

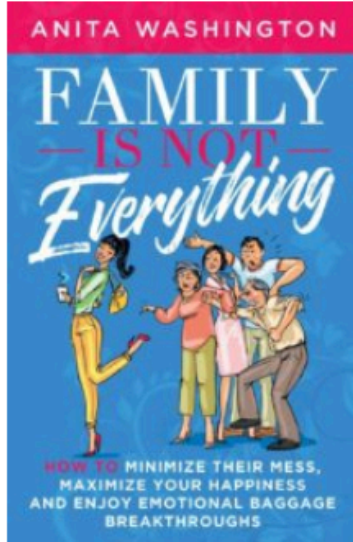
AMAZON OPTIMIZATION CLINIC

How to sell **a lot** more books by
tweaking your Amazon listing

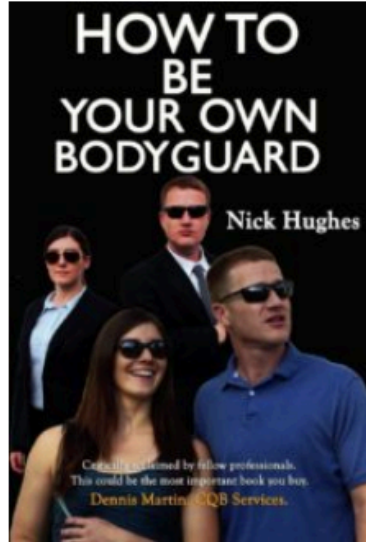


Geoff Affleck
Bestselling Author & Publishing Coach

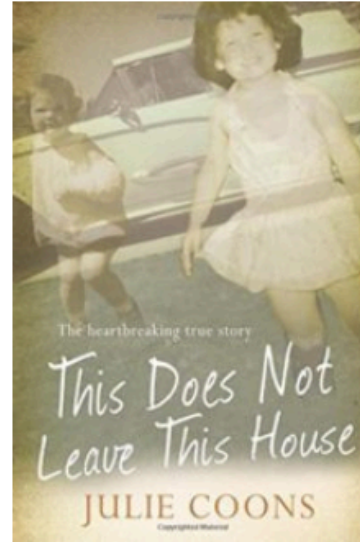
Who is this for?



