

GET MORE SALES ON AMAZON

PLUS BONUS TRENDING KEYWORDS



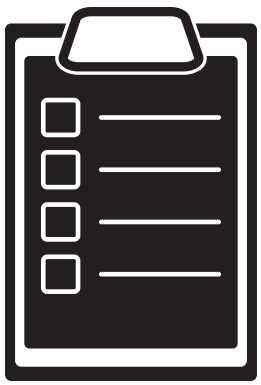
SUPER SHINY SUBTITLES

The average human attention span is only 8 seconds. So you can't bank on buyers spending lots of time checking out your book. Using a descriptive subtitle that tell them exactly what they'll be getting can really help you make that sale.

Example:

Two Sisters: A gripping psychological thriller with a shocking twist

Now that's a book you want to read, right?



MAXIMIZING KEYWORDS

You should understand the importance of keywords on the backend of your Amazon account by now, but how well are you using them on your sales page?

Every inch is valuable real estate so get your keywords in your subtitle, your description, your from the author section, even your Author Central bio - it all matters.



COVERS THAT COMPETE

Your cover is your first impression, so a lackluster cover or one that doesn't fit the mold of your genre can sink your chances instantly.

Check the bestsellers in your genre and see what seems to be working, it's a guarantee you'll catch on to some trends. Don't be stubborn, suck it up, and consider a cover makeover. Amazon makes it pretty easy to update and you'll likely start selling more books.



AUTHOR CENTRAL PROFILES

Amazon's Author Central isn't just a formality, it's an opportunity to better connect with your target audience.

Use a bio photo that compliments your genre (not your latest selfie), upload images from your books, be sure to include your website and your keywords. Get even more creative and use your bio to list your latest giveaway or call out your permafreet title! In short, SELL YOUR BOOK.



TRENDING KEYWORDS

There's an uptick in buyer searches that show they want to know what's hot and current. So terms that use 'best' and 'top' and '2017' are really doing well for authors who use them.

We're also seeing 'book club' and 'book club recommendations' producing really strong search results so if your book fits the bill, test these out for awhile!

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