




**BEST PAGE
FORWARD**

ADVANCED AMAZON ADVERTISING & PRIZE GIVEAWAY PARTY

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)
- 

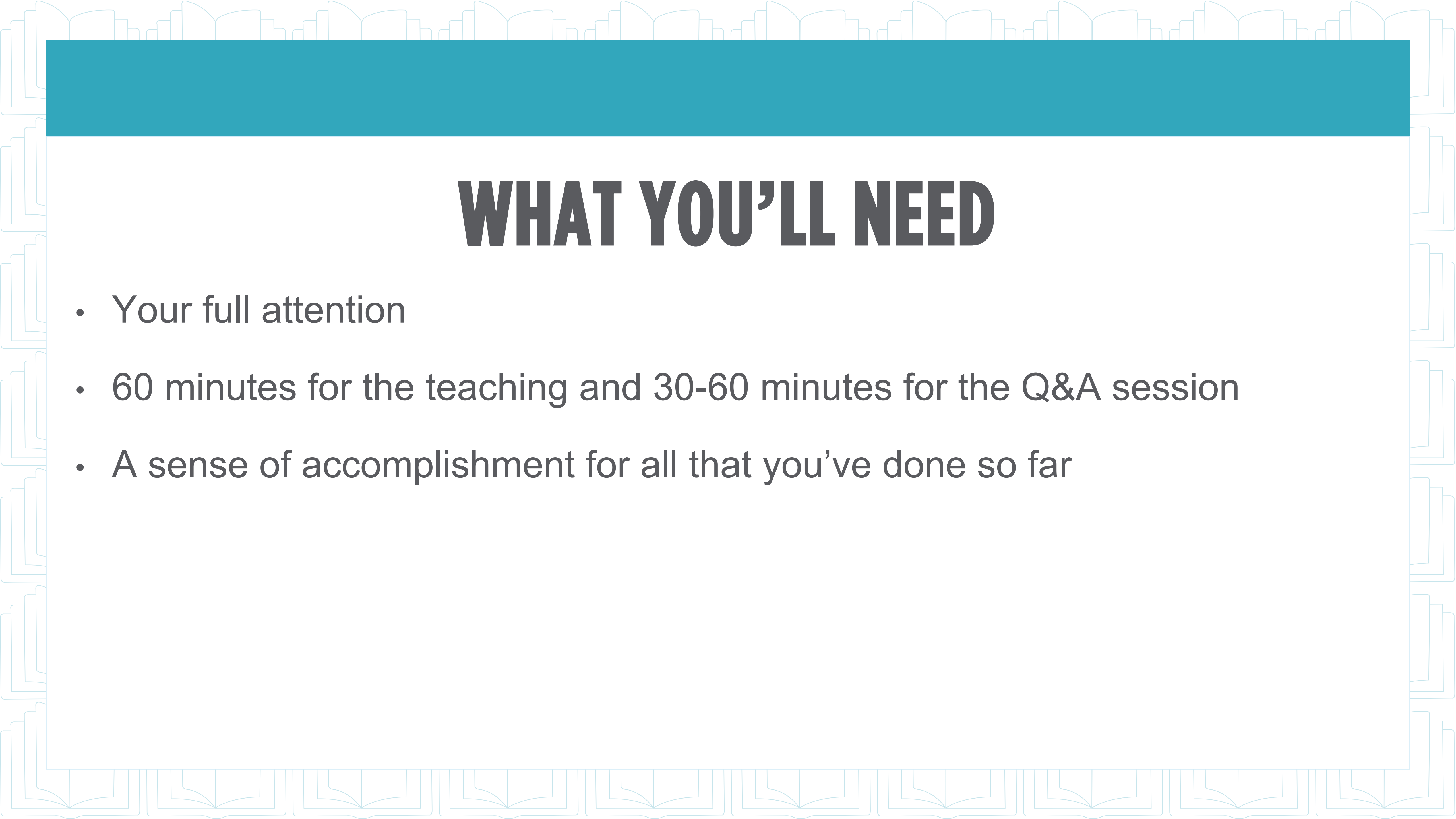


WHAT YOU'LL LEARN

- 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
- 

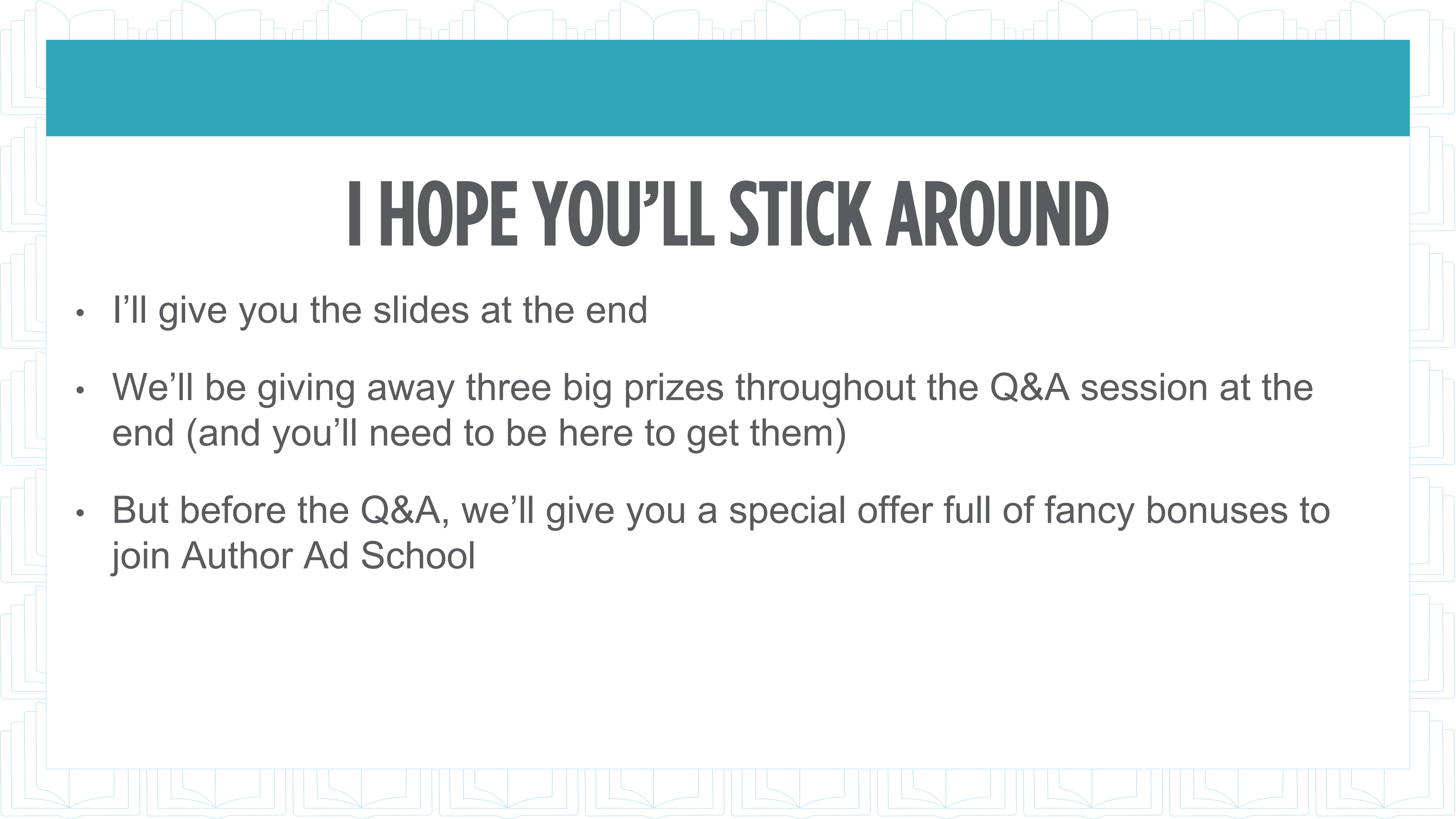


WHAT YOU'LL NEED

- 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

BOOK IN KU? CHECK YOUR RANK

- If you're running ads to a Book in Kindle Unlimited and it looks like you have a Loss, it's a good idea to check your Sales Rank (in Author Central)
- Books in KU may see royalties on a delay because you don't start getting paid until a buyer starts reading...
- But the moment that same KU user borrows your book, you will see an improvement in Sales Rank (the number goes lower, low is good like golf)
- This requires waiting a little bit longer to see if ads have resulted in a better Sales Rank (which could lead to more Royalties in 2-4 weeks time)
- The Zen Lemur (our Challenge mascot) preaches patience on this and all matters of Advertising

