



**BEST PAGE
FORWARD**

YOUR NEXT 30 DAYS WITH AMAZON ADS

with Bryan Cohen, Founder of Author Ad School

30 DAYS OF BIG EXPECTATIONS

- We've opened up a big can of worms for you by giving you a peek into what's possible with Ads in just a week
- But if you decide to extend your ads beyond January 31st, you'll either be doing this on your own or with the help of Author Ad School
- So, what can you expect to happen over the next 30 calendar days if you continue to run ads?
- Let's dive deeper into some possible outcomes over the coming weeks with Amazon Advertising

WHAT YOU'LL LEARN

- What to expect from your Amazon Ads over the next 30 days
- How to react when you see certain stats or changes occurring on your dashboard
- What you should look for as a clue that your ads might be working even better than you think

WHAT YOU'LL NEED

- Your full attention
- 60 minutes for the teaching and 30 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 also have a live Q&A session
- But before the Q&A, we'll give you a special offer full of fancy bonuses to join Author Ad School
- Here's one of the bonuses...

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

**WANT TO SEE HOW EXTREMELY SUCCESSFUL
AUTHORS HIT THEIR STRIDE?**

**IF YOU ORDER AD SCHOOL IN
THE NEXT 90 MINUTES...**



YOUR QUESTIONS ANSWERED BY SIX-FIGURE AUTHORS

- We've been fortunate enough to help 10 authors reach the five-figure-a-month level from their royalties using Amazon Ads
- If you've already ordered Ad School or you order by the end of today's webinar, you'll get to chat with several of our six-figure success stories
- In a special panel that we'll be doing for the first time, you'll join Quinn Ward, Caz Woolley, and other special guests to see how these authors reached their brand-new heights
- We think this expert guidance will help you to see the clearest path forward for your own books as well
- This **\$197 value** is yours when you order Author Ad School in the next 90 minutes at AdSchool2022.com

WEEK #1: LET THE RESEARCH BEGIN

- With your Auto and Category ads set for your book, it's time to dive deeper into Keyword Research
- Using Brainstorming and Instant Data Scraper, you find 700 new keywords that might work for your new First Generation Keyword Ads
- After cutting out 100-200 that don't seem relevant enough to your book, you launch five new ads (with 100 keywords per ad) with hopes that they'll begin to gather Clicks and Impressions in 1-2 weeks
- In the meantime, since you'll want to test out other series or standalone in your backlist, you may now proceed to set up some Auto Ads for other books in your backlist
- While it's tempting to tinker with your existing ads or turn some off that haven't done anything, you decide to stay patient and embody the Zen Lemur by extending them through February 28th

WEEK #1 RESULTS

- It's slow and steady, but you are starting to see more Impressions with every passing day, which means more readers are seeing your ads
- As you get more comfortable setting up ads, you realize that Amazon Ads aren't as scary as you thought
- With the week of post-Challenge time passing, you see two ads that had gotten zero Clicks register their first one
- Though you haven't seen much of an increase in Royalties yet, you're hopeful that these efforts will lead to something tangible in the near future

WEEK #2: DOUBLE THE FUN

- You keep up your research habit by gathering another 500 keywords and setting up those five Keyword ads for the book you used during the Challenge
- Surprisingly, you get a Click on one of your Auto ads for a second book and you look inside to try to figure out how to double down
- You remember to look at your Clicks/Impressions for each book separately to take a big picture view (rather than looking at each ad individually)
- Along with the Keyword ads, you pick one of your other books and set up five new Category ads (giving you both Auto and Category ads for that second book)
- Creating 10 ads in a single week definitely took some time, but you felt like you weren't stumbling around while you did it (which is always good!)

WEEK #2 RESULTS

- Watching your Ad Dashboard like a hawk, you see your Impressions and Clicks rise again before you check your Royalties dashboard...
- And see a Sale that wasn't there before! It may not have showed up on the Ad Dashboard, but using the Split Screen method, you know that it may have come from your ads
- You sacrificed a little bit of creative time this week to fit in more advertising time, but your increase in efficiency makes you wonder if you'll be able to get even faster in the future
- While you don't see a ton of results right away, you realize it's a good feeling to get some sense of control into your marketing for the first time

