

Your Amazon Book Description Template

Jay Boyer

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This report has been written to provide information to help you create better product descriptions and book listing pages for your Kindle Direct Publishing books. Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on Internet marketing and technology only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of Internet marketing information.

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Your Amazon Book Description

Your book description is equivalent to the body material of a traditional sales letter. This is where you flesh out your offer and a good description can really set you apart from your competition.

The formatting of your description is just as important as what you say in your description. Here are a couple of screenshots, both from the same author, that really show the difference a well formatted description:

Book Description
Publication Date: **August 17, 2012**

What Is Your Greatest Obstacle To Writing Your Book?

A lot of people think about writing a book someday. Some people sit down and start doing it. A few people actually finish their books. Some people can write books just about as easily as they can write out grocery lists. They sit down and do it. No problem. These are the other people who want to write books run into obstacle after obstacle.

You might be one of them. You agonize over writing your book. You experience a wide range of writing problems. You can't figure out how to get demoralized. You might even experience that old bugaboo called writer's block.

If you recognize yourself in this category, this book is for you.

Why is writing a book so frustrating and so difficult for many would-be authors?

Is it choosing the right topic? Is it finding out what your potential readers want? Is it your ability to outline your book? Is it finding your unique voice?

Unfinished Books

In my earlier years, I started several books but didn't finish them. Those unfinished book projects are stashed away in filing cabinets and I had an abundance of ideas and the capacity to produce a copious amount of words. However, abundant ideas and copious words are not enough. All the while, I was reading books about writing. The more books I read, the more confused I got.

With all of that effort, and despite reading shelf-loads of writing books, I didn't finish any of the books I was attempting to write in those years. The method in **Book Writing Made Simple Series**, starting with **Book Writing Made Simple (Vol.1) How To Start Writing A Book** are guidelines that would have taught me how to write and finish my book projects with clarity, enjoyment, and simplicity.

Frequently Unasked Questions

If you are stuck in your writing, you probably don't need more information and more answers. You probably need to ask better questions. The critical idea is to keep it simple. Simple means that it is clear, easy to understand, and straightforward.

If you can be clear about these simple questions, you will cut through all sorts of confusion and overwhelm to concentrate on writing a copy that will sell.

Book Writing Made Simple
Publisher: Amazon Digital Services, Inc.
Language: English
ASIN: B00Z2HE6BY
Text-to-Speech: Enabled
X-Ray: Not Enabled
Lending: Enabled

Amazon Best Sellers Rank: #5,915 Free in Kindle Store (See Top 100 Free in Kindle Store)
#9 in Kindle Store > Kindle eBooks > Nonfiction > Reference > Publishing & Books > Authorship
#19 in Kindle Store > Kindle eBooks > Nonfiction > Reference > Writing > Writing Skills

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Customer Reviews
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More About the Author
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Biography
Kalinda Rose Stevenson, Ph.D. is a writer and photographer who identifies herself as the "True Self Excavator."
The best way to explain this identity is the well-known story told about the creation of the statue of David by Michelangelo. Michelangelo claimed that he did not create David. He merely chipped away at all of the parts of the stone that were not David.
Whether or not this story is true, this is the essence of what it means to excavate the true self by chipping away the false self.
Stevenson's core belief is that true freedom is an excavation process, rather than a building process.
Freedom from your false self and freedom to be your true self is the unifying theme of a wide range of her interests. These include personal development, writing, mentoring, journalism, money, religion, spirituality, and Bible.
She is a former teacher in theological seminaries, and published author of academic and non-academic books and articles. She also publishes websites, blogs, ebooks, and articles.
As the creator of the "Freedom from Bad Bible Series," she offers a liberating perspective on the connection between "bad Bible" and false identity. Her unique perspective provides a simple solution to overcome self-conflict and confusion caused by misuse of the Bible.
She earned her Doctor of Philosophy degree in Biblical Studies from the Graduate Theological Union in Berkeley, California, in cooperation with the University of California at Berkeley.
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Book Description
Publication Date: **September 2, 2008**

