

### WHAT DOES IT MEAN TO BLURB TO MARKET?

- The "Blurb to Market" concept combines Chris Fox's classic Write to Market system with a Best Page Forward-style blurb
- The idea is that if we can figure out the plot, setting, and other tropes of a book before we write it...
- We can save ourselves the frustration of having written a 60k-80k word book that's not written "to genre"
- The other side of this is that we can also learn more about the stories we have written and how to flesh out a stellar blurb that gets genre readers excited
- If we use it to improve our current blurbs and build a stronger foundation for our future books, then we can enjoy more book sales all the live long day

### HERE'S WHAT YOU'LL LEARN

- How to research your genre to know whether or not there's demand
- How to use the customer reviews to see what it is that readers expect from the subgenre
- How to deconstruct genre tropes into story beats to give our book a better chance of making readers happy
- How to use those beats to write a genre-specific blurb

### HERE'S WHAT YOU'LL NEED

- Your full attention
- About 60 minutes for the teaching and 30 minutes for the Q&A
- An open mind to a slightly different way to market your book

### I HOPE YOU'LL STAY UNTIL THE END

- We'll have a Live Q&A to answer every single one of your questions
- We'll also be announcing our extremely bonus-heavy Black Friday sale for Best Page Forward book descriptions
- Lastly, halfway through the Q&A session, we'll give away a brand new cover and metadata package from Best Page Forward Plus (but you'll have to be there live)