FACTORING IN READTHROUGH

- When you advertise the first book in a series, you will actually earn more than the Royalties for your sale of the book
- Some percentage of readers will go on to buy Books 2, 3, and so on (i.e. 50% of Book 1 readers could read Book 2, etc.)
- Frequently, authors who've rarely advertised their series starter begin to see Sales of later titles after a few weeks (and even longer with series in KU)
- Because it takes readers time to make it through your book (and to the next one), it's helpful to look at your numbers over a several week (or month) period...
- And at that time, you can factor in Royalties from Books 2 and beyond as having come from the ads, too

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

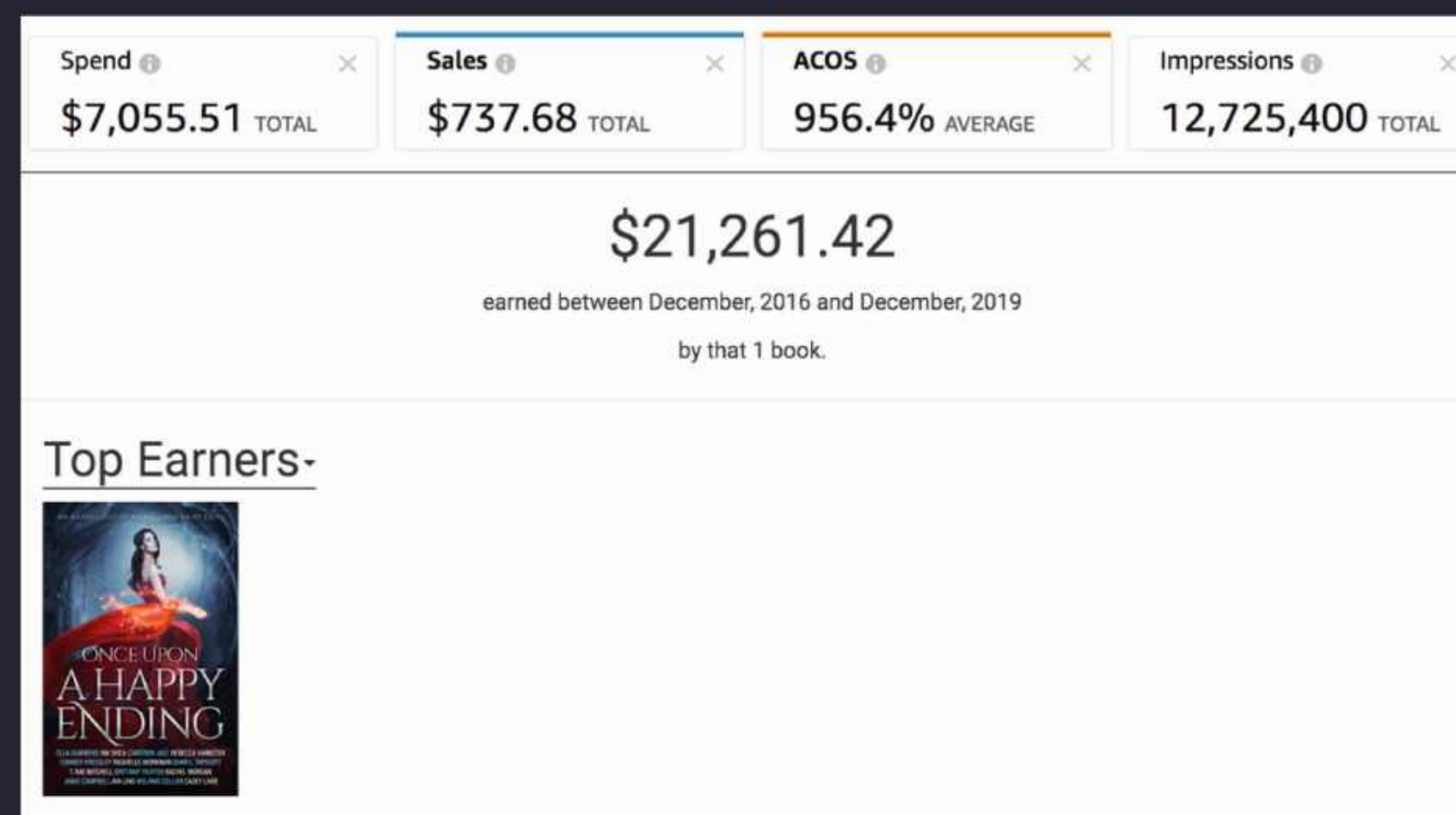
- We have two ways to dive deeper into the Keywords/Titles that received Clicks
- The first is to look at our Search Term Report which you can set to download every single month to see what Targets inside each ad received Clicks and Sales (can be overwhelming to see all at once)
- The second is to look 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 Borrowers)
- 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
- 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 SCALING (SLOWLY) WORKS

