



**BEST PAGE
FORWARD**

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

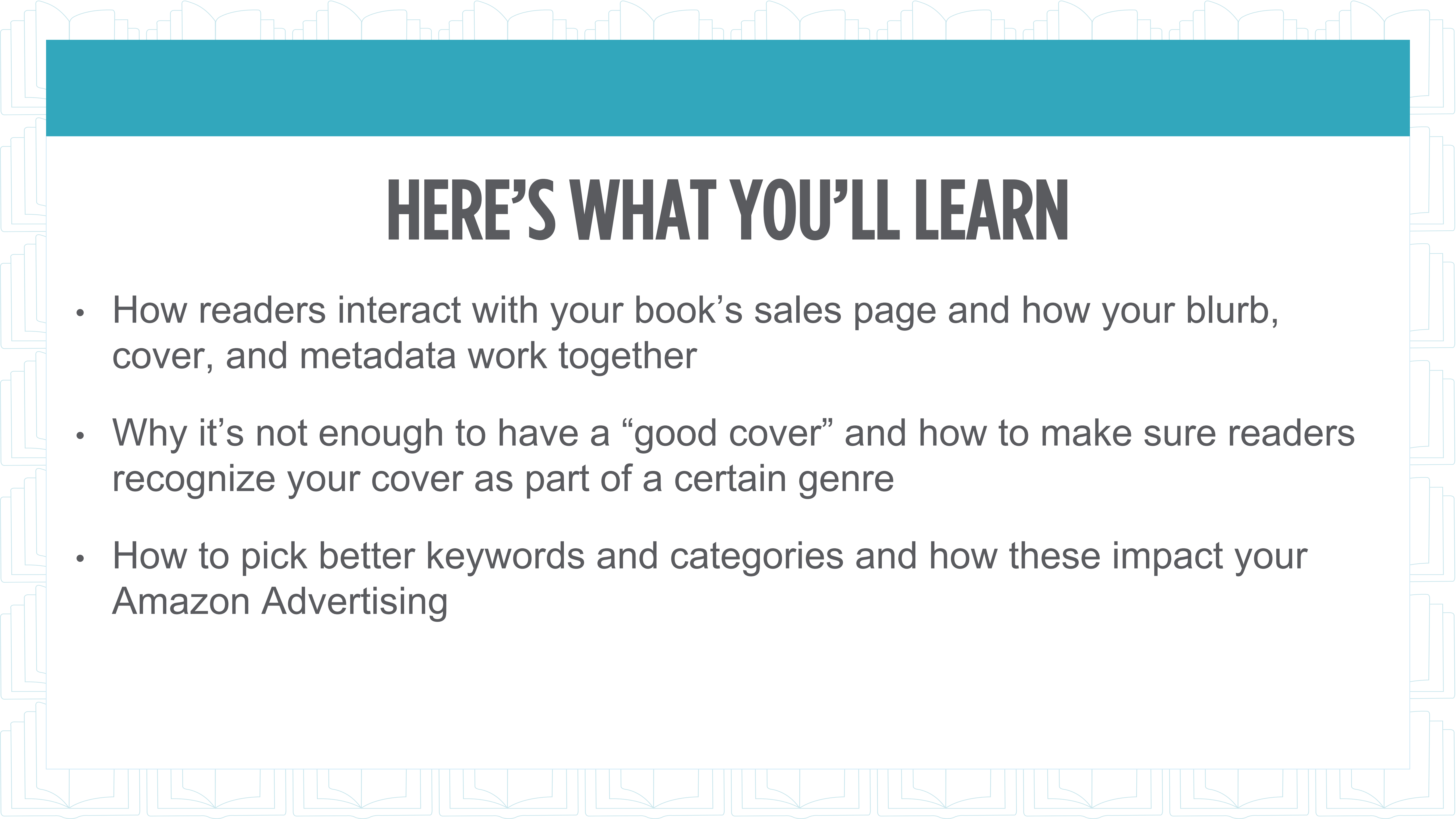
with Bryan Cohen, Founder of Best Page Forward

COVER X BLURB X TITLE = ?