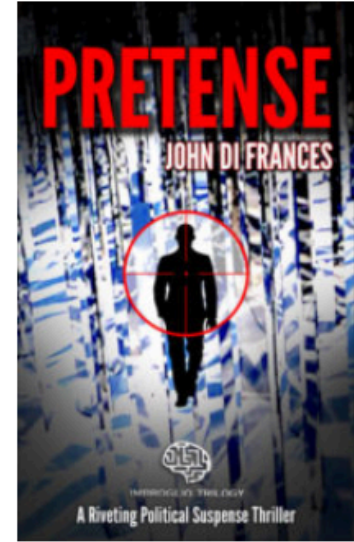
SELF-HELP Authors




HOW-TO Authors



MEMOIR Authors

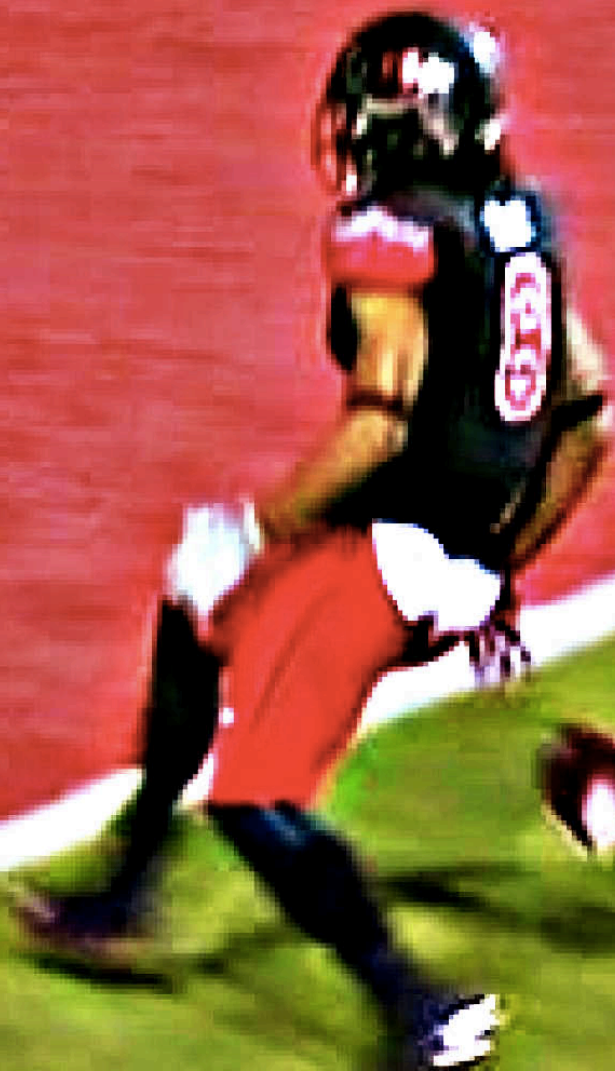


FICTION Authors

A woman with short, wavy grey hair and blue eyes is sitting at a desk. She is wearing a white, textured knit sweater with a dark blue or black V-neck collar. Her right hand is resting against her cheek, and she is looking off to the side with a thoughtful expression. In front of her is a stack of papers and a pair of red-rimmed glasses. The background is a softly lit room with a window on the left and a lamp on the right.

**Publishing your book
on Amazon is easy
BUT...**

Sadly, many authors
fumble on the
1-yard line!



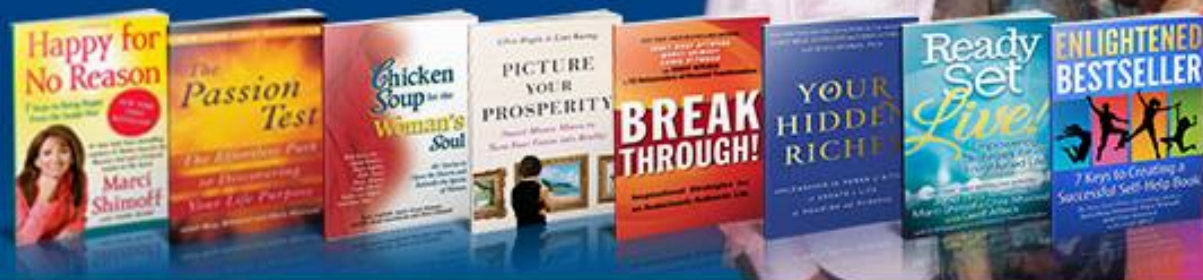
I help authors publish and promote their books and build their platforms.

- Training for authors
- Private consulting & coaching
- Book & product launches
- Author platform & websites



ENLIGHTENED BESTSELLER

HELPING YOU CREATE YOUR BESTSELLING
BOOK AND SPEAKING CAREER



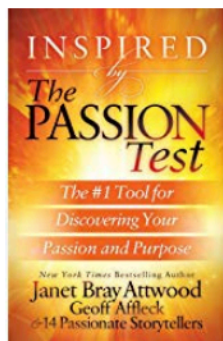
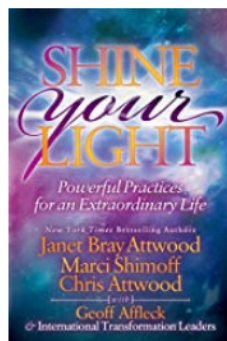
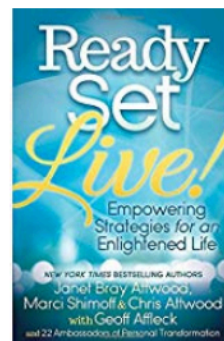
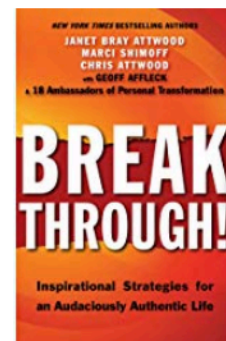


Geoff Affleck



✓ Following

Follow to get new release updates and improved recommendations

Kindle Edition
\$0.98Paperback
\$10.10Kindle Edition
\$7.45Paperback
\$9.08Kindle Edition
\$2.82Kindle Edition
\$7.47

What if you could sell just one more eBook and one more paperback each day?

