAL ATTENTION...

- Now, I've also had a few questions about my **Author Ad School Mastermind**
- Which includes Ad School, a Book Description, and much, much more!
- You'll get four small group coaching sessions and two one-on-one sessions with an Author Ad School Certified Coach
- The next session starts in mid-August, and you can join today for just **\$1,297** or 6 payments of **\$229**
- **Just go to [AdSchool2022.com](https://AdSchool2022.com) to order today!**

# HERE ARE YOUR OPTIONS

## Author Ad School

Six easy payments of

**\$79**

## Course & Description Bundle

Six easy payments of

**\$99**

## Mastermind & Description Bundle

Six easy payments of

**\$229**

*Visit [AdSchool2022.com](https://AdSchool2022.com) to order your bundle 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, while the bottom, left, and right borders consist of a row of open book pages.

**AND IF YOU BUY NOW . . .**

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

# LIFETIME ACCESS TO THE CHALLENGE

- Author Ad School's five value-packed modules (value \$397)
- Lifetime access to the 5-Day Author Ad Profit Challenge videos and Q&A sessions (value \$197)
- **That's a value of \$594 for just \$397 or 6 payments of \$79**
- Just go to [AdSchool2022.com](https://AdSchool2022.com) to order today!

# THE OTHER CHALLENGES

- Author Ad School's five value-packed modules (value \$397)
- Lifetime access to the 5-Day Author Ad Profit Challenge (value \$197)
- Entry into the premium Series Success Challenge & the Amazon Ad Scaling Challenge (value \$397)
- **A total value of \$900+ for just \$397 or 6 payments of \$79**
- Just go to [AdSchool2022.com](https://AdSchool2022.com) to order today!



# DIRECT EMAIL SUPPORT FROM THE TEAM

- Author Ad School's value-packed program (value \$397)
- Lifetime access to all three challenges (value \$594)
- 30 days of direct email support about your ads (value \$197)
- **A total value of \$1,100+ for just \$397 or 6 payments of \$79**
- Just go to [AdSchool2022.com](https://AdSchool2022.com) to order today!

# WORKSHOPS, OFFICE HOURS, SPRINTS & MORE

- Author Ad School's value-packed workshops (value \$397)
- Lifetime access to all three challenges (value \$594)
- 30 days of direct email support about your ads (value \$197)
- Workshops on a variety of topics like Finding Your Superfans, office hours with members of the Support Team, and weekly Friday Marketing Sprints (value \$397)
- **A total value of \$1,200+ for just \$397 or 6 payments of \$79**
- Just go to [AdSchool2022.com](https://AdSchool2022.com) to order today!

# WHEN YOU BUY THE BUNDLE

- Author Ad School, 3 Challenges, Email Support, and Workshops (value \$1,200+)
- A custom book description from Best Page Forward (value \$297)
- Bonus: Multiple Revisions of Your Blurb (value \$197)
- Bonus: Facebook & Amazon Advertising Copy (value \$197)
- **An \$1,800+ value for just \$497 or 6 payments of \$99**
- Go to **[AdSchool2022.com](https://AdSchool2022.com)** to order today!



# WHEN YOU BUY THE MASTERMIND BUNDLE

- Author Ad School, 3 Challenges, Email Support (value \$1,200+)
- Custom book description & ad copy (value \$690+)
- Bonus: Four group coaching sessions led by an Author Ad School Certified Coach (value \$1,780+)
- Super Bonus: Two one-on-one sessions with your Coach (value \$790+)
- **A total value of \$4,400+ today for just 6 payments of \$229**
- Go to [AdSchool2022.com](https://AdSchool2022.com) 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...



# SIX-FIGURE AUTHOR PANEL

- We've been fortunate enough to help some authors reach the five-figure-a-month level from their royalties using Amazon Ads
  - If you've already ordered Ad School or you order in the next three days, you'll get the replay of our recent Six-Figure Author Panel
  - This special panel gave us the opportunity to chat with Quinn Ward, Trixie Silvertale, and Caz Woolley to see how these authors reached their brand-new heights
  - We think this expert guidance will help you see the clearest path forward for your books as well
  - This **\$197 value** is yours when you order Author Ad School in the next six days at [AdSchool2022.com](https://AdSchool2022.com)
- 



# WHEN YOU ADD THE PANEL

- Author Ad School + Six-Figure Panel (value \$1,200+) for **\$397**
- Course + Blurb + Six-Figure Panel (value \$1,900+) for **\$497**
- Course + Blurb + Mastermind + Six-Figure Panel (value \$4,500+) for **\$1,297**

Go to **AdSchool2022.com** to order today!