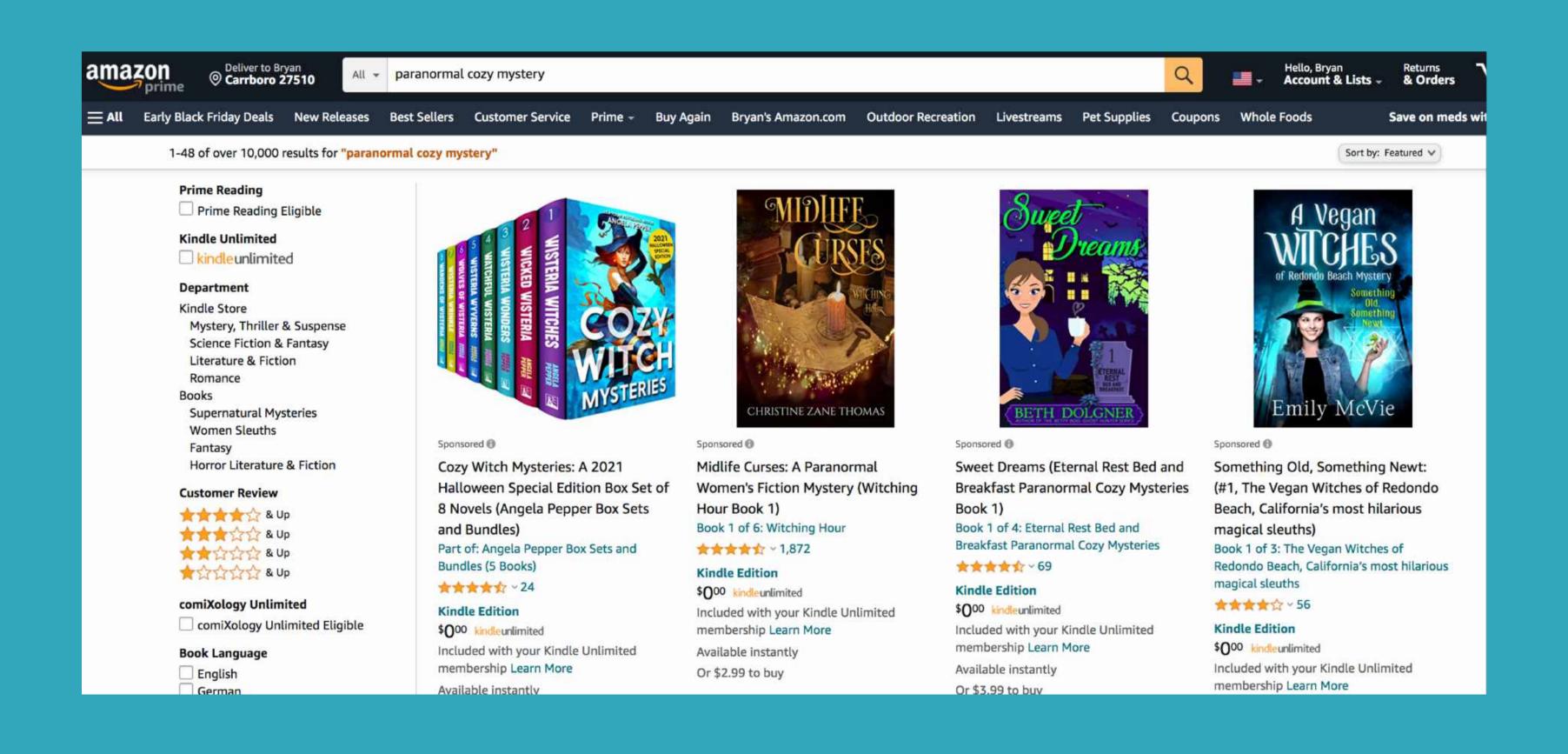
# HERE'S THE PROCESS, PART 1

- 1. Choose Your Genre
- 2. Browse Your Category & Keyword Searches
- 3. Double Check The Sales Rank
- 4. Examine the Top Indies
- 5. Check the Reviews

# HERE'S THE PROCESS, PART 2

- 6. List Genre Tropes for Story Beats
- 7. Write 5-20 Hook Variations
- 8. Rewrite Your Tropes/Beats
- 9. Outline the Book From Your Beats

# #1: CHOOSE YOUR GENRE



### #2: BROWSE YOUR CATEGORY & KEYWORD SEARCHES



### #3: DOUBLE CHECK THE SALES RANK

Save on COVID-19 supplies for organizations on the front lines. Learn more »

### **Product details**

ASIN: BO7PLZKQJT

Publisher: Tess Lake (March 11, 2019)

Publication date: March 11, 2019

Language: English
File size: 5693 KB

Simultaneous device usage: Unlimited

Text-to-Speech : Enabled

Enhanced typesetting: Enabled

X-Ray: Enabled
Word Wise: Enabled
Print length: 1678 pages

**Lending**: Enabled

Best Sellers Rank: #10,690 in Kindle Store (See Top 100 in Kindle Store)

#30 in Fiction Anthologies

#33 in Mystery Anthologies (Kindle Store)

#50 in Cozy Culinary Mystery

Customer Reviews: \*\*\*\* 849 ratings

## #4: EXAMINE THE TOP INDIES



### Sticks and Crones (A Spell's Angels Cozy Mystery Book 7)

Book 7 of 7: A Spell's Angels Cozy Mystery | by Amanda M. Lee | Sold by: Amazon.com Services LLC

### **Kindle Edition**

\$499

This title will be released on March 1,

2022.

Pre-order with 1-Click®



### The Jinxed Jewelry Box: A Paranormal Artifacts Cozy Mystery (Paranormal Artifacts Cozy Mysteries Book 5)

Book 5 of 5: Paranormal Artifacts Cozy Mysteries | by Tegan Maher | Sold by: Amazon.com Services LLC

### **Kindle Edition**

\$499

This title will be released on May 29, 2022.

Pre-order with 1-Click®



### Déjà Boo: A Chantilly Adair Paranormal Cozy Mystery (The Chantilly Adair Paranormal Cozy Mystery Series Book 6)

Book 6 of 6: The Chantilly Adair Paranormal Cozy Mystery Series | by Carolyn Ridder Aspenson | Sold by: Amazon.com Services LLC

\*\*\*\* × 21

**Kindle Edition** 

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membership Learn More

Available instantly

Or \$3.99 to buy

### #5: CHECKTHE REVIEWS



Katherine Schmitt



\*\*\* Quick cozy mystery

Reviewed in the United States on November 6, 2021

### **Verified Purchase**

This is a great start to a fun new cozy mystery series, the Deepwood Witches Mysteries. This was a neat story about three witches in Deepwood, Orgeon. Emory Chastain owns a herbal shop in town and has a penchant for designer donuts from the shop next door. One day a distressed teenager came in her shop to talk about some visions that she has been having.

As the teen is there, a man staggers into the shop begging for help. He has been magically poisoned and dies there on the floor. The local police are no help because they don't understand the supernatural, despite living in a fairly witchy city. Soon, two more townspeople die, all with the same symptoms and magical signature attached. Emory along with her friends Lene, Veri and the handsome Noah, take the investigation on themselves.

I really enjoyed the pace of the story and it felt like a quick read. The characters are charming (ha ha) and I really am excited to read more about them. I would recommend this book to anyone who enjoys a witchy cozy mystery.