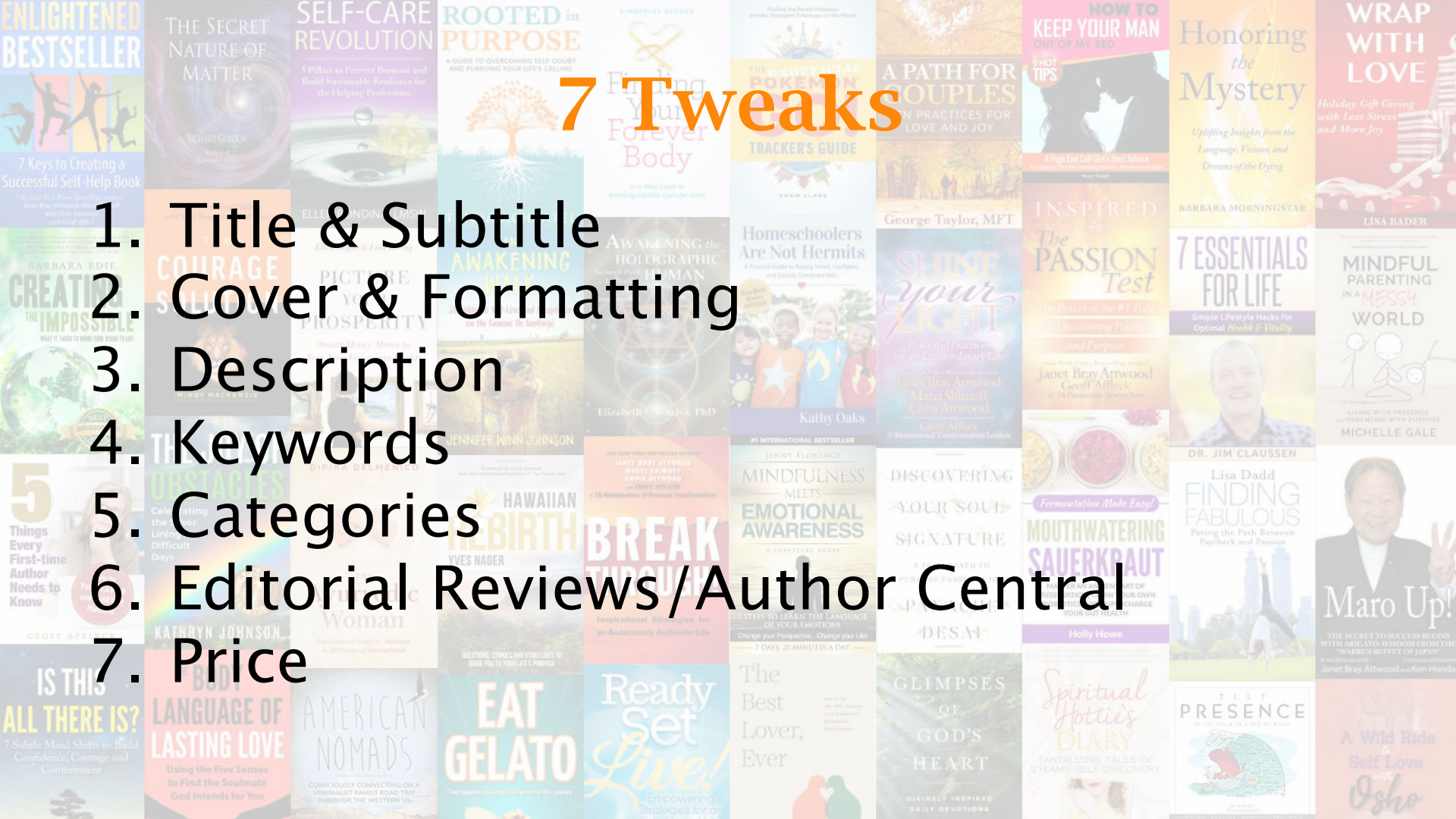
- 70% Royalty on \$4.99 eBook = \$3.49
- Royalty on \$14.99, 200-page paperback = \$5.75
- Total = \$9.24/day = \$277/month = \$3,326/year
- Sell **five** additional books per day = \$16,632/year!