NO MONEY LIMITS FOR REAL ESTATE INVESTORS Discover The Money-Making Secret In The Real Estate Game That Transforms Your Money Struggles Into Financial Abundance! "In 'No Money Limits for Real Estate Investors,' Kalinda Rose Stevenson tells the truth that nobody wants to hear: that most people who invest in real estate end up losers. They lose the money that everybody needs to have, but can't learn all real estate secrets. They can learn it in this book, and when they do, they can make the money that has been missing from all things. I recommend the book and the truth." - Jay Corry, Chairman, The Federal of California Marketing Author of "Guerrilla Marketing" Series of Books Over \$5 Million Sold. Now in 42 Languages! [http://www.guerrillamarketingassociation.com](#) "Do not pass GO. Do not collect \$200. Instead, take your own money and GO to the bank and/or your computer terminal and order 'No Money Limits' right now. Author Kalinda Rose Stevenson has a writing and marketing plan that has the ability to see beyond the obvious and draw parallels from "of all things" the Monopoly game. Her keen insights are valuable tools to learn how to build wealth. Large you to get the "No Money Limits" and don't put it off until you've read every page. Underline, highlight, star - do whatever it takes - to make sure you remember these key wealth-building principles. Kalinda's works are sure to be around for a long, long time. I, for one, am happy to have been introduced to her at the start of her publishing debut. It's the one of the few who can say, "I know her when!" - Dr. Rodney Johnson, Author of "Processing Your Promised Land: Biblical Principles for Real Estate/Investment" Author of Real Estate Coach [http://www.RodneyJohnson.com](#) Do you know the one money secret that the most successful real estate investors use to create financial freedom? It's hidden in the world's best-selling board game. Author Kalinda Rose Stevenson reveals the secret to you in this revolutionary book. Once you know the secret, you will never again think about money and real estate investing the same way. You will know what banks know about money, and use the bank's secret knowledge to create your own real estate fortune. As a special bonus, Kalinda also offers a recording that will show you why most debt reduction programs don't work. **KALINDA ROSE STEVENSON, Ph.D.**, specializes in teaching the secrets and strategies required to create your own "No Money Limits" life.

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More About the Author
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Biography
Kalinda Rose Stevenson, Ph.D. is a writer and photographer who identifies herself as the "True Self Excavator."
The best way to explain this identity is the well-known story told about the creation of the statue of David by Michelangelo. Michelangelo claimed that he did not create David. He merely chipped away at all of the parts of the stone that were not David.
Whether or not this story is true, this is the essence of what it means to excavate the true self by chipping away the false self.
Stevenson's core belief is that true freedom is an excavation process, rather than a building process.
Freedom from your false self and freedom to be your true self is the unifying theme of a wide range of her interests. These include personal development, writing, mentoring, journalism, money, religion, spirituality, and Bible.
She is a former teacher in theological seminaries, and published author of academic and non-academic books and articles. She also publishes websites, blogs, ebooks, and articles.
As the creator of the "Freedom from Bad Bible Series," she offers a liberating perspective on the connection between "bad Bible" and false identity. Her unique perspective provides a simple solution to overcome self-conflict and confusion caused by misuse of the Bible.
She earned her Doctor of Philosophy degree in Biblical Studies from the Graduate Theological Union in Berkeley, California, in cooperation with the University of California at Berkeley.
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You don't necessarily need to be able to read the listings above, but notice the areas in the yellow boxes. That's the book description. Which would you be more likely to look at and read? The one on the left, which is formatted using some of the tricks presented in this course, or the one on the right, which is just a big blob of text that all runs together?

Most book listings on Amazon are more like the listing on the right, because that's what is available through the KDP dashboard. However, if you log into Author Central, you can create a nicely formatted description that will draw in your readers and turn them into buyers.

To craft a good description, start by separating your book description into different areas, and formatting them using italics, bold, and number/bulleted lists.

Next, create some benefit-oriented copy. Think, "What's in it for the reader?" and separate out the benefits into bullet points for easy consumption.

Include some social proof, such as your book's best seller status (if it has had one) as well as testimonials and reviews. Put reviews in quotes and attribute them to your customers.