# #6: LIST GENRE TROPES FOR STORY BEATS (PT. 1)

- What the protagonist wants and what is in their way
- The main character's opening circumstances
- How the character feels about life
- The book's inciting incident

# #6: LIST GENRE TROPES FOR STORY BEATS (PT. 2)

- How the character's life has changed after the inciting incident
- What the character must now overcome to get what they want
- What will happen if the character doesn't get what they want (love/life/death consequences)

### #7: WRITE 5-20 HOOK VARIATIONS

- Write 15-20 versions of your hook in a first draft state of mind
- Make sure you have high stakes that reach as high as death, love, or enlightenment
- Use a thesaurus to think of stronger nouns and verbs
- Keep your hooks under 149 characters so you can use them as Amazon Ad Copy

# #8: REWRITE YOUR TROPES/BEATS

- Take your tropes that you wrote into beats from Step #6 and use transitions to stitch them together
- Examples: "When the whole world changed," "After meeting his maker," "Dancing his way to the top of the charts," "As the tension between them builds," etc.
- With your seven sentences, you'll have what you need for a Hook and a six-sentence synopsis for your book description

# #9: OUTLINE THE BOOK FROM YOUR BEATS

### Blurb Book - Outline 1-17-21

- Chapter 1: What a Blurb Is and What it Does
  - a. Basics of a Book Description and How to Use
  - b. Blurb's Job
    - Create Excitement/Interest
    - ii. Sell the Book
- II. Chapter 2: Character vs. Plot
  - a. Shocking Truth: The Plot Doesn't Matter
  - b. Why Readers Care about the MC and You Should Too
- III. Chapter 3: The Devil in the Details
  - a. Don't Want to Tell Readers too Much
    - . Excessive Details (too many characters; names of fictional places) Lead

### to Confusion

- The Confused Mind Says, "No!"
- b. Don't Want to Tell Readers too Much
  - i. 1000-foot View Doesn't Allow for Engagement/Excitement
  - ii. If They Don't Connect, They'll Click Away

# MANT TO SEE THS PROCESS IN ACTION? CHECK OUT MY SCREEN!

### PUTTING IT ALL TOGETHER

- We start with genre research to make sure we know that this is a type of book we like reading and that there's adequate demand
- By poring over the reviews, we can see what it is that readers expect when they pick up a book from this subgenre
- Then we can deconstruct those tropes into story beats that will ensure our book is "on genre" before writing Chapter 1
- Lastly, we take those beats and we write a genre-specific book description to set our outline and ourselves up for success

### THERE ARE PLENTY OF USES FOR A BLURB

- In addition to writing a blurb to market, you can use a book description to spruce up a
  backlist title that needs better conversion rate
- You can get a new description and then pull pieces out of it to use as ad copy for both Amazon and Facebook
- You can get powerful hook that helps you get Book 1 readers excited to move on to Book 2 in the back matter
- It's even possible to get a description ready ahead of publishing a new book so that it's looking as professional as possible ahead of your launch
- The decision that must be made is whether you intend to write it yourself or hand it off to some seasoned veterans

### 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...

# LAUNCHING, EMAILS, SERIES, AND BLURBS

- There's a lot to learn in this industry for sure, and whether you're starting a new series or you're giving an existing book a marketing makeover...
- You've got a lot to learn in the realm of launches, email marketing, getting additional readthrough, and more
- Many authors have told me that they've struggled to write blurbs (whether they're to market or otherwise)
- 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, email, or series-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