What We'll Cover

1. The 7 conversion factors that affect your Amazon sales (“7 Tweaks”).
2. Live Amazon optimizations.
3. Two ways I can help you.

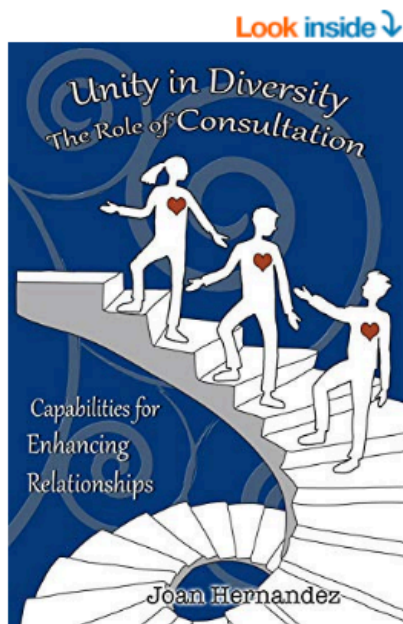
7 Tweaks

1. Title & Subtitle
2. Cover & Formatting
3. Description
4. Keywords
5. Categories
6. Editorial Reviews/Author Central
7. Price



Mistake #1: Confusing Title

Kindle Store › Kindle eBooks › Parenting & Relationships



Unity in Diversity: The Role of Consultation (Capabilities that Enhance Relationships Book 2) Kindle Edition

by [Joan Barstow Hernandez](#) (Author), [Jessica Lani Kamál Kerr](#) (Illustrator)

[Be the first to review this item](#)

[› See all 2 formats and editions](#)

Kindle
\$5.93

[Read with Our Free App](#)

Paperback
\$7.99

1 Used from \$9.14
6 New from \$7.99

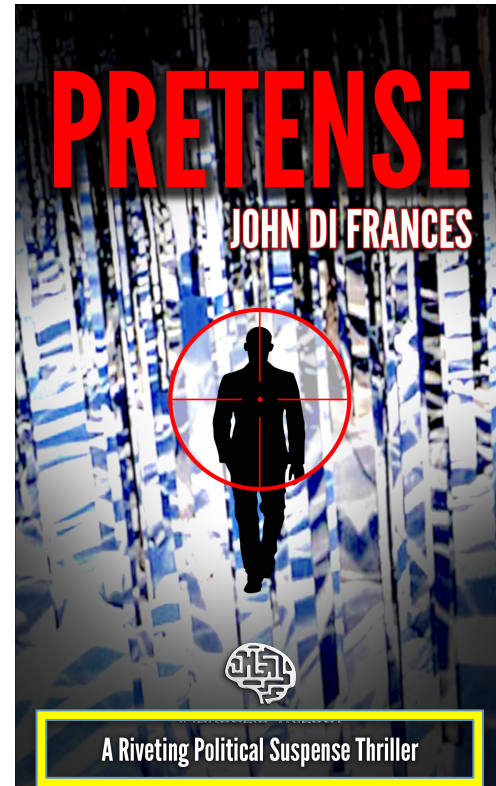
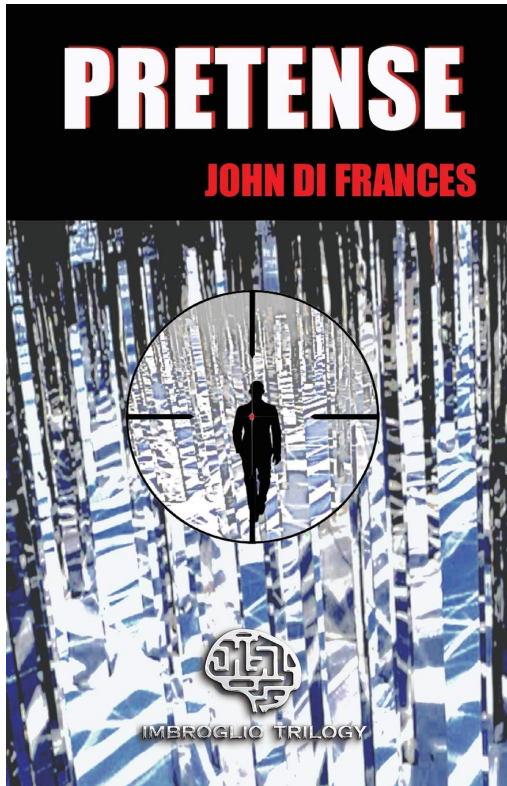
Would you like to help your family, team, or organization to make better decisions and to do so more rapidly?