You only have a dozen lines of your Book Description visible on your Kindle Sales Page without people having to click on "Show More" so make them count! If you didn't sell them with your book title and description, this is where Kindle buyers often look for more information about your book.

Remember, the purpose of your book description is to:

- Display social proof
- Show that you have Amazon's "thumbs up" as a Bestseller
- Expand upon the benefits mentioned in your book title & subtitle
- Address common objections
- Close the deal

You'll need to format your book description in a particular way order to really make it "pop" and grab the attention of your potential customer. Unfortunately, you can't accomplish this advanced formatting inside KDP when you originally publish the book. Instead, you'll need to open up an Author Central account, and use some basic html tags that you can find in the above guide or by using the the Kindle Code-Breakertool.

A well-formatted, benefit-oriented book description includes:

Bold Headings

- These are "mini-headlines" inside your book description
- They stand out and allow you to break up the text
- They highlight the most important features of your book and the description
- You can make it appear like Amazon created them with "Bold & Gold" headings

White Space

- The eye becomes fatigued easily with big blocks of solid text...
- Avoid making your description too busy!
- It's important to break up your description with spaces
- Put spaces between the different elements of your book description (reviews, paragraphs, headings, etc.)
- Of course, there will be no spaces between the elements of your bulleted lists

Benefit-Oriented Copy

- Think "What's in it for the reader?"
- Focus on emotional results, not bland features
- Keep it lively, fun, and interesting

5-Step Amazon Book Description Template

Here is a quick template that you can use for all of your descriptions that will hit the most important elements that you'll want to include.

Reviews

- Select your sexiest and highest-rated book reviews
- Don't be afraid to edit them down to one line.
- Look for a nice variety of different viewpoints and “kudos!”
- Let them reinforce the benefits in your description
- Format your book description just like Amazon does in their “Editorial Reviews”, for example:

"This book is the best thing since sliced bread!" – Beth Frankfurter

- NOTE: Do not put these reviews anywhere else on the web!

Bestseller Ranking

- To be able to call yourself an “Amazon Bestseller” gives you an amazing advantage
- If your book has reached the Top 100 in any category inside Amazon, you can call yourself an “Amazon Bestseller”
- If your book has reached #1 in an Amazon Bestseller category, even better! (“#1 Amazon Bestseller!”)
- Separate your “Reviews” from your “Benefit-oriented description” with this Bestseller Ranking headline
- Use standard “Bold & Gold” formatting to mimic Amazon’s headings and make it pop (see the html guide or Code-Breaker tool)
- Make sure this is included within the first 12 lines of your description (if not, reduce the length or amount of reviews so it is visible on your Kindle Sales Page w/o clicking “Show More”)
- NOTE: Don’t forget to put an “Amazon Bestseller” seal on your book cover (see Bestseller Training)

Benefit-Oriented Description

- Keep it short...no more than a dozen lines (including spaces)
- You can start with an engaging question (i.e. "Would you like to discover how...")
- Think in terms of "benefits" to your reader (i.e. ask yourself "Why is *that* idea so awesome?")
- Identify "pain" and "pleasure" related to your topic by your target audience, and address it
- This is also a great place to common objections (i.e. "You may be wondering...can it be that easy?")

Bulleted Lists

- People love to read lists! That's why bullets are so compelling, and you'll want to include them in your description
- Bullets make your description easy to read by adding variety & breaking up solid text blocks
- Book topics work great as bullets (i.e. "Here are just a few of the delicious recipes you'll find inside...")
- Bullets are a great way to list some quickie benefits ("Inside this essential guide you will discover...")
- You can also generate enormous curiosity with these bullets (i.e. "The 7 shocking mistakes...page 45")
- Like tulip bulbs, bullets look best in odd numbers (3-5 recommended)

Call to Action

- Now that you've piqued their interest in your book, you must tell people exactly what to do next (i.e. "Go buy this now")
- Include a call to action at the very end of your book description
- Be very explicit in your instruction (i.e. "Ready to grab your copy of 'How to Write a Killer Book Description' Great! Simply scroll up to the top the page, and click on the yellow "buy now" button, and you can access all of these valuable book conversion secrets in just 3 seconds.")