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




HERE'S WHAT YOU'LL LEARN

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




HERE'S WHAT YOU'LL NEED

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



I HOPE YOU'LL STAY TO THE END


- I'll be providing the slides to today's presentation at the end
 - Before that, we'll have a Q&A session (in which we guarantee to answer all of your questions)
 - And we'll also be announcing our brand new BPF+ service (what a tease)
 - But before we get there, let's talk about Outkast...
- 

THE STORY OF “HEY YA”

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



READERS CRAVE FAMILIARITY

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

THE SPLIT-SECOND DECISION

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

HOW TO GET THEM EXCITED


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

WHAT COUNTS AS A ZERO?

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



TOP 5 POSSIBLE ELEMENTS TO CHANGE

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




**WANT A QUICK PEEK AT A
READER'S JOURNEY?**

CHECK OUT MY SCREEN!



A MOUNTAIN OF METADATA


- When you're publishing your book, you have the option of including 7 Keyword Phrases and 2 Categories (though Amazon will let you manually email them for 8 additional Categories)
 - What they don't tell you is how important these words and subgenre will be for search placement, ad placement, and ensuring that readers know exactly what to expect from your book
 - According to Kindlepreneur, when it comes to Keywords (which can be more than one word), you want three out of seven to be very specific to your genre (i.e. Cozy Mystery Cupcake Shop)...
 - And the other four to be a combination of genre terms to fill up the rest of the characters (i.e. one Keyword could be Female Detective Amateur Sleuth Cozy Book)
 - For Categories, it's all about making sure you pick as many Relevant subgenre as possible and avoid picking one that doesn't fit (just so you can rank in it)
- 

A PREMIUM PRICE?

- I once saw a Best Page Forward customer complaining about his Conversion Rate in a Facebook Group, only to see that his genre fiction book was a \$7.99 ebook (as well as a preorder)
- There are certain genre expectations of price as well as a price barrier for readers who are willing to try out new authors for them
- For the most part, you'll want to stick to \$2.99 or \$3.99 for fiction and \$2.99 to \$4.99 for nonfiction ebooks (a \$0.99 series starter may also be an option)
- Pricing your book much higher than that when you don't already have an established readership may keep readers who don't know you from taking a chance on you
- For paperbacks, somewhere between \$7.99 and \$13.99 is usually a safe bet (unless you have a longer book or a box set)



A BOFFO BLURB


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

THE TROUBLE WITH TITLES

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



THINKING LIKE A DESIGNER

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

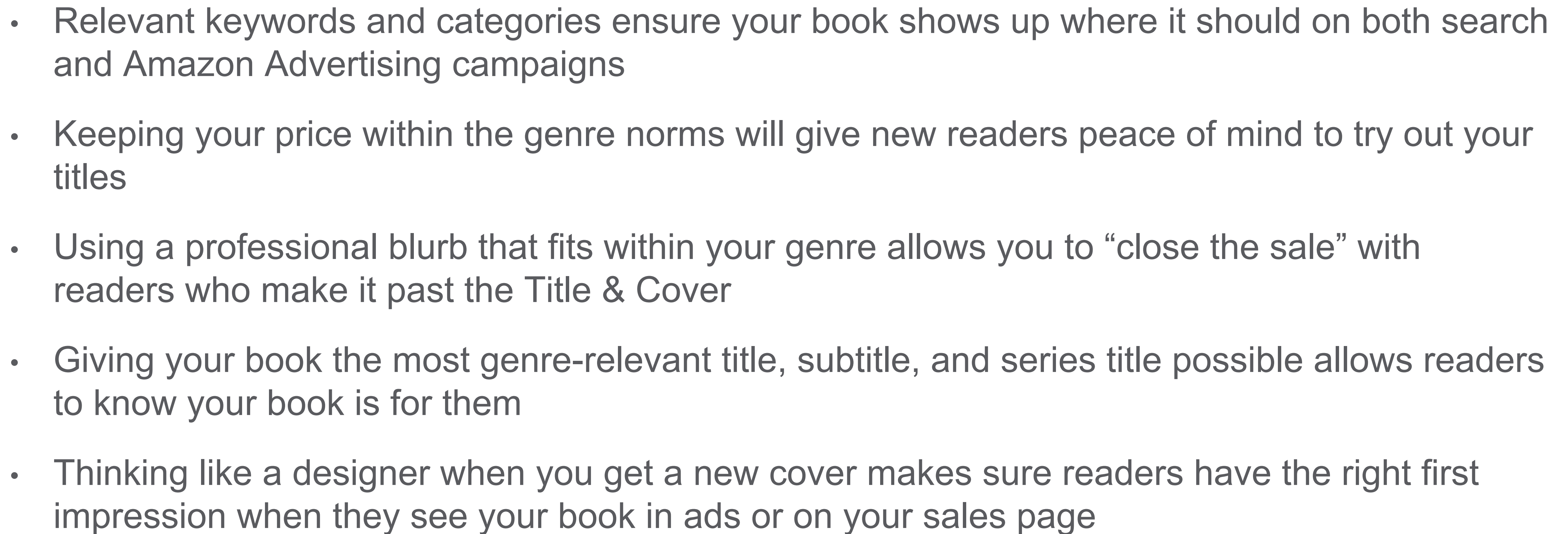
The background is a solid teal color. It is framed by a border of white line-art icons of open books. The top border consists of a row of book spines, while the left, right, and bottom borders consist of a row of open book pages.

