

HOW TO

**SELL
MORE
BOOKS**
with AWESOME



amazon
Descriptions

**AUTHOR
MARKETING CLUB**

authormarketingclub.com

How To Sell More Books with Awesome Amazon Descriptions

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Author Note

This is a short book. Heck, it's more like a guide, or white paper, or long blog post, really. Hey, you either got it free or dirt cheap, so stop complaining! We could've made it longer and filled it with a bunch of stuff to fill space, but instead we just made it short, sweet, and full of logical and useful information.

Despite this book being short, it's full of truths about what you need to know to clean up and improve your book descriptions, so you can sell a lot (more) of your books. Isn't that what you want? To finally become a best-selling author? To finally quit your job and write full time? To become rich and famous? :)

Please enjoy the book and remember, you need to do more than just read this. You need to TAKE ACTION with what you learn here. It will do you no good to just learn about it. You have to take the steps to make change if you want to change! Now, let's get started and turn your book sales upside down. You can do this! You already wrote a book. This part is easy!

Introduction

You know, it's funny... as authors we know how to write books in our respective genres, but when it comes to writing the most important part of our book—the sales copy—we lack the ability to really knock it out of the park and hook the reader enough to buy our books.

Let's make this clear. Besides the cover and title of your book...

YOUR BOOK DESCRIPTION IS THE #1 THING YOU NEED TO MAKE AWESOME IF YOU WANT TO SELL MORE BOOKS!

Think about how a reader looks for books. They, of course, browse through lists and lists of books, looking at cover art and titles, and price and reviews. Then, and only then, if those things have hooked their interest enough, they scroll down and look at the book description.

This is THE MOST CRITICAL point in the process for a potential reader. This is when they need to become intrigued, or hooked, into deciding that they *must* have this book. If they don't, they click the back button and start looking for another book. And you've lost a sale, and possibly a long-time fan and reader, forever.

It's really that important.

As mentioned just a bit ago, most authors have no idea how to write great book descriptions. It's not their fault, because most authors aren't marketers. They're authors! So don't feel bad if you fit into that category.

Writing sales copy is an art form. Top sales copywriters earn \$10k, \$20k, or much more for writing powerful landing pages and descriptions for products and services. Why? Because the truth is that GREAT copy sells, and "ok" copy works just "ok". And bad copy? Well, bad copy just doesn't work.

But don't worry. You aren't going to need to spend that kind of money to make your book descriptions better. You simply need to follow the advice in this short guidebook.

So, why don't most authors work on better descriptions? First of all, they don't know how. We covered that already. But here are some other reasons.

They say, "I wrote an awesome book, and I don't need to 'sell' it with flashy copy."

Wrong.

They say, "My readers will be turned off by sales-type copy."

Sounds good to say and think, but we know the truth.

They say, “Nobody reads the book descriptions.”

Again, wrong.

They say, “I write fiction books. I don’t need a book description that sells.”

You know the drill... wrong!

At Author Marketing Club, we’ve been conducting a study on book descriptions for a long time.

What we have found is that books that have robust, colorful, and engaging book descriptions can sell 4-15% MORE books than those that don’t. This is, of course, not very scientific, but rather a test sample between many successful and mid-list type authors.

As my dearly departed Uncle Mike would say, “The proof is in the pudding.”

But the facts remain the same, and they’re proven and effective. If you can accomplish better copy for your descriptions, and also make your book descriptions stand out, then you’re going to sell more books.

Period.

Convinced yet? Let’s talk about more ways to write better book descriptions or, as some would call them, “blurbs.”

First, you need to go to Amazon and find some of the top selling books in your genre. I’m sure you know what those are, or at least you should. Go to their book pages and look at their book descriptions. Read them and analyze them. Copy them into a Word document and keep them handy for referencing in the future. What you will find is that most—not all—of those top-selling books have copy that was written exactly the way you need to write yours.

Remember, you’re a storyteller. Your sales copy—your book description—needs to tell a quick story about why they should read your book.