The background of the entire image is a solid teal color. It is decorated with a repeating pattern of white line-art icons of open books. These icons are arranged in a grid-like fashion, with some appearing as full-page spreads and others as smaller, simplified versions. The icons are most prominent along the top and bottom edges of the image, framing the central text area.

**WANT TO MAKE SURE YOUR BOOK IS SET UP  
FOR PROFITABLE SUCCESS?**

**IF YOU ORDER IN  
THE NEXT 30 MINUTES...**

# YOUR OWN EXPERT SUPERFANS EVALUATION

- We've seen too many authors struggle to identify their genre and the kind of readers they should be marketing to
- Fortunately, when you purchase Author Ad School in the next 30 minutes, you'll get a member of the Ad Squad in your corner
- We'll take a look at your book and sales page and evaluate exactly what genre you should be targeting and how to make improvements going forward
- With this better understanding of your genre, you'll be able to find new Superfans who will love what you've written
- This **\$97 value** is yours when you order Author Ad School today



# WHEN YOU ADD “SUPERFANS EVALUATION”

- Author Ad School + Six-Figure Panel + Superfans Evaluation (**value \$1,300+**) for **\$397**
- Course + Blurb + Six-Figure Panel + Superfans Evaluation (**value \$2,000+**) for **\$497**
- Course + Blurb + Mastermind + Six-Figure Panel + Superfans Evaluation (**value \$4,600+**) for 6 payments of **\$229**
- Go to **[AdSchool2022.com](https://AdSchool2022.com)** 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.

**BRYAN, YOU'RE TEMPTING ME WITH THAT  
BIG KAHUNA COACHING OFFER.**

**WELL, IF YOU DECIDE TO GO  
ALL-IN WITH THE TOP PACKAGE...**



# I WILL CREATE TWO MODULES JUST FOR YOU

- During two small-group LIVE implementation sessions, I will walk you through any parts of the advertising process you need extra help with
  - By sharing my screen and walking you through the basic, intermediate, and advanced aspects of advertising...
  - You'll gain the confidence you need to push past any roadblocks and unlock your books' potential
  - This **\$497 value** is included when you order the Mastermind Option in the next 6 days
- 



# WHEN YOU ADD “MODULES FOR YOU”

- Course + Blurb + Mastermind + Six-Figure Panel + Superfans Evaluation + Modules for You (**value \$5,000+**) for 6 payments of **\$229**
- Go to **[AdSchool2022.com](https://AdSchool2022.com)** 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 and my courses come with a 30-day 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 [AdSchool2022.com](https://AdSchool2022.com) to order today!*



# TO SUM UP...

- If you want to get more sales without beating your head against the wall, this is one heck of a bundle deal
- This EXACT combination of course and service would've saved me hundreds of hours of learning ads and copywriting
- You're getting Author Ad School, the Challenges, the Email Support, and all of the bonuses!

*Go to [AdSchool2022.com](https://AdSchool2022.com) to order today!*





# RIGHT NOW

- Go to [AdSchool2022.com](https://AdSchool2022.com) right now.
- Or **click the button** below if you're watching the replay