- Each week, you research and create 5-10 new ads (80% or more of which should be 1st Generation Ads) for your most profitable title/series
- As you collect more data, you start to take note of effective Targets that could serve as the centerpiece for a 2nd Generation Ad
- Over the course of weeks and months, you look for the best Keywords in your most effective 2nd Generation Ads...
- And consider putting the best-of-the-best 2nd Gen Targets into a 3rd Generation Ad of 25 or fewer keywords (usually after Month #3 of your advertising journey)
- And while an advertiser with \$500+ in Profit may want to consider raising your Bid on 3rd Generation Ads, it is not required as many authors stay with lower bids forever



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 January 28th, some on February 4th, etc.)
- 

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 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.

**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 3,925 total entries (including people who got bonus entries from sharing the Challenge)...
- The winner of the prize pack is Karen Peterson!
- 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, Carol M. Mottershead 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



Stephanie Amaral

January 12 at 6:37 PM · 🌐



Hi everyone 🙄

I did it! I'm a baby author and I've never done an ad before. This was my very first time and to be honest I thought it would be as hard as rocket science. I'm so happy I made it.



Sarah Snider

January 15 at 6:36 PM · 🌐



I just launched my first ad for my very first novel, which I only just uploaded to Amazon two days ago. It feels great to get this far! Thank you to so many people for so much support and advice!



Scott Burtness

16 January at 16:12 · 🌐



I'm starting to see some jitters in here...

Everyone's journey is different, but I'll share a snippet of mine. Maybe it'll help. 😊

I've been pushing this boulder uphill for 8 years. My first book was released in Jan 2014. Since then, I've released 3 more. And I have NEVER finished a year in the black. The closest I got was in 2018 when I almost - ALMOST - broke even for the year.

I've never taken classes. I've never read the books on how to do this author thing right. I've never tried to connect with people that could help me do things a little different, a little smarter, a little more effectively. Call it pride. Call it stupidity. Ah, hell. Just call it "Scott."

But I'm still here. And this year, I'm making changes. I'm listening to friends who have done better. I'm reading the books. I'm trying new things like this Ad Challenge. I'm learning.

And you know what? It's working. It's only Jan 15, but as of today, I'm in the black. Only a few bucks, but in my book (pun intended) that's a win.

You're here. You're putting in the work. That's HUGE.

You're gonna do great.

[#swbauthor](#)



Anna Junker

January 12 at 4:43 PM · 🌐



[#AdVid0](#) What is what is the most exhilarating thing since I publish my very first book👏👏👏. First ad is up. Thank you thank you thank you👏👏👏



Fenley Grant

22h · 🌐



[#Fenley](#)

[#AdVid1](#) What I like about the new KDP Beta is the way it allows me to visually view, by color, my sales for each of my books. I'm a visual person and this helps.

[#AdVid1ec1](#) Hook 1

A woman on a mission.


A competitor in her way.

