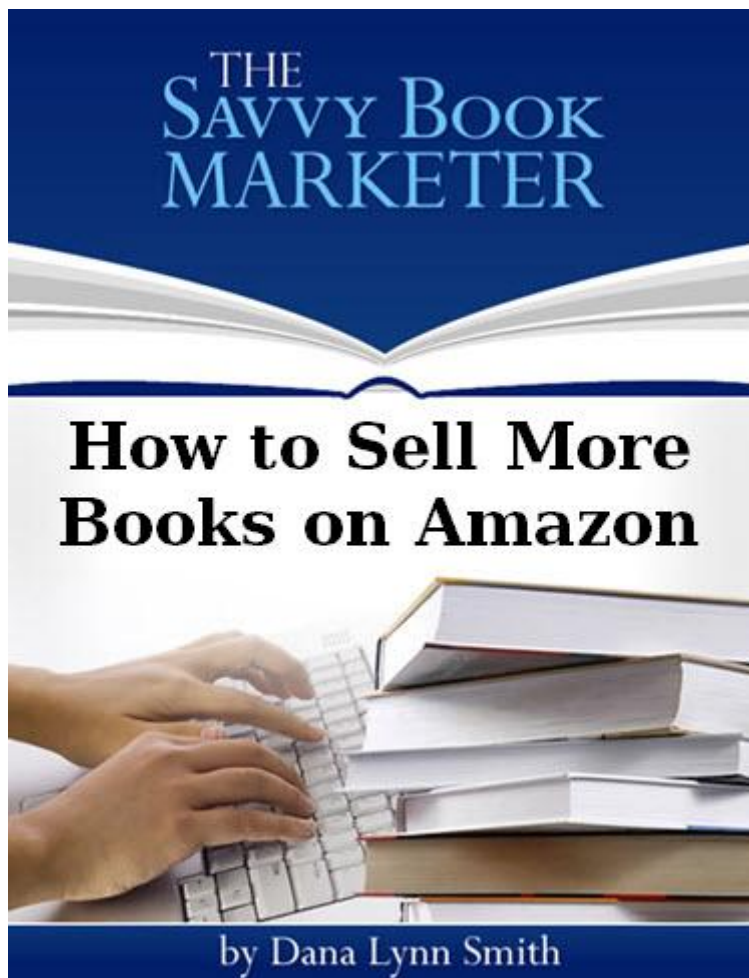


**FREE SAMPLE**

## **How to Sell More Books on Amazon**

**Top Strategies for Selling Books and Kindle ebooks on Amazon  
and Maximizing Your Profits**



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# Contents

## **Chapter 1: Improve the Sales Appeal of Your Book Listing on Amazon**

- Update Your Book Description and Cover
- Attract Five-Star Reviews
- Participate in the Look Inside Program
- Enhance Your Amazon Connect Author Page

## **Chapter 2: Attract Customers to Your Book Page on Amazon**

- Increase Your Book's Visibility in Amazon's Search Results
- Post Reviews of Other Books and Related Products
- Update Your Personal Profile on Amazon
- Conduct an Amazon Bestseller Campaign
- Create a "ListMania" List
- Create a "SoYou'd Like to" Guide
- Participate in Amazon Customer Communities

## **Chapter 3: Sell in Alternative Formats and Venues**

- Release a Kindle ebook
- Publish a Printed Book
- Join the Amazon Upgrade Program
- Sell Books in the Amazon Marketplace

## **Chapter 4: Increase Your Profits on Amazon**

- Boost Your Profit Margin with Amazon Associates
- Consider Printing Through Lightning Source
- Understand How Amazon's Pricing Affects Author and Publisher Profits

## **Chapter 5: Develop Your Amazon Sales Strategy**

## Introduction

Amazon.com is by far the largest online seller of print books and ebooks, and it's a vital market for authors and publishers. But how can you make your book stand out from the huge number of competing books on Amazon?

This ebook outlines strategies for maximizing your book's exposure and boosting sales and profits through this important outlet. You'll learn how to:

- Enhance your book description, personal profile and author page.
- Help shoppers find your book and sample its contents.
- Use reviews to draw customers to your book and persuade them to buy.
- Sell your content in alternative formats.
- Increase your profits from Amazon.

This ebook is designed to give authors and publishers the tools they need to understand and access the range of options for promoting their books and maximizing sales and profits on Amazon. If you are publishing in Kindle ebook format, watch for notes that apply specifically to ebooks.

Although the strategies in this book focus on Amazon, BarnesandNoble.com offers some similar features. Once you have maximized your Amazon presence, you may want to implement some of these ideas at BarnesandNoble.com, particularly with reviews and their version of the "Look Inside" program.

### *About Web Links in This Book*

This book contains a number of Web links to helpful resources. Links were current as of this writing, but they can change over time. If a Web link is no longer valid, try searching on Google for the title of the page that you're looking for.

To make it easier for you to access Web pages mentioned in this ebook, I have included shortened URLs in addition to the long URL for each page. Be careful to type the short links EXACTLY as shown, including upper and lower case letters.

