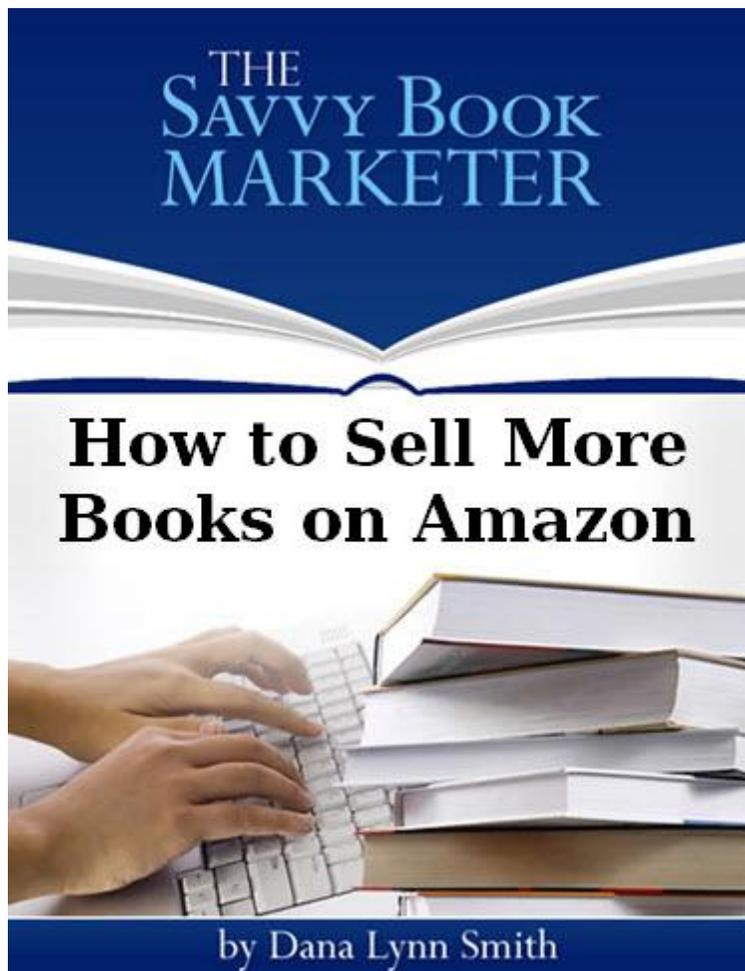


FREE SAMPLE

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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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 If a Web link is no longer valid, try searching on Google for the title of the page that you're looking for.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.

The screenshot displays the Amazon product page for '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. A pop-up window titled 'Tag this product' is open, showing the book cover and title. The pop-up contains a text input field with the tag 'kindle user manual' and a 'Save Tags' button. The main page shows a section titled 'Tags Customers Associate with This Product' with a list of tags and their counts: 'kindle' (23), 'kindle book' (15), 'kindle accessory' (10), 'consumer guide' (8), 'drmfree' (7), 'how to' (7), 'oprah' (7), and 'oprah book club' (7). There is also a 'Rate This Item' section and a 'Customer Discussions' section.

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 create an effective Facebook profile, avoid common mistakes, and promote yourself and your books through profiles, pages, groups and events. Detailed instructions and screen shots make it easy for you to quickly master this powerful networking tool.

The Savvy Book Marketer's Guide to Successful Social Marketing

This comprehensive reference contains the entire contents of both the *Twitter Guide for Authors* and *Facebook Guide to Authors*, plus chapters on promoting through interactive blogging, forums, reader communities, media sharing, expert sites, and social news and bookmarking.

The Savvy Book Marketer's Guide to Blogging for Authors

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.

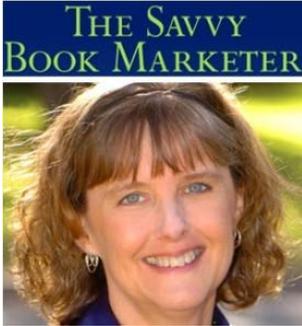
The Savvy Book Marketer's Guide to Selling Your Book to Libraries

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.

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