Let’s Go To War!

Being an author and selling books is a business. The very first thing you should do when you start a new business is to research your competitors. Look at their product offerings. Look at their marketing materials. Look at their pricing. Look at how they advertise. Get the point?

Writing a book is no different. You want to determine who is selling books in your category and why. Look at the top selling covers. Notice any similarities? What about titles? Pricing? Book descriptions? Look at it this way; you’re now at war with other authors in your category. You

need to think about how to defeat them. One of the best ways to do that is to look at why they're successful and emulate what they've done. Not steal from them. Emulate.

Imagine you were going to create a competitor to Amazon, the largest retailer on the planet. Don't you think you'd study, in depth, how Amazon works? Of course you would.

Many authors have yet to adopt the mindset that selling books is a competitive business. There are millions of other authors out there who are competing with you—whether you like it or not—to sell more books than you sell. They are constantly working to improve their covers, test their pricing, and write better descriptions, to make sure they sell more books than you.

Selling a lot of books isn't as easy as just uploading your book. There's so much more to it... unfortunately, right? Like everything worth doing, selling books is hard work. You have to start thinking of it like a business... a business you need to research, market and test.

Exhausting, isn't it?

As Usual, the Right Words Mean Everything

In the Internet marketing world, "actionable" words mean everything. Actionable words are words that prompt people to think, consider the options, decide, and, most important, take action.

Did you know that you can increase the purchase, or conversions, on a product or service by up to 50% or more just by using the right actionable words on a button or link? For example, which do you think works better?

"Click Here"

or

"Order"

Studies have shown that "Click Here" is the clear winner, because it's more actionable. This is just one example of how sales copywriters and usability experts manipulate customers with words. How about this one? Which one do you think works better?

"Buy Now"

or

"Add to Cart"

According to Amazon—and thousands of other retailers and testing experts—most of the time, “Add to Cart” works much better. Again, this is just another example of studying your competitors. Amazon has been using “Add to Cart” for 10 years. Do you think they tested it a few millions times to see what would work best? You bet they did.

The point we’re trying to make is that actionable words *work*. When you’re writing sales copy, use words that call the potential customer to do something or take action. That’s why a lot of successful authors use words like “Order Today” in their book descriptions. Here are some other types of actionable words you can try.

Big Discount
On Sale
Free Trial
Free Offer

There are hundreds more that you can try. The point is that you’re asking the potential customer to actually “do something.” I would highly recommend you visit one of our favorite sites in the entire world at www.copyblogger.com. Copyblogger.com has a blog that talks about writing copy, headlines, blog posts, books, landing page copy, words that sell, etc. This is the best free resource you will ever get related to powerful writing.

Mark Joyner, one of the marketing gurus of today, has a book, [*The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less*](#). The book description is as follows:

Your customers are going to give you three seconds to make the sale.

Do you know what to say in those three seconds?

The marketing methods of the past are losing effectiveness as consumers are getting smarter and smarter and have less and less time. What is needed is a new way of doing business—a method that is simultaneously socially responsible and far more effective than "old" marketing. This new way is The Irresistible Offer.

Very nice! I would definitely consider checking out Mark’s book as well, if you want more advice.

Make An Offer!

The key is making an offer to the reader. Many authors don’t get this. Making an offer is when you give the reader a compelling reason for why they should read your book. Remember, it’s not obvious to the potential reader, even though you think it might be. It’s not. You really need to spell it out for them. Consider this...

“You Need To Read This Book Because...”

Then follow that up with bullet points of the reader's benefits.

You can even be more specific.

"Men In Their Fifties Should Not Pass Up This Book!"

If you know your reader then giving a specific actionable offer makes a heckuva lot of sense, no? Remember, you're writing sales copy here, not book content. BIG difference.

Be Persuasive!

According to a Copyblogger article, [The 5 Most Persuasive Words in the English Language](#), there are certain power words that hold more sway over our decision-making process than others. You can read about each one in great detail, using the link above, but we wanted to list them here for you.