WEEK #3: MIDDLE MILESTONES

- With Keyword research continuing for your first book, you've now got over 20 ads going for this title...
- But when you total up your stats, you also see you've got over 10 clicks for that book (getting into the double digits)
- You're also starting to see more Impressions and Clicks on the other ads you've created
- At this point, you can choose whether to also hunt down Keywords for the second book you focused on last week or get some more Category ads going for a third book
- As you start to get "a little bit into" the process of research and advertising, your heart skips a beat when you see your very first Tracked Sale on the Ad Dashboard
- Sure enough, the sale has showed up on the KDP Beta Reports as well and you feel like the seas have parted just a little bit for you

WEEK #3 RESULTS

- As you continue to party for your Tracked Sale, you do a bit of digging into the Sales Rank for the books that you're advertising...
- And you discover that one of your books in Kindle Unlimited went from 400,000 in the store to number 200,000 (indicating that your book has been borrowed and may be read shortly)
- Impressions and Clicks have grown from week to week and your ad creation speed has improved as well
- Overall, you're either at break even or a small loss in Royalties, but you push forward knowing that you are trying for more than quick gains here...
- You want a sustainable marketing practice that will work for years to come (and you hope that you've found it!)

WEEK #4: CONVERSION KICKER

- Early in the week, a few of your ads that had been serving well don't seem to be working any more (and refreshing the page 20 times doesn't help)
- You start to question whether or not this massive time commitment has been worth it and start wondering if the next fad in marketing would be a better use of your energy
- That's when it happens: you see a significant increase in your Royalties for a single day during the fourth week (potentially even your best non-launch day in ages)
- It's a one-off blip as Royalties drop to normal levels the next day, but you're starting to think that these Amazon Ads may just be pulling off the near impossible
- You'd skipped a Keyword research day early in the week because you were bummed, but this latest show of potential gets you right back into the action with 5-10 new ads

WEEK #4 RESULTS

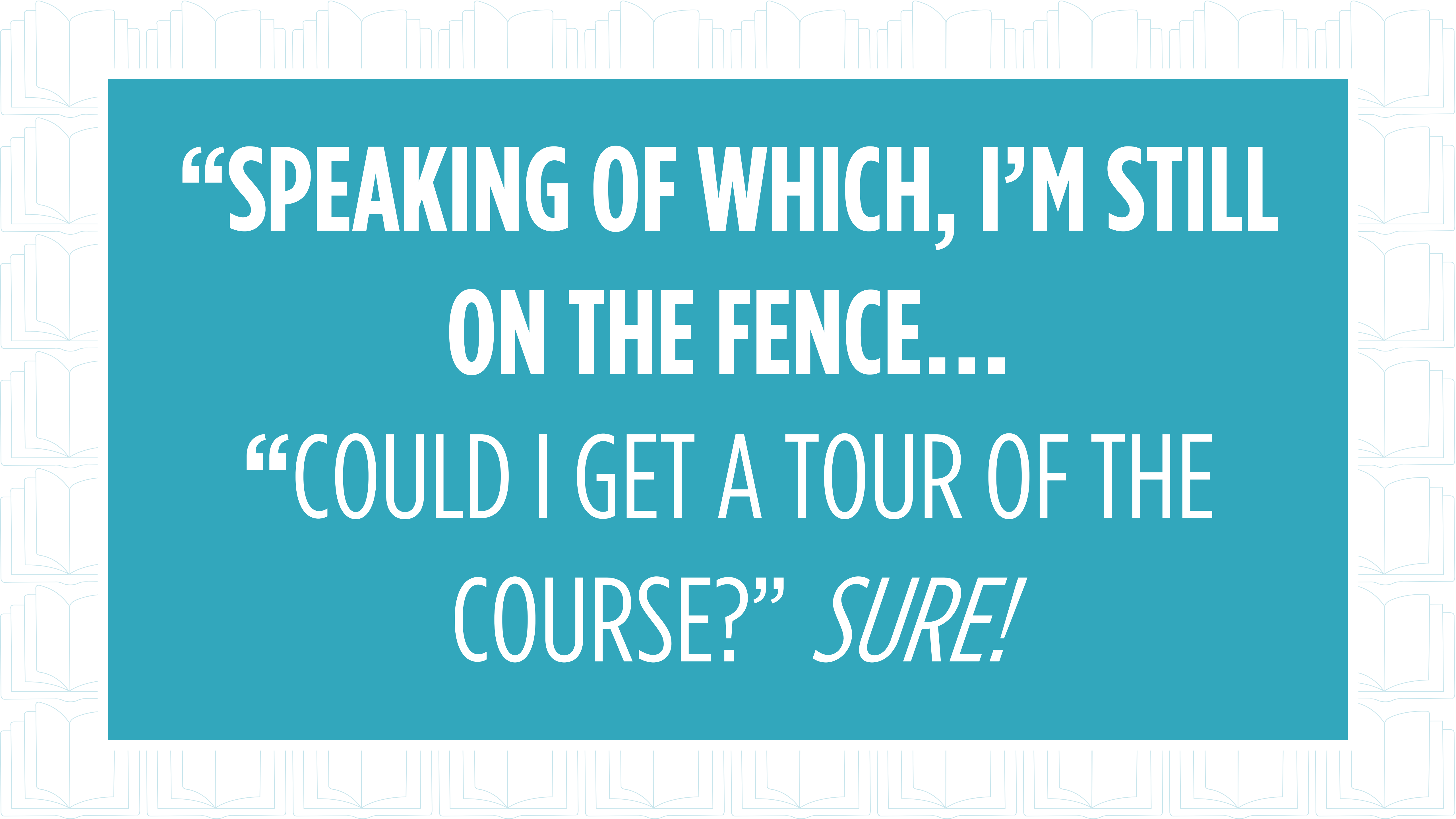
- The most exciting result was seeing that higher royalty day pop up in the middle of your week
- Clicks and Impressions continue to grow and you're now seeing them on every single book/series that you've opted to advertise
- You also learned that there are going to be downs and ups, highs and lows, when it comes to the emotional side of Amazon Advertising
- With last week's Tracked Sale and this week's higher royalty day, you commit to your weekly habit of making new ads no matter what fluctuations occur
- You're feeling more confidence now and you hope to maintain this growth as the weeks pass by