Can the two merge their magic and catch a murderer, or will they meet her mother's same deadly fate?

[#AdVid1ec2](#)



Auto targeting ad complete!



SMALL VICTORIES


**Carol Howell Amorosi**
4h · 🌐

#AdVid1 Just checked out the KDP Beta reports. I'm still very new at this and didn't know how to check royalties on KU page reads. I haven't run ads before, so I have nothing to compare it to until these new ads kick in and show results. But it was fun to see where the money comes from. In two of the three months (partial January), my ebook led the way with page reads in 3rd place. But in December, my paperback outperformed the others. Interesting.
#carolamorosi


[View insights](#) 46 post reach >

  Chez Churton, Glenn Salter and 4 others 5 Comments

 Like  Comment


**Kevin G. Chapman**
36m · 🌐

Mined 1300 book titles to use as keywords! Great tools, Bryan!! Created 5 new campaigns with 100 keywords each. Let's Go!
[#AdVid3](#), [#RighteousAssassin](#), [#AdVid3ec1](#), [#AdVid3ec2](#),


**Chautona Havig**
January 15 at 6:38 AM · 🌐

#AdVid2
Okay, this is kind of silly, but I could have told you everything Bryan said about the ad spend vs. ACOS vs. actual results, but something different clicked this time. It's like when you memorize your multiplication tables and then that day you get that 3 rows of 4 objects is 3x4 and that's 12... and it all comes together.
I've never really paid attention to ACOS because I didn't trust it, but I also didn't really pay attention to how effective my other stuff was, either.
#chautona

[View insights](#) 157 post reach >



  You, Chez Churton and 5 others 3 Comments


 Love  Comment

**Andrea Campbell**
January 16 at 6:48 PM · 🌐

Got my first sale from ad today! Ironically it's from an auto ad I placed in December! [#BlendedandSpecial](#)




[View insights](#) 411 post reach >



  36 13 Comments

**Chloe Flowers**
January 14 at 9:29 AM · 🌐

OK. I spent \$4,406.43 in the past on ads. The ads dashboard showed \$587 in sales. (UGH) But the KDP beta showed royalties of \$8,824.39! I thought my ads were sucking rocks, so I paused them (idiot).
#ChloFloVid1 #advid2

[View insights](#) 1.4K post reach >

   You, Scarlett Braden Moss, Rebecca Carter and 48 others 26 Comments

 Care  Comment

HUGE WINS

**Karly Archibald**
7h · 🌐

So I actually did better than I thought because I was looking at my profit in £ and my spend in \$. (Yay!)

Ad spend from the 12 to today was \$8.54 and earnings in the same period for this one book just on Amazon ads is \$41.37.

Did I earn profit? YES! which is pretty cool and not far off what my Facebook ads were doing before I shut them off before this challenge started.


They're def doing better than I expected this early on. I'm going to start doing some weekly ads on this book and another that I've been neglecting my ads for so get back into Amazon ads (I've been focusing on Facebook ones for a few months).

[#advid4](#) [#kyraalessy](#) [#advid4ec1](#)

**Peter Servidio**
6h · 🌐

Ad Spend: \$15.61
Revenue: \$57.81
Net Profit: \$42.20

[#AdVid](#)
[#writingsbyservidio](#)

**Dawn Dugle**
8h · 🌐

[#Advid4](#) Homework

For the book *Rock, Saber, Scissors*:

\$2.97 ad spend
\$39.22 profit

It's also been in the top 100-200 on its various charts.

[#DawnDugle](#)

**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



 7

2 Comments

**TL Clark**
5 h · 🌐


So, here's an image I created a while back. But it illustrates the point of this course - Amazon adverts are totally worth working at! The chart is actually my own sales figures.

Keep going. Your impressions and clicks will rise ❤️



Does advertising work?



**Stuart James Author**
22 m · 🌐

[#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.




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
- 


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

THAT ALL HAPPENED IN JUST 1 WEEK.

IMAGINE WHAT WE COULD TEACH YOU IF
YOU STUCK WITH US FOR THE LONG HAUL?



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 January 24th (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 Late Night ABC 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 5 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** 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 early February, and you can join today for just **\$1,197** or 6 payments of **\$219**
- **Just go to AdSchool2022.com** to order today!