ANIEKEE TOCHUKWU EZEKIEL

# INTRODUCING...



### 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

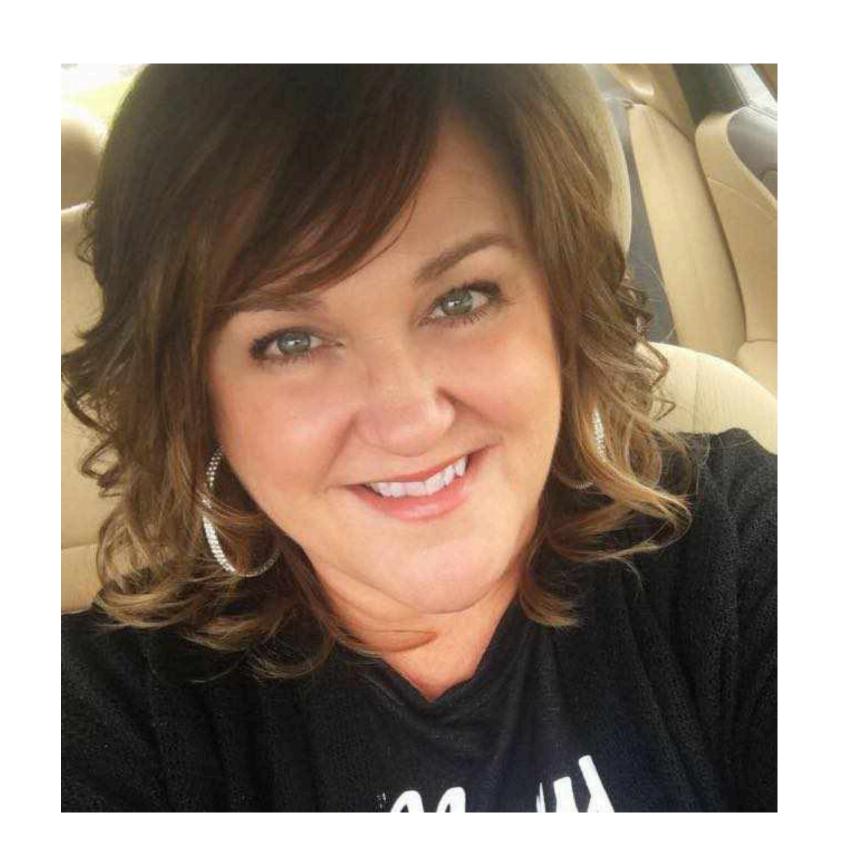
"With Best Page Forward's help, my advertising for my book has had an 309% ROI and sold 21,662 copies overall."

Jarem Sawatsky, Bestselling Nonfiction Author

### YET 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!

#### AND SPECIAL FOR BLACK FRIDAY....

- After giving out tons of different bonuses throughout 2021, we've decided that when you buy before Cyber Monday...
- We're going to give you all of the bonuses related to Email Marketing, Launching, and Series Success
- This means that even when you purchase just one blurb (at a discounted price), you'll get a ton of extra value
- It's our way of saying how thankful we are that you're a part of our community

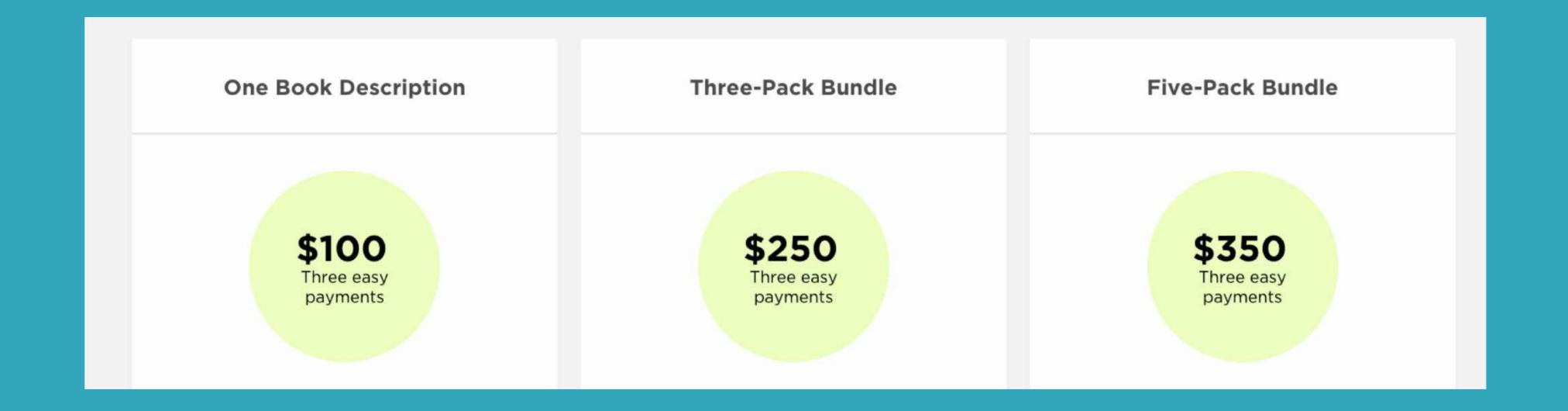
#### HOW MUCH IS BEST PAGE FORWARD AND HOW DO I GET STARTED?