BEYOND WEEK #4: PROFIT & CONVERSION

- One of your books is Profitable (with Readthrough factored in) but one of your books is not, so you keep running ads until you get 100 Clicks to figure out Conversion Rate
- As you run more ads to the Profitable title, you seek out a better Cover, Blurbs, and Subtitle for the Unprofitable title prior to running more ads on the latter book
- One of your ads takes off and leads to your highest number of Clicks and Tracked Sales (an ad that we refer to as a Unicorn Ad) and you keep making more ads in hopes of a second
- A few months in, and you realize that your overall Royalties have leapt above the amount you earned per month in the prior quarter with sales of books that rarely sold more than a few copies here and there
- Through ups and downs over the next half-year, you maintain your habit while writing new books, and your next book launch month (plus your ongoing ads) lead to your highest royalty month of all-time

IT'S NOT A MILLION DOLLARS

- And it's not even fast and flashy
- But I truly believe Amazon Ads are a potential gateway to greater things
- Can I guarantee that you'll have your best month ever in six months?
Absolutely not.
- Though I do have a 30-day refund policy on Author Ad School

A decorative border of stylized, light blue book outlines surrounds the central text area. The books are arranged in rows along the top, bottom, and sides of the image.

**“SPEAKING OF WHICH, I’M STILL
ON THE FENCE....**

**“COULD I GET A TOUR OF THE
COURSE?” *SURE!***

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.

WHAT THE NEXT SIX MONTHS COULD LOOK LIKE



Caz Woolley

Found the post with my figures in

First challenge, I made \$18

Second challenge I made about \$600

Third challenge I made about \$2,500

Fourth Challenge I made \$4,235.81

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

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

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

Love · Reply · 3h



9

PLEASE, PLEASE REMEMBER...