**WANT TO SEE THESE 5 ELEMENTS
DONE PERFECTLY?**

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




A STEADILY SELLING SALES PAGE

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

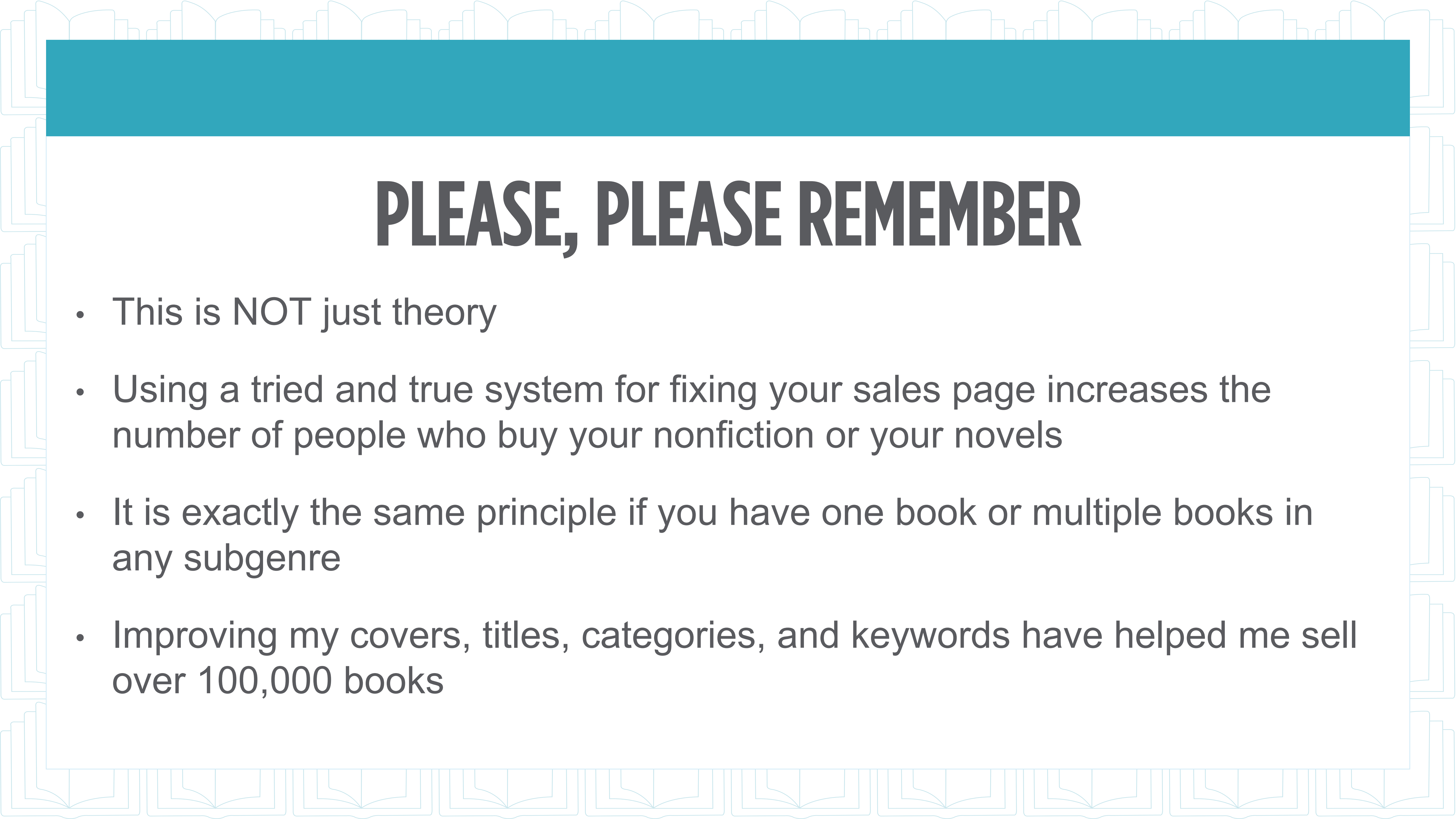


GETTING THESE ELEMENTS RIGHT

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




PLEASE, PLEASE REMEMBER

- This is NOT just theory
 - Using a tried and true system for fixing your sales page increases the number of people who buy your nonfiction or your novels
 - It is exactly the same principle if you have one book or multiple books in any subgenre
 - Improving my covers, titles, categories, and keywords have helped me sell over 100,000 books
- 




SO, WHAT'S THIS ALL ABOUT?

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



DO IT YOURSELF VS. HIRING IT OUT

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

THE OBVIOUS QUESTION IS...

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

BECOME GREATER

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


ANIEKEE TOCHUKWU EZEKIEL



INTRODUCING...
BEST PAGE FORWARD
PLUS!



WHAT IS BEST PAGE FORWARD PLUS?

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

IT HELPS YOU UPGRADE FROM THIS . . .




TO THIS . . .





WHAT DO I GET OUT OF THIS?

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

WHO'S A GOOD FIT?

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

AUTHORS LOVE OUR PROCESS

"The BPF+ Team knows its stuff inside and out. I am enormously grateful for their excellent work."

- Wendy Ledger, Middle Grade & Fantasy Author



AUTHORS LOVE OUR PROCESS



“It's a pleasure doing business with such a professional and experienced team.”

- Kenzie Macallan, Romantic Suspense Author

AUTHORS LOVE OUR PROCESS


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

- Emma Dhesi, Women's Fiction Author





IN SHORT

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

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

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