- 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/BlackFridayBPF or click the link/button to order your custom descriptions today!

#### HERE ARE YOUR OPTIONS



Visit BestPageForward.net/BlackFridayBPF to order your bundle!

#### AND IF YOU BUY NOW...

YOU'LL GET THESE SPECIAL BONUSES!

#### FOR EACH BLURB YOU ORDER

- Bonus: Multiple 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!

#### FOR EACH BLURB YOU ORDER

- Bonus: Multiple 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!

#### FOR EACH BLURB YOU ORDER

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

#### IF YOU BUY THE THREE PACK

- Bonus: Multiple 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!

#### IF YOU BUY THE FIVE PACK

- Bonus: Multiple 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!

# WANT TO LEARN MORE ABOUT EMAIL MARKETING, LAUNCHING, AND STRONGER SERIES SUCCESS?

IF YOU ORDER IN THE NEXT 30 MINUTES...

#### THREE POWERFUL BONUSES

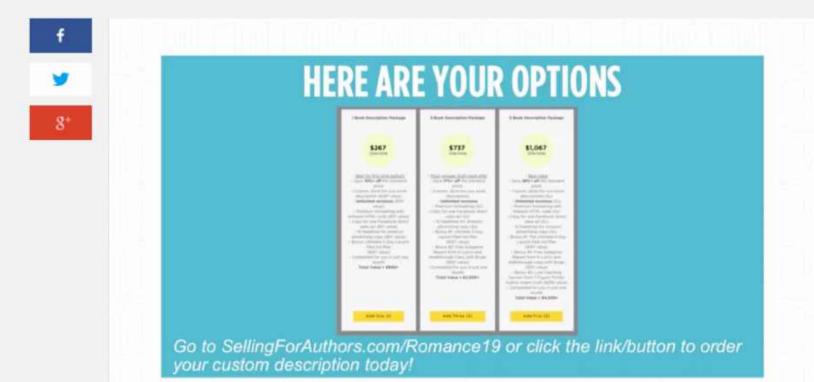
- If you order in the next 30-minutes, you'll get my **Ultimate Book Launch Checklist** (a \$97 value) and...
- You'll also get two sets of Email Marketing templates for how to Onboard New Readers and for your Launch Team (a \$197 value) and...
- You'll also get The Ultimate Readthrough Cheatsheet to help you get more readers from Book 1 to Book 2 in your series (a \$97 value)
- These three special bonuses (value of \$397+) are yours when you purchase a book description today

#### IF YOU'RE WATCHING THE REPLAY

#### **WEBINAR REPLAY:**

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





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

#### WHEN YOU ADD "THE BONUS TRIO"

- Blurb Package + Multiple revisions + Bonus Trio (value \$1,100+) for \$267
- 3 Blurb Packages + Multiple revisions + Bonus Trio (value \$2,300+) for \$737
- 5 Blurb Packages + Multiple revisions + Bonus Trio (value of \$3,500+) for \$1,037

### BUT THAT'S NOT ALL!

IF YOU ORDER BY CYBER MONDAY...

#### THREE MORE BONUSES

- The "How to Create an Easier Launch Plan" walkthrough video (a \$197 value)
- The "How to Optimize Your Email List" & "Email Marketing Master Class with Joseph Alexander" programs (a \$397 value)
- The "How to Create Back Matter Crash Course" with Quinn Ward (a \$197 value)
- This \$700+ value is yours when you purchase 1, 3, or 5 descriptions through Cyber Monday

#### WHEN YOU ADD "BONUS TRIO TWO"

- Blurb Package + Multiple revisions + Two Bonus Trios (value \$1,800+) for \$267
- 3 Blurb Packages + Multiple revisions + Two Bonus Trios (value \$3,100+)
   for \$737
- 5 Blurb Packages + Multiple revisions + Two Bonus Trios (value of \$4,300+) for \$1,037

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

OH FINE, HOW ABOUT...

#### THREE MORE BONUSES FOR A THREE-PACK

- "Better Amazon Ads for Your Next Launch" class with me (a \$197 value)
- Presentations from Chris Fox, Lindsay Buroker, Claire Taylor, and myself from the Self Publishing Live 2020 event (a \$397 value)
- "The Readthrough Optimizer Walkthrough" with Quinn Ward (a \$197 value)
- These three additional bonuses (a \$700+ value) are all yours when you purchase 3 or 5 blurbs by Cyber Monday

#### WHEN YOU ADD "THIRD BONUS TRIO"

- Three Blurb Packages + Multiple Revisions + Three Bonus Trios (value \$3,800+) for \$737
- Five Blurb Packages + Multiple Revisions + Easy Launch Planner + Three Bonus Trios (value \$5,100+) for \$1,037

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

NOT AT ALL! HOW ABOUT...