HERE ARE YOUR OPTIONS

Author Ad School	Course & Description Bundle	Mastermind & Description Bundle
Six easy payments of \$79	Six easy payments of \$99	Six easy payments of \$219

Visit 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 and bottom borders consist of a row of book spines. The left and right borders consist of a vertical stack 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 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 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 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 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** 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 \$219**
- *Go to 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 5 DAYS...



ONE FREE MONTH OF READERLINKS

- The ultimate sales and marketing resource that combines the KDP Beta Dashboard and the Ad Dashboard tracking into one site
 - Allows you to create country-specific links, track promos, and (most importantly) compare your ad spend to your profit
 - We'll get you 30 free days of this tool along with a coupon code that can get you up to 50% off an annual subscription
 - This **\$120 value** is included when you order any package in the next 5 days
- 

WHEN YOU ADD READERLINKS

- Author Ad School + Readerlinks (value \$1,200+) for **\$397**
- Course + Blurb + Readerlinks (value \$1,900+) for **\$497**
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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 rows along the top, bottom, and sides of the teal area, creating a border effect. The text is centered within this teal 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

IF YOU'RE WATCHING THE REPLAY

WEBINAR REPLAY:

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

6

DAYS

10

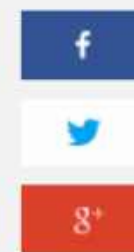
HOURS

51

MINUTES

30

SECONDS



HERE ARE YOUR OPTIONS

1 Book Description Package	2 Book Description Package	3 Book Description Package
\$367 <small>(one-time fee)</small>	\$737 <small>(one-time fee)</small>	\$1,067 <small>(one-time fee)</small>
<small>Boost the sales of your fantasy book by 100% with a professional, compelling description that will convert browsers into buyers. Includes a custom description for your book, a list of keywords to use in your book's title and subtitle, and a list of keywords to use in your book's description. Total Value: \$1,067.</small>	<small>Boost the sales of your fantasy book by 100% with a professional, compelling description that will convert browsers into buyers. Includes a custom description for your book, a list of keywords to use in your book's title and subtitle, and a list of keywords to use in your book's description. Total Value: \$1,067.</small>	<small>Boost the sales of your fantasy book by 100% with a professional, compelling description that will convert browsers into buyers. Includes a custom description for your book, a list of keywords to use in your book's title and subtitle, and a list of keywords to use in your book's description. Total Value: \$1,067.</small>
Add This On	Add This On	Add This On

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 “SUPERFANS EVALUATION”

- Author Ad School + Readerlinks + Superfans Evaluation (**value \$1,300+**) for **\$397**
- Course + Blurb + Readerlinks + Superfans Evaluation (**value \$2,000+**) for **\$497**
- Course + Blurb + Mastermind + Readerlinks + Superfans Evaluation (**value \$4,600+**) for 6 payments of **\$219**
- Go to **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 5 days

WHEN YOU ADD “MODULES FOR YOU”

- Course + Blurb + Mastermind + Readerlinks + Superfans Evaluation + Modules for You (**value \$5,000+**) for 6 payments of **\$219**
- Go to **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.

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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!