(LIMITED TIME OFFER) INVEST IN YOUR SUCCESS

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

HERE ARE YOUR OPTIONS

BPF Blurb Package

One Payment of

\$297

BPF+ Blurb & Metadata

One Payment of

\$497

BPF+ Blurb & Cover

One Payment of

\$697

Visit BestPageForward.net/BPFPlus to order your bundle!

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

AND IF YOU BUY NOW . . .

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

FOR EACH BPF PACKAGE YOU ORDER

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

Go to BestPageForward.net/BPFPlus or click the link/button to order your done-for-you sales page today!

WHEN YOU ORDER A “SILVER” PACKAGE

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

Go to BestPageForward.net/BPFPlus or click the link/button to order your done-for-you sales page today!

AND IF YOU ORDER A “GOLD” PACKAGE

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

Go to BestPageForward.net/BPFPlus or click the link/button to order your done-for-you sales page today!

The background of the entire image is a solid teal color. It is decorated with a pattern of white line-art icons of open books. These icons are arranged in a grid-like fashion, with some appearing as full-page icons and others as smaller, more stylized versions, creating a border-like effect around the central text area.

**WANT TO GET A PROCESS FOR COLLECTING
MORE REVIEWS FOR YOUR SALES PAGE TOO?**

IF YOU ORDER IN THE NEXT 30 MINUTES...

REVIEW REVUE

- Another element of a strong sales page is having enough Customer Reviews, so we're including two trainings on getting enough reviews to sell more copies
- The first training is our recent "0 to 1,000 Reviewers" workshop with Evan Gow from Story Origin
- The other is my "How to Plan for More Reviews in 2020 and Beyond" workshop from the end of 2019 that shares a step-by-step process that will still work in 2021, 2022, and beyond
- This **\$397** value of both trainings is yours when you purchase any of the three packages 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