1. You
2. Free
3. Instantly
4. Because
5. New

So Why Don't People Buy Your Books?

It's important to understand why people don't buy, right? Here are some of those reasons. They should give you more insight and show you the importance of having better book descriptions.

#1 - They're Scared of Wasting Money

People buy books for the same reasons they use the Internet: to either solve a problem (usually non-fiction) or to be entertained (usually fiction). But, just like anything else people want to purchase, they become fearful of overspending, or getting ripped off. Obviously you can calm these fears with great covers and a great book description. But you can also use things like social proof, which includes testimonials and reviews. The human brain feels more comfortable when it knows that other people have already taken the leap. That's why it's a good idea to get more reviews and use any accolades your book might have received in your description, right up front. We'll talk about that later.

#2 - They're Afraid of Feeling Dumb

Ever buy a product that you just know you shouldn't have bought? Then it's delivered, you open it up and say to yourself, "What was I thinking?" Everyone has done it. Because of this, humans have a natural tendency to be skeptical when purchasing something. Having a great book

description can work to calm those fears as well, giving your potential reader a much better chance of losing that fear and actually purchasing.

#3 - Price

We're not going to have a long discussion here about pricing books. Instead, let's just all admit that price does, in fact, play a role in someone's decision of whether or not to purchase. Whether your book is priced high or low, it doesn't matter. If you have a great book description you are going to increase the odds that you will make more sales. Period.

Writing Your Book Description, Step-by-Step

Now, let's go through the process for writing a great book description. Remember, this is just advice, not the hard rules. You can—and should—test out your own techniques and try new things to see what works for your books.

Step 1: Write the Big Headline

This is obviously the BIGGEST thing you need to work on, because it's the very first thing that people see in your description. Therefore, this needs to be actionable, use persuasive words, and give a benefit to the reader.

Easier said than done, right?

You know what's funny? As we examined the top selling books on Amazon, we found that a vast majority of authors don't use headlines at all! What's wrong with these people? They're missing out on a killer way to engage a reader and suck them in.

Soon, in this book, you're going to learn how to create robust and colorful book descriptions. If you want to skip reading and start making your beautiful Amazon descriptions right now, go to [Author Marketing Club](#) and subscribe as a Premium member. This will give you instant access to our simple Book Description Generator Tool, letting you easily make Amazon descriptions that will help you sell more books! Go now!

[You can also become a free member and try out the tool demo here.](#)

So, back to writing your big headline.

A lot of authors like to use their book accolades in their headline. For example:

#1 Amazon Bestseller in Romance

or

Amazon Bestseller, 22 Weeks Straight in Science Fiction

Using accolades in your book headline creates social proof for the reader. They instantly see two things: they see that the book is popular and they see what the book is about (Romance, Science Fiction, etc.). Writing a headline like this kills two birds with one stone and can instantly draw in your reader.

If you don't have any accolades—not many of us have bestsellers—then you might want to wait to add those in later when you *do* sell a ton of books and get those accolades in place. But if you have any accolades you can use now, by all means, use them!

Maybe your book won an award for its cover design. Put that in there. Maybe your book was named on a list of some kind. Put that in there.

Use anything you can think of, regarding your book's popularity, in the headline. It works.

Aside from accolades, a great way to write a headline for your book is to make a clear statement about what the book *is*. Or, ask a question.

Let's say you wrote a horror book, *The Wake*. Here's a headline that might get your readers to pay attention:

Do You Love Horror Books? "The Wake" Will Scare You Senseless & Awaken Your Innermost Nightmares

This headline does a lot of things. It first asks the reader a question—"Do you love horror books?" Assuming they do, then yes, they're intrigued and will keep reading. Then the headline tells them what they're going to expect when they read the book. Presumably, most people who read horror love to be scared. By telling them that the book will "scare you senseless" and "awaken your innermost nightmares" you've effectively sucked the reader into just what they were looking for.