Estimated Royalties

\$295,420.61*

All 64 books

Aug 28, 2010 - Jan 24, 2022

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

Estimated USD

12500

10000

7500

5000

2500

0

Mar 2011

Jan 2012

Nov 2012

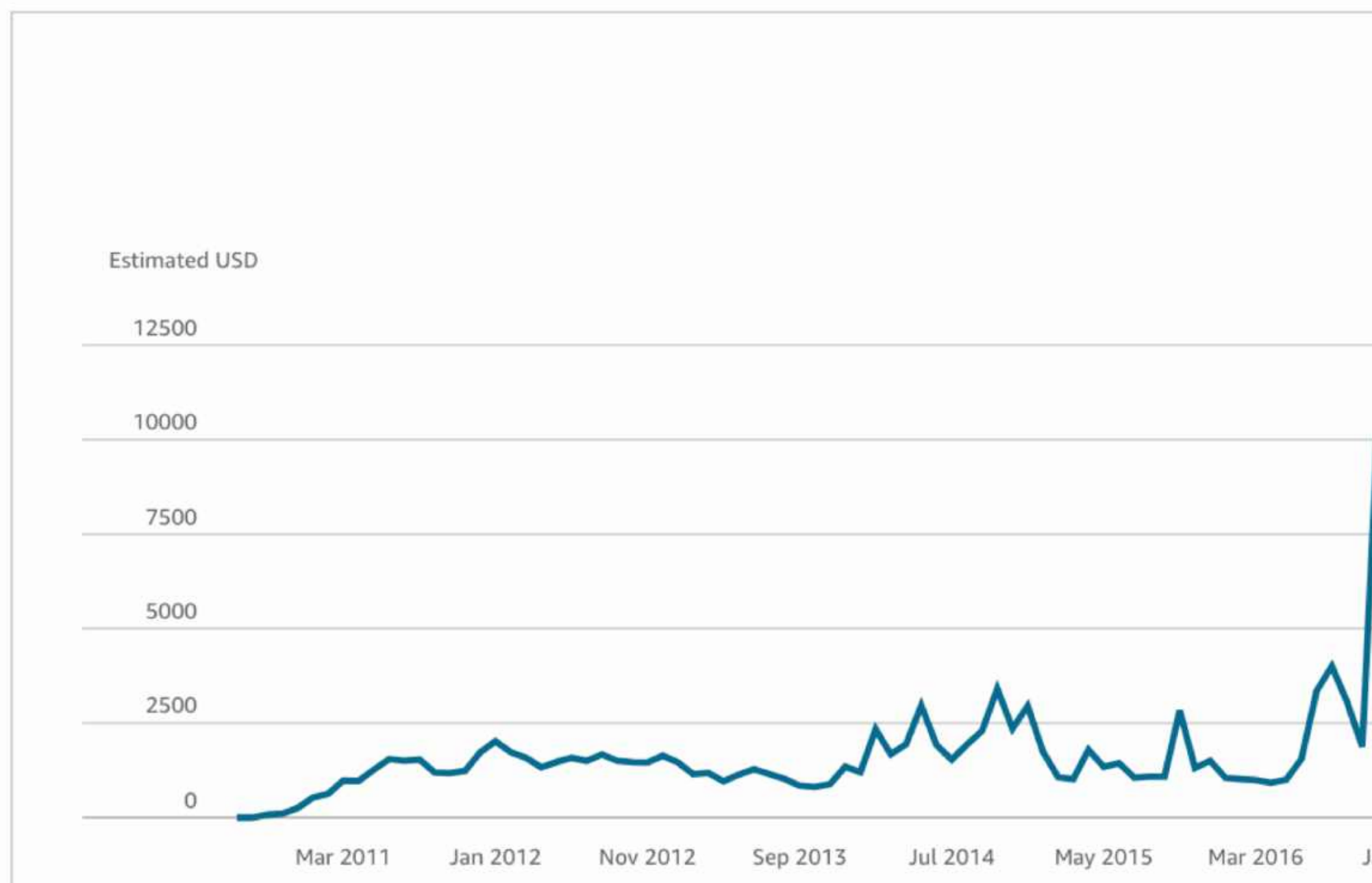
Sep 2013

Jul 2014

May 2015

Mar 2016

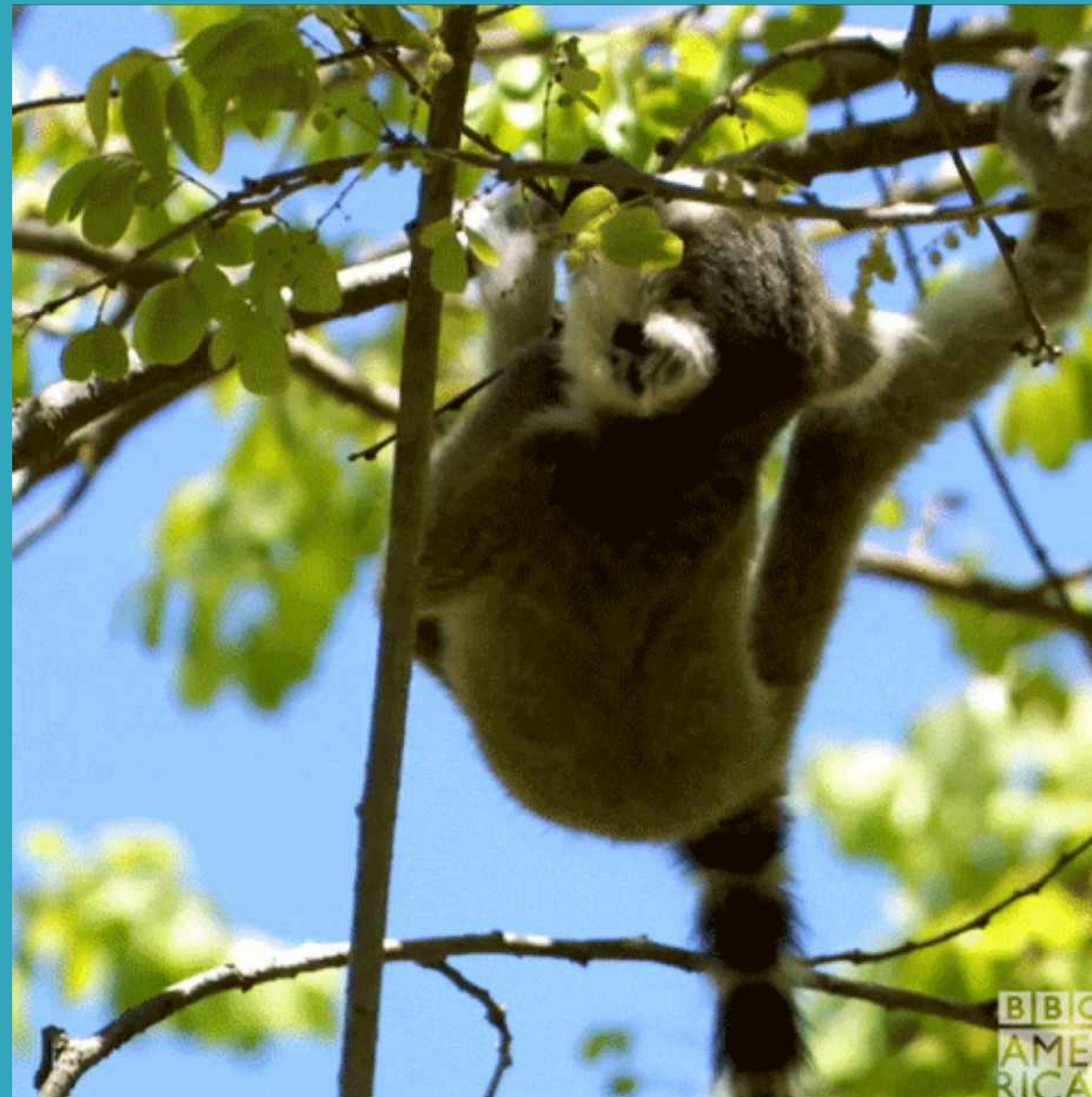
Ja



PUTTING IT ALL TOGETHER

1. Create more and more ads to gather data
2. See which books Profit with ads and which ones don't
3. Keep running ads on the ones that Profit
4. Edit and improve the sales pages of the ones that don't to turn the non-Profit books profitable
5. Rinse and repeat for the rest of your career

TEACH ME A CLASS YOU'RE THE LEMUR MAN





AUTHOR AD SCHOOL

- Author Ad School's value-packed modules (value \$397)
- Lifetime access to all the 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!



THE AD SCHOOL BUNDLE

- Author Ad School, 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!



THE MASTERMIND BUNDLE

- Author Ad School, Challenges, and Email Support (value \$1,200+)
- Custom book description, multiple revisions & ad copy (value \$690+)
- Bonuses: Four group coaching sessions led by an Author Ad School Certified Coach (value \$1,780+) & Two one-on-one sessions with your Coach (value \$790+)
- Super Bonus: Two modules that I create just for you (value \$497)
- **A total value of \$4,800+ 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 bottom border consists of a row of open book pages. The left and right borders consist of a vertical stack of open book pages.

AND DON'T FORGET...

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



YOUR QUESTIONS ANSWERED BY SIX-FIGURE AUTHORS

- We've been fortunate enough to help 10 authors reach the five-figure-a-month level from their royalties using Amazon Ads
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**AND NOW IT'S
TIME FOR...**

THE ASK ME ANYTHING!



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

Go to AdSchool2022.com to order today!



GET THE SLIDES

- Enter this URL get the slides:
BestPageForward.net/NextSix2022

Click the link/button to order Author Ad School today!