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- 

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 \$79	Six easy payments of \$99	Six easy payments of \$219
<ul style="list-style-type: none">- Best for first-time author advertisers- Save 25%+ off the standard price!- 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 to 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)- Access to our Friday Marketing Sprints, where you work together with your fellow students to create more ads in less time (\$197 value)- Special workshops and office hours on International Ads, Tracking Kindle Pages Read, and Improving Your Conversion Rate to deepen your learning (\$197 value)- Custom, done-for-you book description (\$297 value)- Multiple 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)- Blurb completed for you in just one month Total Value = \$1,400+	<ul style="list-style-type: none">- Perfect for experienced author publishers- Save 30%+ off the standard price!- 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)- Access to our Friday Marketing Sprints, where you work together with your fellow students to create more ads in less time (\$197 value)- Special workshops and office hours on International Ads, Tracking Kindle Pages Read, and Improving Your Conversion Rate to deepen your learning (\$197 value)- Custom, done-for-you book description (\$297 value)- Multiple 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)- Blurb completed for you in just one month Total Value = \$2,200+	<ul style="list-style-type: none">- Best value- Save 40%+ off the standard price!- 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)- Access to our special workshops, office hours, and Friday Marketing Sprints to improve your profitability and deepen your learning (\$390+ value)- Custom, done-for-you book description with multiple revisions, Amazon Ad copy, and everything else included in the Course & Description Bundle (\$780+ value)- Blurb completed for you in just one month- Four-session Amazon Ads Group Coaching Mastermind (\$997 value)- Two one-on-one sessions with an Author Ad School Certified Coach (\$700+ value)- Two personalized modules taught by Bryan to walk you through every question, strategy, and tactic to sell more books (\$700+ value) Total Value = \$4,600+
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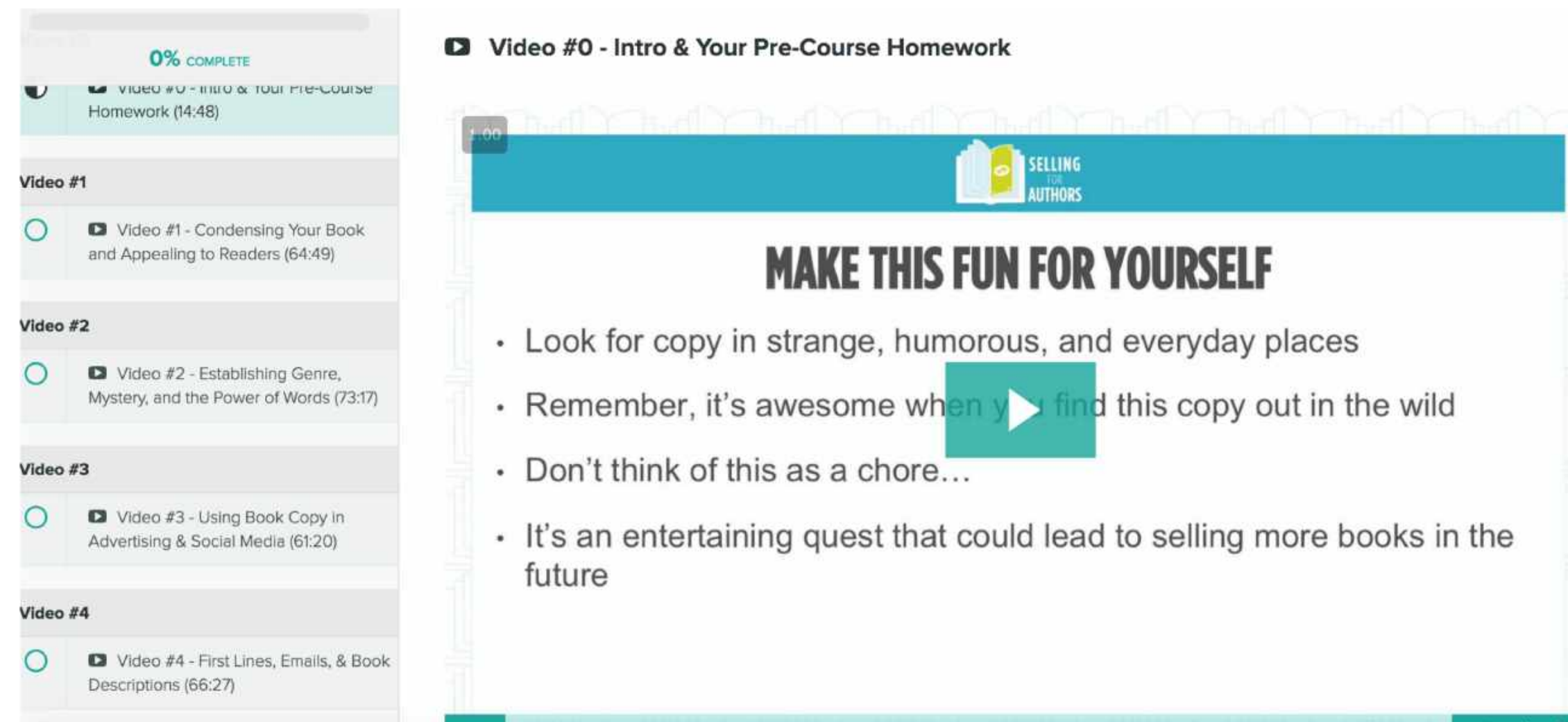