Would you like to better your relationships with those who think differently that you do?

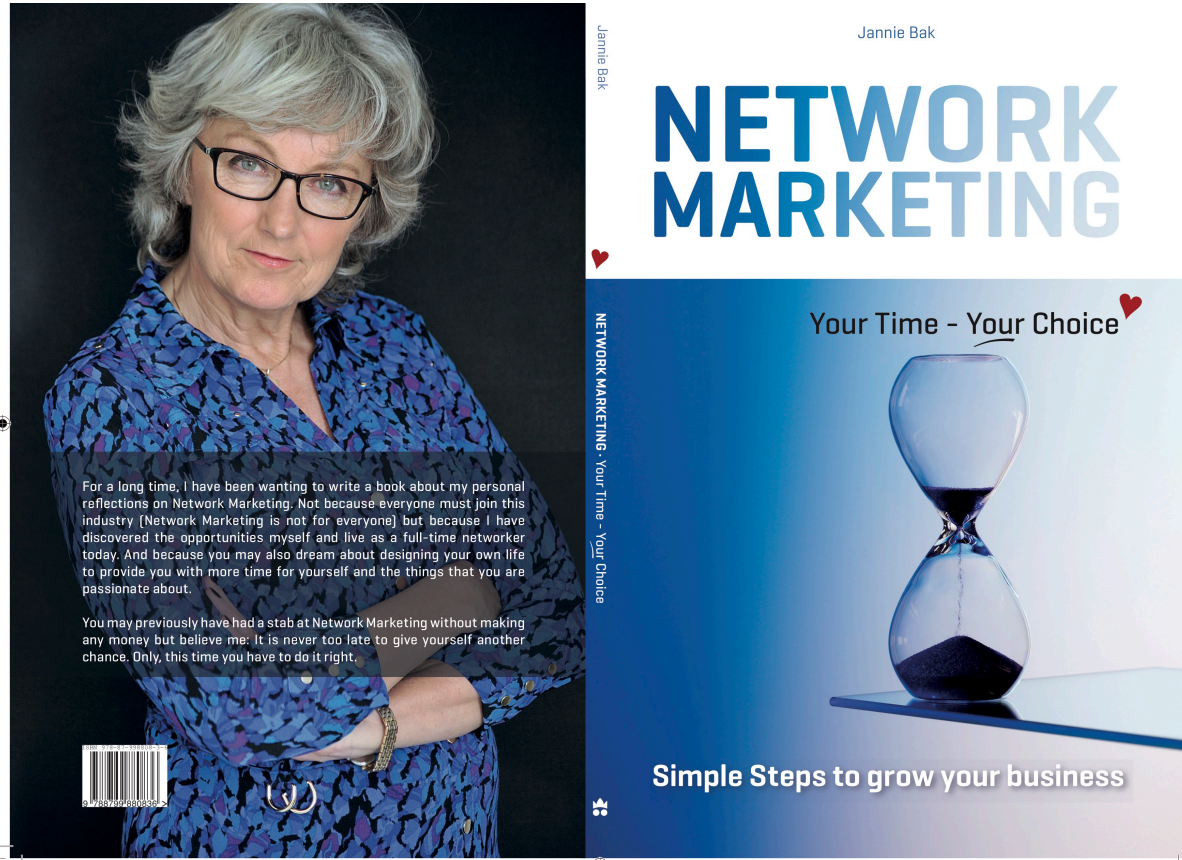
[Follow the Author](#)

[‹ Read more](#)

No Subtitle/No Keywords



Mistake #2: Amateur Cover



How to Succeed in Network Marketing

"The network marketing industry is very fortunate to have such an accomplished entrepreneur!"