#### FOUR MORE BONUSES FOR A FIVE-PACK

- A recording of our "How to Improve Your Next Launch" class and coaching session with Jami Albright (a \$297 value)
- A recording of our "How to Get More Reviewers and Subscribers with Story Origin" class and coaching call with Evan Gow (a \$297 value)
- A recording of our "Series Supercharger Workshop" coaching session with Quinn Ward (a \$297 value)
- And a small group session with ME to discuss 2022 planning (a \$597 value)
- These four bonuses are worth \$1,300+ in value and they're only available if you purchase a 5-pack through Cyber Monday

#### WHEN YOU ADD "FOUR TRIOS + BRYAN"

 Five Blurb Packages + Multiple Revisions + Four Trios + Bryan Coaching Session (value \$6,400+) for three payments of \$350

### 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.



#### 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.

#### TO SUM UP...

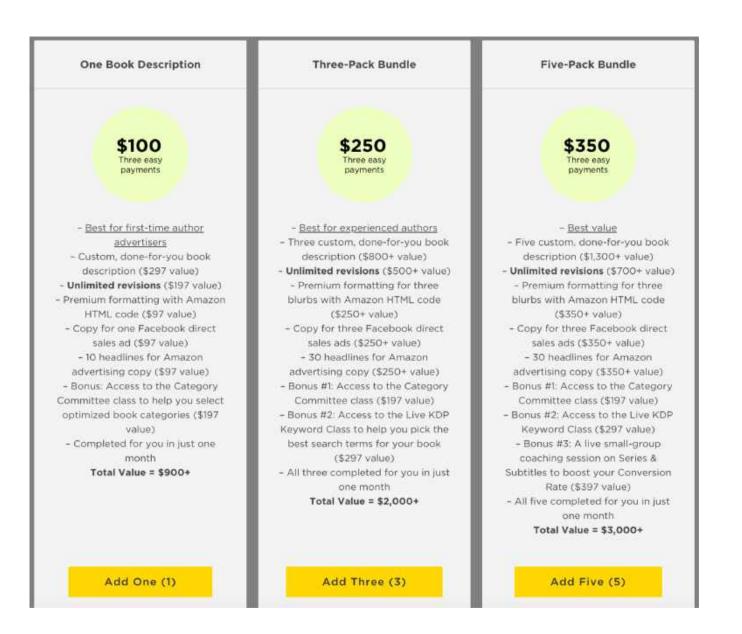
- If you want to get more sales without beating your head against the wall, there is no better service.
- This EXACT service would've saved me hundreds of hours of rewriting my copy.
- You're getting multiple revisions, Amazon and Facebook Ad Copy, HTML code, and all the bonuses!