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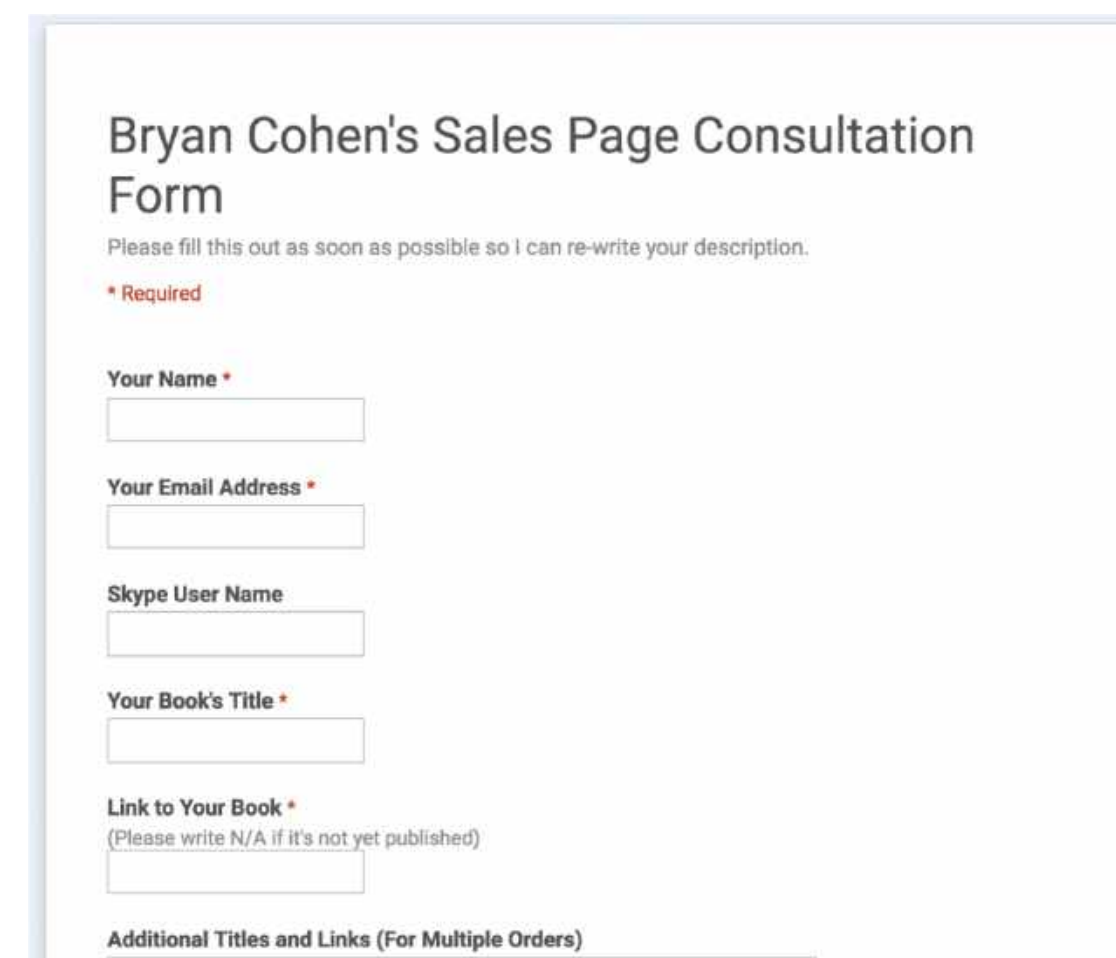
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Bryan Cohen's Sales Page Consultation Form

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)

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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,

✉



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AND IF YOU BUY THE MASTERMIND...

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



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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 \$79	Six easy payments of \$99	Six easy payments of \$219

"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

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