-Nancy Failla, International Network Marketing Trainer

"All you need to grow your business or for the brand new distributor taking her first steps." -Belinda Donkin

"Open, honest and exactly what our industry needs." -Annette Hammerich

You may be new to network marketing or have previously have had a stab at it without making any money. It's okay if you haven't found success yet and it's never too late to give yourself another chance with a new perspective. Long-time network marketer, Jannie Bak shares her personal story and reflections on her decades in the business.

Some of the concepts covered in this book include:

- What is network marketing and what are the benefits?
- How to find the best company for you
- What skills are required to succeed?
- Should you represent more than one company?
- How to handle network marketing "haters"
- How to align your business with your passion
- How to find the best mentors

This book also provides a helpful recommended reading list, offers prospecting and follow up techniques, and a 6-step meeting template that feels good to you as you share from the heart.



Jannie Bak, vintage 1958, had a long career in sales and marketing and found her place in life, when she was introduced to Network Marketing. She enjoys public speaking on Network Marketing and love to grow and learn along the way. She is motivated - not by money, but by feelings. Happiness and love are her inner fuel in life, and her dream is to help her friends and colleagues succeed and to inspire thousands of people to live their personal live with joy and passion.

NETWORK MARKETING

JANNIE BAK

NETWORK MARKETING

A START-RIGHT GUIDE TO BUILDING A BUSINESS THAT FEELS GOOD TO YOU



JANNIE BAK

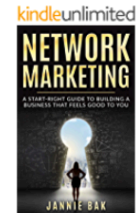
- ◀ Any Department
- ◀ Kindle Store
- ◀ Kindle eBooks
- ◀ Nonfiction
- ◀ Business & Money
- Marketing & Sales**
- Advertising
- Consumer Behavior
- Customer Relations
- Marketing
- Public Relations
- Sales & Selling



Best Sellers in Business Marketing & Sales

Top 100 Paid Top 100 Free

#1

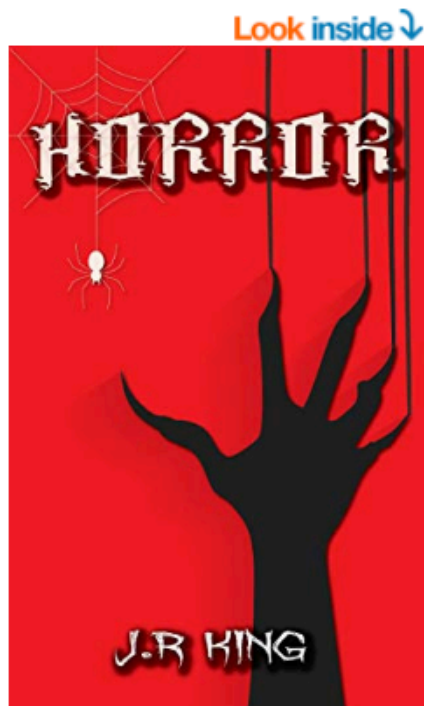


Network Marketing: A Start-Right Guide to...
› Jannie Bak
★★★★★ 2
Kindle Edition
\$0.00

#2

How to Start a...
Lauren McManus
★★★★★ 2
Kindle Edition
\$0.00

Mistake #3: Description that Doesn't Sell the Book



HORROR Kindle Edition

by [J.R King](#) (Author)

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Kindle

\$2.98

[Read with Our Free App](#)

The Darkest Night is a collection of short stories of dark horrors. These stories will raise every hair on your neck as you dive deep into the terror that awaits. Read if you dare.

Length: [106 pages](#) ▾

Word Wise: [Enabled](#) ▾

Enhanced Typesetting: [Enabled](#) ▾

Page Flip: [Enabled](#) ▾

Mistake #4: Keywords are too broad, too narrow, low traffic, or too competitive

Too broad: “happiness”

- (too many competitors)

Too narrow: “books on how to find happiness in life”

- (low search traffic)