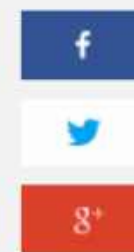
HOURS

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 custom description that is optimized for Amazon's algorithm. Includes a custom description for your book, a custom description for your book's series, and a custom description for your book's author. Total Value: \$1,000.</small>	<small>Boost the sales of your fantasy book by 100% with a custom description that is optimized for Amazon's algorithm. Includes a custom description for your book, a custom description for your book's series, and a custom description for your book's author. Total Value: \$1,000.</small>	<small>Boost the sales of your fantasy book by 100% with a custom description that is optimized for Amazon's algorithm. Includes a custom description for your book, a custom description for your book's series, and a custom description for your book's author. Total Value: \$1,000.</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 “TWO REVIEW TRAININGS”

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

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

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

Go to BestPageForward.net/BPFPlus to order today!



WE'RE SO FIRED UP ABOUT THIS

- We know that so many authors struggle getting these aspects of their marketing right
- And while we've tried our best to share that knowledge through our trainings...
- We can't wait to personally make sure these sales pages have the best chance of selling your books

Go to BestPageForward.net/BPFPlus to order today!

TO SUM UP...

- If you want to get more sales without beating your head against the wall, there is no better service.
- This EXACT service would've saved me over \$2,500 when I was starting out
- You're getting covers, keywords, categories, titles, and the bonuses!

Click the link or button to order your done-for-you sales page today!



RIGHT NOW

- Go to **BestPageForward.net/BPFPlus** 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!

BPF+ Blurb Package	BPF+ Blurb & Metadata	BPF+ Blurb & Cover
One Payment of \$297	One Payment of \$497	One Payment of \$697
<ul style="list-style-type: none">- For authors with impeccable covers and keywords- Custom, done-for-you book description (\$297 value)- Multiple revisions (\$597 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)- Completed for you in just one month- 1-3 hours saved of research, writing, and editing time to do it yourself (\$297 value)- Bonus: Two expert trainings on getting more reviews for your books (\$397 value) <p>Total Value = \$1,200+</p> <p>Add Blurb</p>	<ul style="list-style-type: none">- For authors looking to master their genre- A genre-appropriate title, subtitle, and series title for your book (\$197 value)- Guidance on the proper price for your book to sell the most copies in your genre (\$97 value)- The exact 7 KDP Keywords and most relevant Categories to give your book the best chance to sell (\$197 value)- Peace of mind that your marketing finally syncs up with your book- Everything in the BPF+ Blurb Package including Amazon Ad copy (\$800+ value)- 2-6 hours saved of research, writing, and editing time to do it yourself (\$597 value)- Bonus: Two expert trainings on getting more reviews for your books (\$397 value) <p>Total Value = \$1,900+</p> <p>Add Metadata</p>	<ul style="list-style-type: none">- For authors looking for the whole sales page package- A professional book cover that fits with your genre (\$397 value)- A genre-appropriate title, subtitle, and series title for your book (\$197 value)- 7 KDP Keywords and relevant Categories along with guidance on your best genre price (\$297 value)- 4-10 hours saved of research, writing, editing, and back-and-forth time to do it yourself and get it right (\$597 value)- Everything in the BPF+ Blurb Package including Amazon Ad copy (\$800+ value)- Bonus: Two expert trainings on getting more reviews for your books (\$397 value) <p>Total Value = \$2,700+</p> <p>Add Cover</p>

Go to BestPageForward.net/BPFPlus to order today!

ENTER YOUR INFO

- Enter Your Name and Email Address



SECURE
CHECKOUT



SATISFACTION
GUARANTEED

Contact information: _____

Your first name

Your last name

Your email address

Go to BestPageForward.net/BPFPlus to order today!

CHECKOUT

- Enter your information and click “Complete Order”

Payment information:

☒ Credit card  ☐ PayPal 

16-digit card number

CVC

07 July

2018

☐ Get Your Blurb Twice as Fast!

Special offer: \$99.

Do you want your book description right away? Click the box above to get your blurb in two weeks instead of four.