#### RIGHT NOW

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

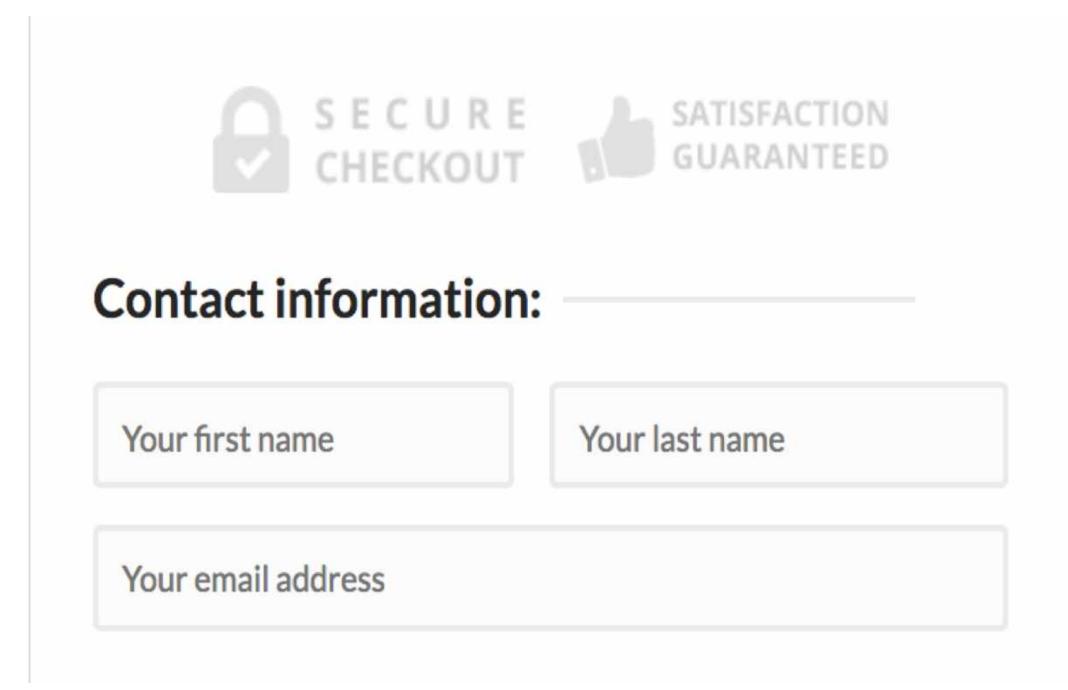
#### HERE'S WHAT YOU DO

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



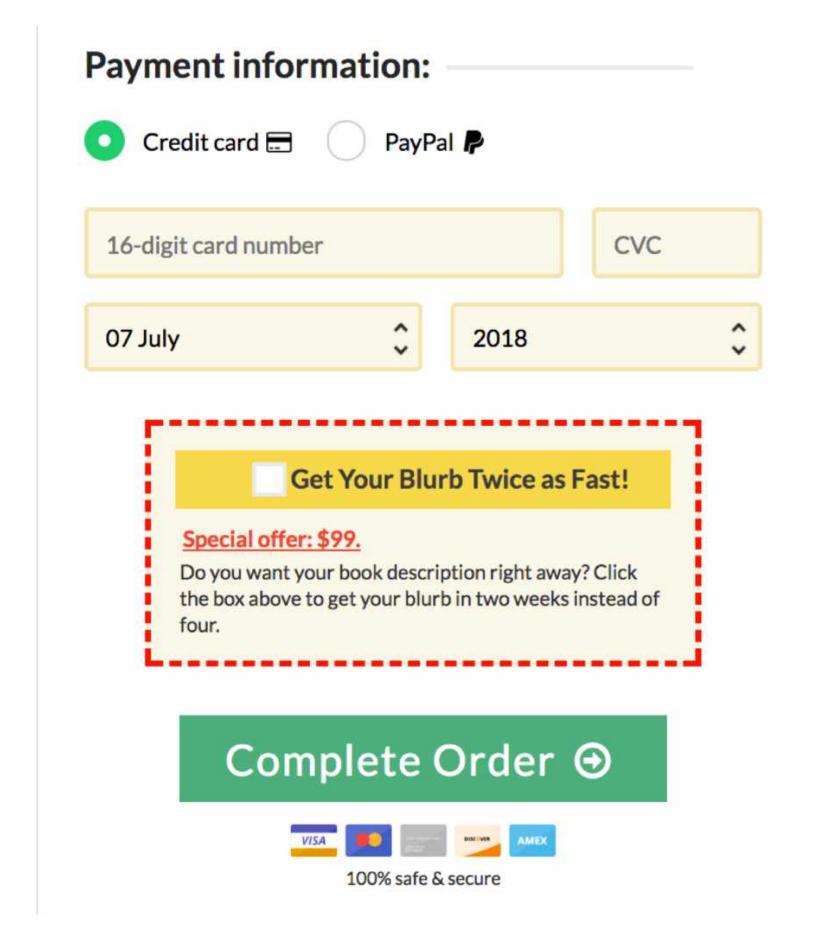
#### ENTER YOUR INFO

 Enter Your Name and Email Address



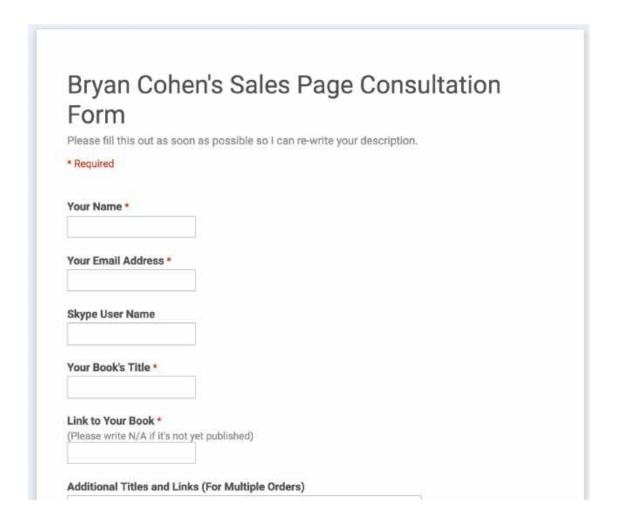
#### CHECKOUT

 Enter your information and click "Complete Order"