Too broad – High search / Very high comp

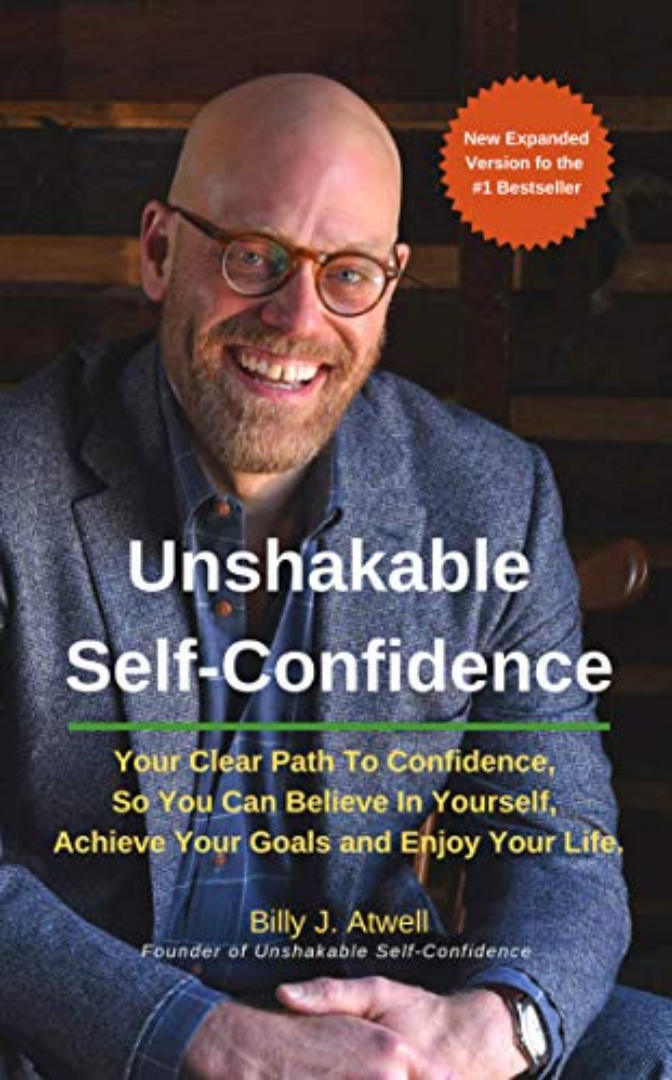
KEYWORD	NUMBER OF COMPETITORS	AVERAGE MONTHLY EARNINGS	GOOGLE SEARCHES/MONTH	EST. AMAZON SEARCHES/MONTH	COMPETITIVE SCORE
happiness	46,308	\$622	110000	8,136	100

Too narrow – Low search / Low comp

KEYWORD	NUMBER OF COMPETITORS	AVERAGE MONTHLY EARNINGS	GOOGLE SEARCHES/MONTH	EST. AMAZON SEARCHES/MONTH	COMPETITIVE SCORE
books on how to find happiness in life	30	\$3	N/A	<100	0

Sweet spot – Moderate search / Low comp

KEYWORD	NUMBER OF COMPETITORS	AVERAGE MONTHLY EARNINGS	GOOGLE SEARCHES/MONTH	EST. AMAZON SEARCHES/MONTH	COMPETITIVE SCORE
stumbling on happiness	40	\$121,228	N/A	530	81



Mistake #5: Poor Category Choices

“Immoral choices”

Amazon Best Sellers Rank: #30,132 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#1 in **Exports & Imports**

#1 in **New Age Divination with Graphology**

#1 in **Sculpture (Kindle Store)**

Poor Category Choices

Product details

File Size: 699 KB

Print Length: 90 pages

Page Numbers Source ISBN: 8799880830

Publication Date: October 30, 2018

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B07K2DDWQC

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

“Too broad. No chance at
bestseller.”

Amazon Best Sellers Rank: #3,041,350 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

#37725 in [Books](#) > [Self-Help](#) > **Success**

#95936 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > **Self-Help**

Publication Date: October 30, 2018

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B07K2DDWQC

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

1 DAY AFTER: Category selection optimized

Amazon Best Sellers Rank: #3,048,667 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

#207 in [Kindle Store](#) > [Kindle eBooks](#) > [Business & Money](#) > [Marketing & Sales](#) > [Marketing](#) > **Telemarketing**

#230 in [Kindle Store](#) > [Kindle eBooks](#) > [Business & Money](#) > [Entrepreneurship & Small Business](#) > [Home-Based](#) > **Sales & Selling**