Some Amazon pages have very long URLs. In cases where a URL extends for more than one line of text, it will not be an active hyperlink in this PDF document. You will need to either click on the short link or copy and paste the long link into your browser.

If a URL link is at the end of a sentence, the period ending the sentence is NOT part of the link.

Now, let's get started learning how to increase your book sales on Amazon.

## EXCERPT FROM CHAPTER 2

### Attract Customers to Your Book Page on Amazon

Now that your book's Amazon sales page is set up to enhance sales, your next priority is to attract customers to the page. Of course you can link from your website and other online venues to your book page on Amazon, but you also need to attract people who are already shopping at Amazon.com. In this chapter you will learn several strategies for increasing your visibility on Amazon to draw people to your book page.

#### *Increase Your Book's Visibility in Amazon's Search Results*

Amazon customers search for books by author name, title, or keyword. Many customers will only look at the first few results turned up by their keyword search on Amazon, so it's important to increase your chances of ranking high when shoppers search for terms related to your book.

Like search engines, Amazon uses several criteria in deciding which products to display on the search results page and in what order to display them. Popularity (the number of books already sold on Amazon) and how well the book matches the keywords are major factors in keyword search results.

One way to increase your book's "popularity," and therefore its keyword search results placement, is to direct all of your online book orders to Amazon.com, rather than listing several purchase options on your website and other. Of course, you have to consider the profit margin that you earn from various channels to determine whether this strategy makes sense for you, but keep in mind that many customers prefer to order all books from Amazon.

It's also important to make sure your book matches popular search terms entered by customers. If your book is not yet published, you can add important keywords to the book's title and subtitle. Some publishers use long subtitles in order to pack in as many keywords as possible.

One good way to find popular keywords for your topic or genre is to use the Google Keyword Tool at <http://bit.ly/cBqoli> or <https://adwords.google.com/select/KeywordToolExternal>.

## Using Amazon Tags

Another way to capitalize on keyword searches is to enter important keywords into Amazon's "Tag" feature. Tags are keywords that customers have associated with products to help them and other shoppers find items related to that keyword.

To add tags for your book, scroll down your book page on Amazon to find the "Tags Customers Associate with this Product" section, then click on the small "Tag this Product" button to open a pop-up window where you can add tags. Click the "Save Tags" button when you are finished adding your tags.

**Tags Customers Associate with This Product** (What's this?)  
Click on a tag to find related items, discussions, and people.

- kindle (23)
- kindle book (15)
- kindle accessory (10)
- consumer guide (8)
- drmfree (7)
- how to (7)
- oprah (7)
- oprah book club (7)

Your tags: kindle user manual

(Press the "T" key twice to quickly access the "Tag this product" window.)

**Rate This Item to Improve Your Recommendation**

I own it  ☆☆☆☆☆ Rate this item

**Customer Discussions**

This product's forum

Discussion

Sharing books

**Tag this product**

**The Complete User's Guide To the Amazing Amazon Kindle 2: Tips, Tricks, & Links To Unlock Cool Features & Save You Hundreds on Kindle Content**  
by Stephen Windwalker

Your tags:

**Tag Suggestions:** kindle, kindle book, kindle accessory, consumer guide, drmfree, how to, oprah, oprah book club, reference, reference guide  
(Click on a tag to add it)

Word order matters, so create different search tags with variations on your most important keywords. You can add up to 15 tags per product. If you really need more than that, ask a colleague to enter some for you.

You can find a list of all tags that you have entered for products on Amazon by looking at the "Your Tags" and "Products You Tagged" sections on your Amazon personal profile.

**Kindle Tip:** Kindle publishers can enter "tags" on the book's sales page, as described above. Also, when you enter your book details on the Kindle DTP website (at the time you publish the book), be sure to list your most important keywords in the keyword field and add all applicable book classification categories, as shown below.

### Browse and Search

Categories:

[Add categories](#)

Search keywords (optional): [\(What's this?\)](#)

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Learn how to plan for a successful blog, choose the right blogging platform, write compelling content, drive traffic to your site, profit from relationships with other bloggers, and more.

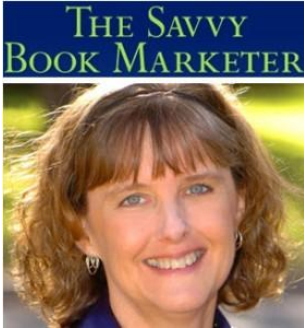
### ***The Savvy Book Marketer's Guide to Selling Your Book to Libraries***

A valuable resource is packed with practical advice plus contact information for the top public and academic library systems in the U.S. and major wholesalers, book review journals, and library associations.

### ***Texas Book Marketing Handbook***

Get contact information for Texas bookstores, libraries, media, book fairs, and more, plus tips for marketing to retailers and libraries. This collection of data is found nowhere else.

## About the Author



Book marketing coach Dana Lynn Smith is the author of several book marketing guides. Drawing on her 15 years of publishing experience and degree in marketing, she develops book marketing plans for nonfiction books and helps authors learn to promote their books online.

### *Networking Connections*

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