Let's try this for a non-fiction book instead. If you wrote a recipe book about pancakes, you might try a headline like this:

Pancake Lovers, Look No Further! 101 Delicious & Delectable, Easy-To-Make Pancake Recipes That Will Blow Your Mind!

Do you see what's happening here? We're once again informing the potential reader that this book is for them, and exactly what they're going to get.

Step 2: Writing Your Description Content

As an author you realize that you're also in the business of telling stories, right? Your book is a big story in some way, shape, or form. Your book description needs to tell a summarized story of your book. Many authors make the mistake of simply using the first blurb they can muster and throwing it into their book descriptions. That's a mistake. Just like writing a headline, writing your book description copy should be something you spend more time creating.

First of all, you don't need to make it long. Most people don't want to—or simply won't—read a long description. They just want the highlights. They want to be hooked quickly! You've already done a great job of sucking them in with your headline. Next, you need to follow up with a good, solid paragraph—just a few sentences—that makes them want the book... NOW!

This is, obviously, easier said than done.

Here is the book description from the wildly popular book [50 Shades of Grey](#) by EL James.

When literature student Anastasia Steele goes to interview young entrepreneur Christian Grey, she encounters a man who is beautiful, brilliant, and intimidating. The unworldly, innocent Ana is startled to realize she wants this man and, despite his enigmatic reserve, finds she is desperate to get close to him. Unable to resist Ana's quiet beauty, wit, and independent spirit, Grey admits he wants her, too—but on his own terms.

Shocked yet thrilled by Grey's singular erotic tastes, Ana hesitates. For all the trappings of success—his multinational businesses, his vast wealth, his loving family—Grey is a man tormented by demons and consumed by the need to control. When the couple embarks on a daring, passionately physical affair, Ana discovers Christian Grey's secrets and explores her own dark desires.

Erotic, amusing, and deeply moving, the Fifty Shades Trilogy is a tale that will obsess you, possess you, and stay with you forever.

This book is intended for mature audiences.

Here's what it looks like on Amazon.

Book Description

Publication Date: **May 25, 2011**



Boring & Not Noticable or Actionable!

When literature student Anastasia Steele goes to interview young entrepreneur Christian Grey, she encounters a man who is beautiful, brilliant, and intimidating. The unworldly, innocent Ana is startled to realize she wants this man and, despite his enigmatic reserve, finds she is desperate to get close to him. Unable to resist Ana's quiet beauty, wit, and independent spirit, Grey admits he wants her, too—but on his own terms.

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Erotic, amusing, and deeply moving, the Fifty Shades Trilogy is a tale that will obsess you, possess you, and stay with you forever.

This book is intended for mature audiences.

There are some good things about this description, but definitely some bad things as well. First of all, there's no headline! What a wasted opportunity. Also, if you go to the page and look at the description, it's in standard size, boring type, and without color or and style. This doesn't command attention and makes it less likely to be read.

What's good about the description is that it tells the story. But how could this description be even better?

This is what it should look like! We use the [Author Marketing Club](#) Amazon Book Description Generator Tool to make this description.

The Original #1 Best-Seller: Over 20 Million Copies Sold Worldwide!

Get your copy of the fastest-selling paperback book ever from E.L. James

When literature student Anastasia Steele goes to interview young entrepreneur Christian Grey, she encounters a man who is beautiful, brilliant, and intimidating. The unworldly, innocent Ana is startled to realize she wants this man and, despite his enigmatic reserve, finds she is desperate to get close to him. Unable to resist Ana's quiet beauty, wit, and independent spirit, Grey admits he wants her, too—but on his own terms.

Shocked yet thrilled by Grey's singular erotic tastes, Ana hesitates. For all the trappings of success—his multinational businesses, his vast wealth, his loving family—Grey is a man tormented by demons and consumed by the need to control. When the couple embarks on a daring, passionately physical affair, Ana discovers Christian Grey's secrets and explores her own dark desires.