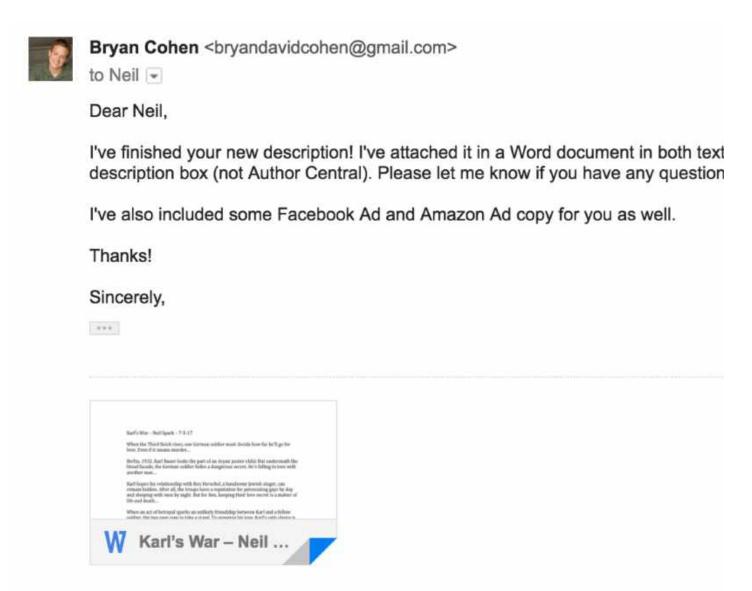
#### PROVIDE YOUR INFO

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



#### A SHINY NEW BOOK DESCRIPTION

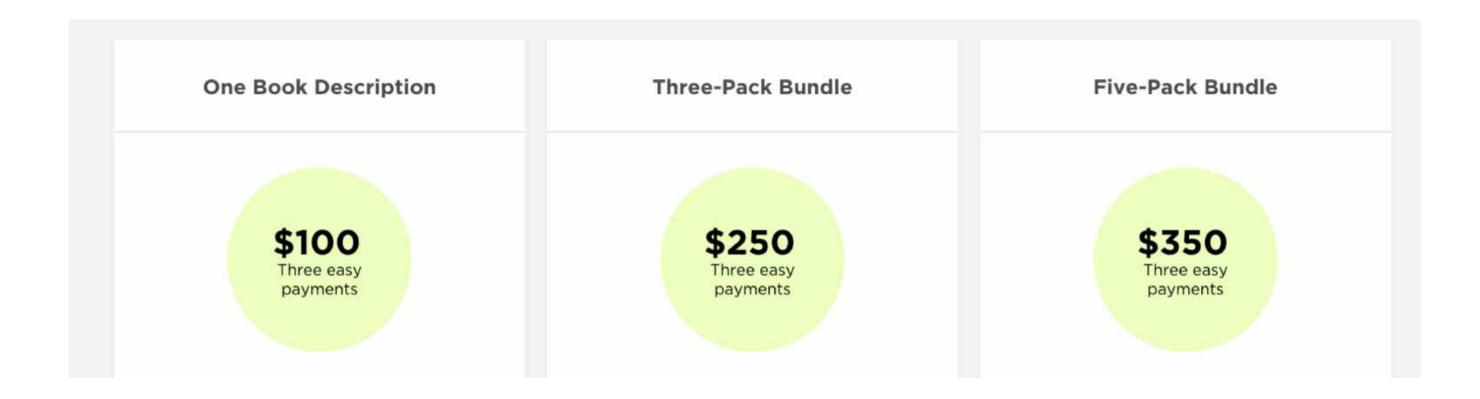
And in just one month, you'll get your new blurb!



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

THE Q&A SESSION!

#### CLICK THE LINK/BUTTON TO GET YOUR DESCRIPTION



Visit BestPageForward.net/BlackFridayBPF, 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/BlackFridayBPFSlides

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