# HERE'S WHAT YOU DO



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

Author Ad School	Course & Description Bundle	Mastermind & Description Bundle
Six easy payments of <b>\$79</b>	Six easy payments of <b>\$99</b>	Six easy payments of <b>\$229</b>
<ul style="list-style-type: none"><li>- Best for first-time author advertisers</li><li>- Save <b>25%+ off</b> the standard price!</li><li>- 5+ modules on how to discover your most profitable book/series and use less ad spend to earn higher royalties (\$297 value)</li><li>- Live student-only Challenges to provide the energy, positivity, and community feel to help you complete the material with flying colors (\$297 value)</li><li>- 30 days of email support and year-round group support (\$497 value)</li><li>- Access to our Friday Marketing Sprints, where you work together with your fellow students to create more ads in less time (\$197 value)</li><li>- Special workshops and office hours on International Ads, Tracking Kindle Pages Read, and Improving Your Conversion Rate to deepen your learning (\$197 value)</li><li>- Consistent encouragement from a dedicated team of authors</li><li>- Special Challenge Price</li></ul> <b>Total Value = \$1,400+</b>	<ul style="list-style-type: none"><li>- Perfect for experienced author publishers</li><li>- Save <b>25%+ off</b> the standard price!</li><li>- 5+ modules, live student-only Challenges, 30 days of email support, year-round group support, and everything else in the Author Ad School package (\$1,090+ value)</li><li>- Access to our Friday Marketing Sprints, where you work together with your fellow students to create more ads in less time (\$197 value)</li><li>- Special workshops and office hours on International Ads, Tracking Kindle Pages Read, and Improving Your Conversion Rate to deepen your learning (\$197 value)</li><li>- Custom, done-for-you book description (\$297 value)</li><li>- Multiple revisions (\$197 value)</li><li>- Premium formatting with Amazon HTML code (\$97 value)</li><li>- Copy for one Facebook direct sales ad (\$97 value)</li><li>- 10 headlines for Amazon advertising copy (\$97 value)</li><li>- Blurb completed for you in just one month</li></ul> <b>Total Value = \$2,200+</b>	<ul style="list-style-type: none"><li>- Best value</li><li>- Save <b>25%+ off</b> the standard price!</li><li>- 5+ modules, live student-only Challenges, 30 days of email support, year-round group support, and everything else in the Author Ad School package (\$1,090+ value)</li><li>- Access to our special workshops, office hours, and Friday Marketing Sprints to improve your profitability and deepen your learning (\$390+ value)</li><li>- Custom, done-for-you book description with multiple revisions, Amazon Ad copy, and everything else included in the Course &amp; Description Bundle (\$780+ value)</li><li>- Blurb completed for you in just one month</li><li>- Four-session Amazon Ads Group Coaching Mastermind (\$997 value)</li><li>- Two one-on-one sessions with an Author Ad School Certified Coach (\$700+ value)</li><li>- Two personalized modules taught by Bryan to walk you through every question, strategy, and tactic to sell more books (\$700+ value)</li></ul> <b>Total Value = \$4,600+</b>
<b>Add Course</b>	<b>Add Bundle</b>	<b>Add Mastermind</b>

*Go to [AdSchool2022.com](https://AdSchool2022.com) 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 [AdSchool2022.com](https://AdSchool2022.com) to order today!*



# CHECKOUT

- Choose your pricing option, enter your information, and click “Complete Order”

*Go to [AdSchool2022.com](https://AdSchool2022.com) to order today!*

Choose a pricing option:

☒ Six Payments


☐ One Payment

Payment information:

☒ Credit card  ☐ PayPal 

 Card number

MM / YY CVC

 **Get a Custom Book Description**

**Special offer: \$99**

Click the box above to get a premium, done-for-you book description, Amazon Ad copy, and multiple revisions for 60% off the usual price!

**Complete Order** 

100% safe & secure

What you get:

- ✓ 5+ modules on how to discover your most profitable book/series and use less ad spend to earn higher royalties (\$297 value)
- ✓ Live student-only challenges that provide the energy, positivity, and community feel to help you complete the material with flying colors (\$297 value)
- ✓ 30 days of email support and year-round group support (\$497 value)
- ✓ Special workshops and multiple weekly office hours to deepen your learning (\$397 value)
- ✓ Total Value: \$1,400+