Erotic, amusing, and deeply moving, the Fifty Shades Trilogy is a tale that will obsess you, possess you, and stay with you forever.

- Soon to be a major motion picture!
- 205,103: The number of copies this book once sold in one week
- 37: The number of countries with rights to the novel
- 16: The number of weeks the book was on the NY Times Best-Seller list

[Scroll up and grab a copy today.](#)

MUCH BETTER, RIGHT?

Let's talk about what makes this description better—about a million times better!—and how the author could sell millions of additional books.

1. First, look at the bold, bright headline that jumps out in orange.
2. Notice that the headline calls out the social proof of “#1 Bestseller” and “Over 20 Million Copies Sold Worldwide.” This shows the reader two very important things: this is the book they were looking for, and millions of others think the book is amazing—so they should too!
3. Notice how the book description is now broken up into nice, short, chunks of content, instead of just one big block of boring text with no subheads.
4. Now, read the headlines and the copy. Notice how the book description actually sells the book by telling of the book's accolades, further building the book's social proof.
5. Do we need to go on? Be honest. This book description is killer. And we put this together, as an example, with just about 10 minutes of work.

What are you waiting for? Become an [Author Marketing Club Premium Member](#) today and enhance your Amazon book description immediately!

Are you seeing a theme here? We keep mentioning it, over and over. You have to put some effort into making your book descriptions awesome. You have to *sell* your book! You have to make them look good, and read “good”. There’s more to selling books than quickly uploading something and just walking away. Get to work.

What are you waiting for? Become an [Author Marketing Club Premium Member](#) today and enhance your Amazon book description right now.

The #1 Mistake Authors Make In Their Book Titles: Not Naming the Genre

This is something that is such a no-brainer, and so easy to fix; yet most authors don’t do it. In fact, you can fix this, right now, in your book.

If you wrote a “historical fiction” book, *The Possum Perspective*, you might want to consider letting the potential reader know the genre of book in the actual title. It’s super easy to do. Just go in and add it to the book title. Call it:

The Possum Perspective (Historical Fiction)

It’s that easy. Not only are you adding some great searchable keywords to your title, but you’re letting the reader know, instantly, what kind of book it is. Let’s try another one.

Let’s say you wrote a book about adventure, *The Limit*. What are your best keywords for the book? What are the main categories you would put the book under? Why not list them in the title? Hmmm? Good point, right? So...

The Limit (Adventure)

or

The Limit (Adventure Fiction)

Do you see where this is going? By putting keywords in your book title, you’re instantly and effectively telling the reader what your book is about. Now they don’t have to guess. It makes sense.

Go do it, now.

Note: It’s important to note that you cannot—and shouldn’t —“stuff” a ton of keywords into your Amazon title. By doing that you might set off the Amazon Gods... and they might not like it. Even if they do notice it, all they’re going to do is tell you that you can’t do it.

Should You Put Keywords In Your Book Descriptions?

Ok, we just talked about finding the right keywords to put in your title. Well, guess what? You should be putting those into your descriptions as well.

I should mention that there is zero scientific proof that Amazon recognizes—or “scans”—what keywords or phrases you put in your book descriptions. I’ve heard some people say it makes a difference, and some say it doesn’t. So, what should you do?

Well, it can’t hurt to try! My advice is to work those key words and phrases into your book description, at least once. Once again, it can’t hurt. It can only help, potentially.

Conclusion

I told you this was short. No need to fill it with tons of fluff. Who has time for that sort of nonsense anyhow? Now—right now—you need to fix your book descriptions.

RIGHT NOW!

Haha, can you tell I’m serious about this? If you put the time and effort into fixing your book descriptions then you’ll find you have a much better chance of crushing your competitors and selling more books. Or maybe your competing author friends might read this and do it before you. It’s up to you.

Don’t forget to drop by the [Author Marketing Club](#) for free tools, tips, and strategies for book marketing success.