

# Do You Know You Can Enhance Your Amazon Book Description?

A Marketing Tip from Pamela Frost Dennis

Visit my website for more tips: [pamelafrostdennis.com](http://pamelafrostdennis.com)

I learned this marketing tip from Author Marketing Club. On their website they have a description generator that does the enhanced coding for you. However, you have to join to use it. So, I am going to show you how my description looks for my book – *Dead Girl's Don't Blog*. And I will show the coding that you can easily slip into your description and then load into your Kindle Direct Publishing book description.

I am no whiz at coding, but if you are, then here are the approved HTML tags that Amazon allows: “b”, “br”, “em”, “font”, “h1”, “h2”, “h3”, “h4”, “h5”, “h6”, “hr”, “i”, “li”, “ol”, “p”, “pre”, “s”, “strike”, “strong”, “sub”, “sup”, “u” and “ul”.

## *Normal Book Description Example*

### **Book Description**

Publication Date: **May 29, 2014**

Large Print Version with Illustrations

Poirot and Hastings receive a visit from a Mr Roger Havering, the second son of a Baronet who is married to an actress. Mr Havering stayed at his club in London the previous evening and the following morning received a telegram from his wife saying that his Uncle Harrington Pace was murdered the previous evening and to come at once with a detective.

As Poirot is indisposed, Hastings sets off with Havering for the scene of the crime. Mr Pace, the brother of Mr Havering's mother, owns a hunting lodge on the Derbyshire moors.

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## *Enhanced Book Description Example*

### **Book Description**

Publication Date: **April 15, 2014**

#### **What would you do if the man who murdered your friend was up for parole?**

As Katy McKenna struggles to rebuild the successful career she suspended to chase her cheating exe's dreams, her life suddenly takes a dramatic turn when she stumbles upon a newspaper story about the upcoming parole hearing for the man who raped, kidnapped, and murdered her high school friend, sixteen years ago.

Fearing that this monster could soon be set free to prey on other innocent young girls, Katy sets out to make sure this doesn't happen, not realizing she might not survive to blog about it.

**Sometimes, doing the right thing can get you dead.**

**Read "Dead Girls Don't Blog" at the special discounted price!**

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## *Here is the Simple Coding You Can Use to Enhance Your Book Description:*

**<h2>**What would you do if the man who murdered your friend was up for parole?**</h2><p>**As Katy McKenna struggles to rebuild the successful career she suspended to chase her cheating exe's dreams, her life suddenly takes a dramatic turn when she stumbles upon a newspaper story about the upcoming parole hearing for the man who raped, kidnapped, and murdered her high school friend, sixteen years ago. **</p><p>**Fearing that this monster could soon be set free to prey on other innocent young girls, Katy sets out to make sure this doesn't happen, not realizing she might not survive to blog about it.**</p><h3>**Sometimes, doing the right thing can get you dead.**</h3><h2><u>**Read "Dead Girls Don't Blog" at the special discounted price!**</u></h2>**

*One more thing: Try to keep your description above the fold.*