Today's payment

Author Ad School \$105.34

Discount -\$26.34

Future payments

5 monthly payments  \$105.34

Discount -\$26.34

**Today's payment: \$79**

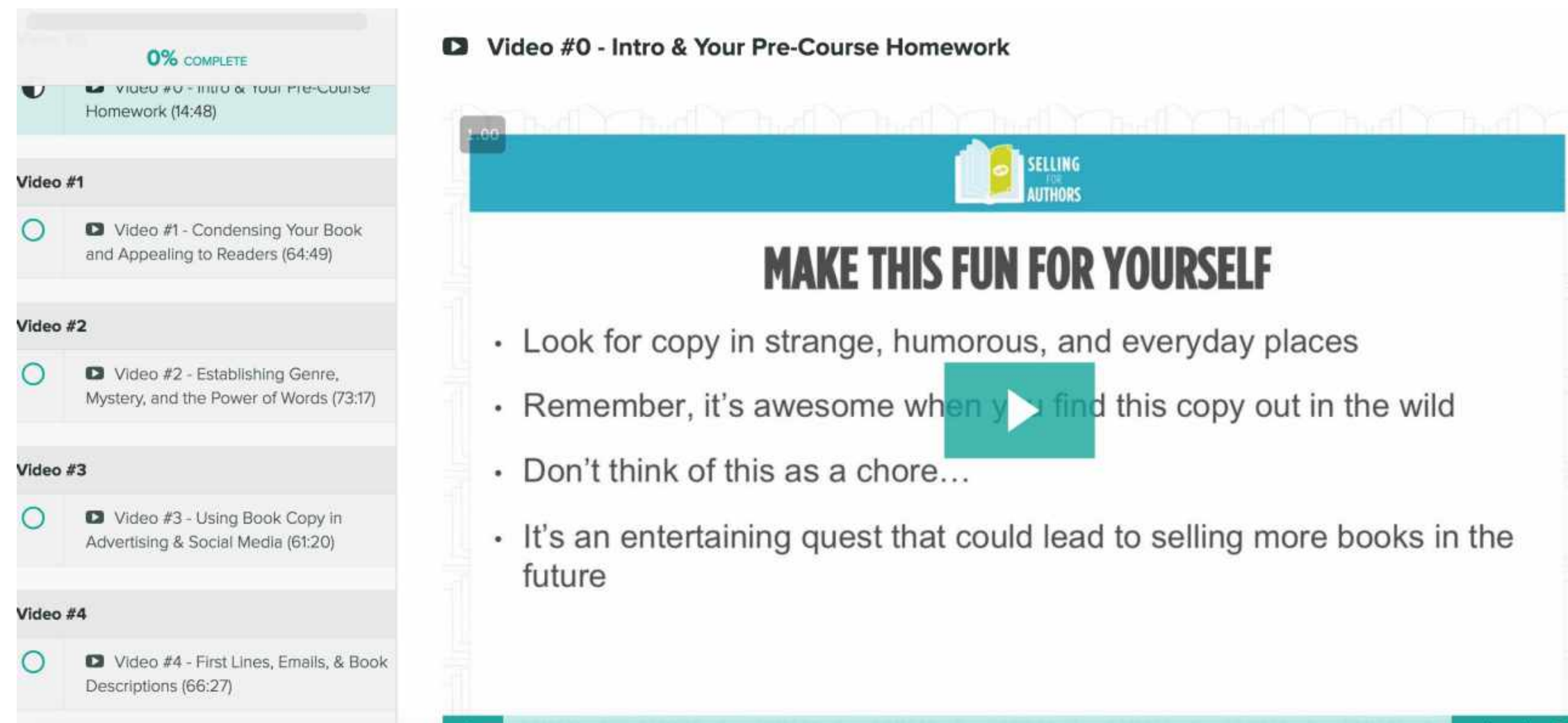
All prices in USD

Enter coupon code below:

**APR22ADSCHOOL25OFF** 

# AND YOU'RE SET!

- You'll get access to Author Ad School!



*Go to [AdSchool2022.com](https://AdSchool2022.com) to order today!*

# PROVIDE YOUR INFO

- You'll get your confirmation right away & if you ordered a book description bundle, 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 [AdSchool2022.com](https://AdSchool2022.com) to order today!*



# IF YOU BUY THE BUNDLE...

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



**Bryan Cohen** <bryandavidcohen@gmail.com>

to Neil ▾

Dear Neil,

I've finished your new description! I've attached it in a Word document in both text description box (not Author Central). Please let me know if you have any question

I've also included some Facebook Ad and Amazon Ad copy for you as well.

Thanks!

Sincerely,



*Go to [AdSchool2022.com](https://AdSchool2022.com) to order today!*

# AND IF YOU BUY THE MASTERMIND...

- Then we'll schedule our first coaching calls very soon!



*Go to [AdSchool2022.com](https://AdSchool2022.com) to order today!*

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

**THE Q&A**



# CLICK THE LINK/BUTTON TO GET YOUR BUNDLE

Author Ad School	Course & Description Bundle	Mastermind & Description Bundle
Six easy payments of <b>\$79</b>	Six easy payments of <b>\$99</b>	Six easy payments of <b>\$229</b>

*"This course has changed how I create ads, research for keywords, calculate ad profitability and taught me how to harvest relevant data for creating ads. Ad School is a game changer for authors!" Heather Hobbs, Teen & YA Author*

*Go to [AdSchool2022.com](https://AdSchool2022.com) to order today!*