Complete Order ➔

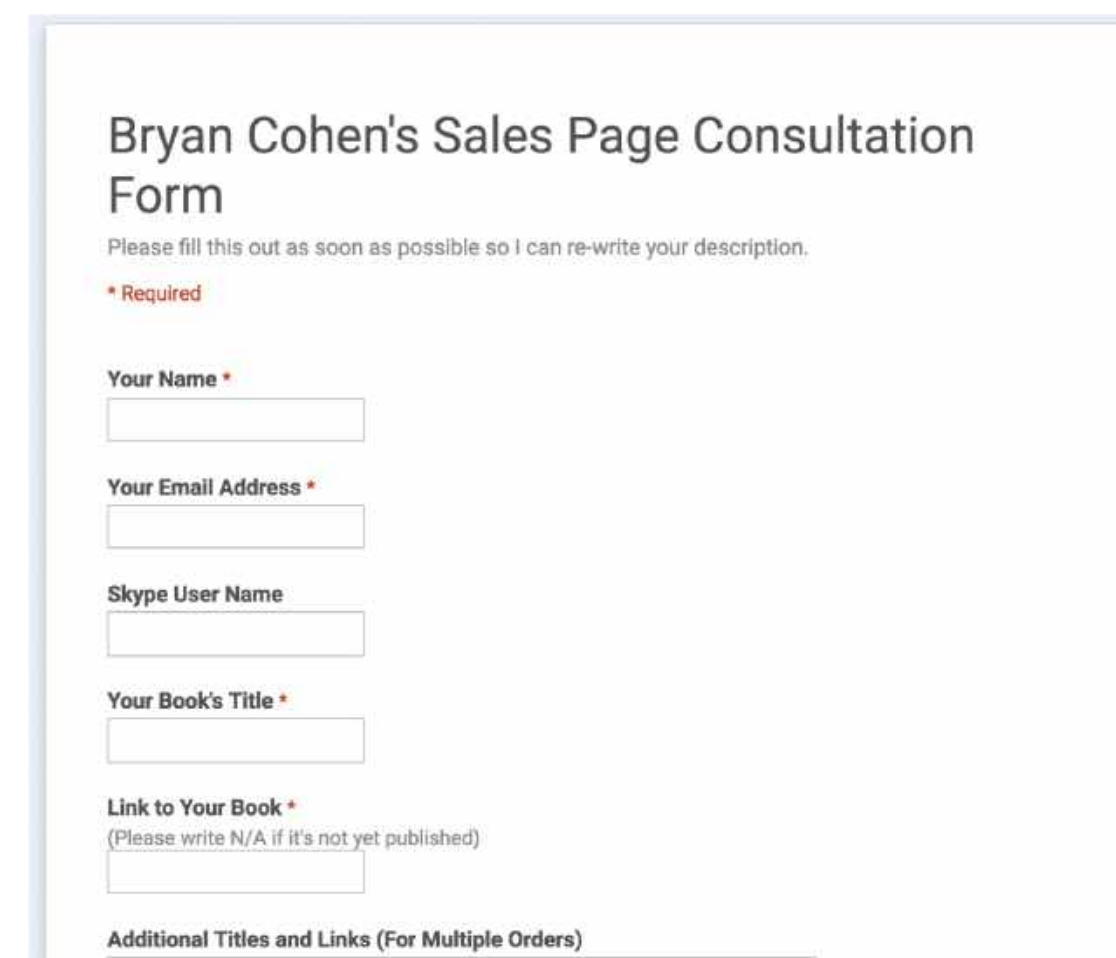


100% safe & secure

Go to BestPageForward.net/BPFPlus to order today!

PROVIDE YOUR INFO

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



Bryan Cohen's Sales Page Consultation Form

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

* Required

Your Name *

Your Email Address *

Skype User Name

Your Book's Title *

Link to Your Book *

(Please write N/A if it's not yet published)

Additional Titles and Links (For Multiple Orders)

Go to BestPageForward.net/BPFPlus to order today!

A SHINY NEW BOOK SALES PAGE

- And in 6 weeks or less, you'll get your new cover, keywords, and the rest of your sales page materials!



Go to BestPageForward.net/BPFPlus to order today!



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

THE Q&A SESSION!

CLICK THE LINK/BUTTON TO GET YOUR UPGRADE

BPF Blurb Package	BPF+ Blurb & Metadata	BPF+ Blurb & Cover
One Payment of \$297	One Payment of \$497	One Payment of \$697

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

"Oh my gosh! This is awesome! Did Best Page Forward hire Hogwarts graduates? Because this is like magic. Thank you so much!"

– Author Alyssa Ashton

GET THE SLIDES

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

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