#334 in [Kindle Store](#) > [Kindle eBooks](#) > [Business & Money](#) > [Marketing & Sales](#) > [Sales & Selling](#) > **Sales Presentations**

ASIN: B07K2DDWQC

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

After complete Amazon Optimization

Amazon Best Sellers Rank: #111,234 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

#10 in **Service Industry (Kindle Store)**

#12 in **Telemarketing (Kindle Store)**

#14 in **Retailing Industry (Kindle Store)**

Mistake #6: Editorial Reviews

- Not enough reviews
- Reviews not credible
- Formatting errors

Editorial Reviews



No editorial reviews!

About the Author

Ed Halliwell is a mindfulness teacher and writer, and co-author of *The Mindful Manifesto: How Doing Less and Noticing More Can Help Us Thrive in A Stressed-Out World* (2012). He leads public mindfulness courses, workshops and retreats, as well as mindfulness sessions in organisations. Ed is also advisor to and former co-director of The Mindfulness Initiative, which is supporting the All-Party Parliamentary Group on Mindfulness to develop mindfulness-based policies for the UK. He wrote the Mental Health Foundation's 'Be Mindful Report', which spearheaded an influential campaign to fund mindfulness training in the NHS. Ed is a faculty member of the School of Life in London.

Editorial Reviews

Review

Abramson tells a powerful and eye-opening story that sets this book apart from other self-improvement titles. Infused with humility and self-awareness, his expertise feels hard-won, credible, and real. A poignant and vivid personal story designed to help others recognize their mental roadblocks.

-Kirkus Review

You Can Choose Your Life is a thoughtful, kind, real guide that will introduce you to how to discover your own freedom.

-Tama Kieves, Best-selling author of *Thriving Through Uncertainty*

I highly recommend You Can Choose Your Life as a must on your reading list. Assertively yet gently, Abramson invites you to bring down barriers that you may have set up for yourself that keep you from living life as you truly wish to live it.

-Stephen Eric Levine, Author of *A Storm Chaser's Journey to Paradise*

It's apparent the author has put heart and soul into this book, both a personal and spiritual reflection on his life and how choice can make all the difference.

-Rev. Dr. Daniel Kanter, Senior Minister of First Unitarian Church of Dallas

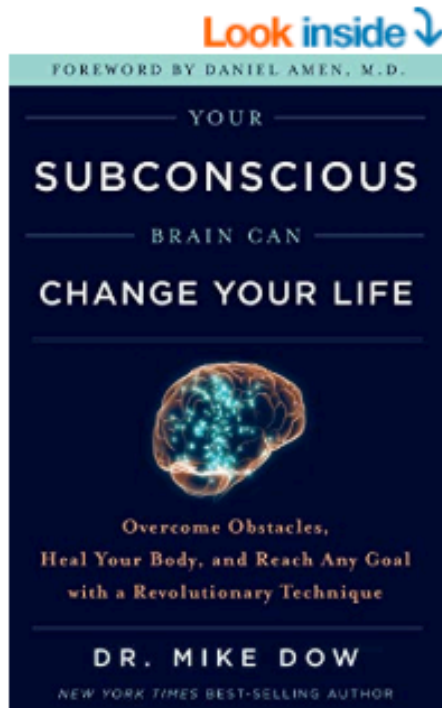
Abramson has presented an approach that allows us to explore for ourselves some of the biggest questions that stand in the way of us having a life we want.

-Alice V. Ruffel, PsyD, Clinical Psychologist

If you choose to read this book, you may discover what is holding you back in life, and what you can do to make your life more fulfilling.

-Steven Land Taylor, Author of *Row, Row, Row Your Boat: A Guide for Living Life in the Divine Flow*

Mistake #7: Price Too High



Your Subconscious Brain Can Change Your Life: Overcome Obstacles, Heal Your Body, and Reach Any Goal with a Revolutionary Technique Kindle Edition

by [Mike Dow](#) (Author)

★★★★☆ 15 customer reviews

> [See all 2 formats and editions](#)

Kindle
\$21.48

Hardcover
\$17.70

Read with Our **Free App**

36 Used from \$17.92

51 New from \$17.70

Price too Low

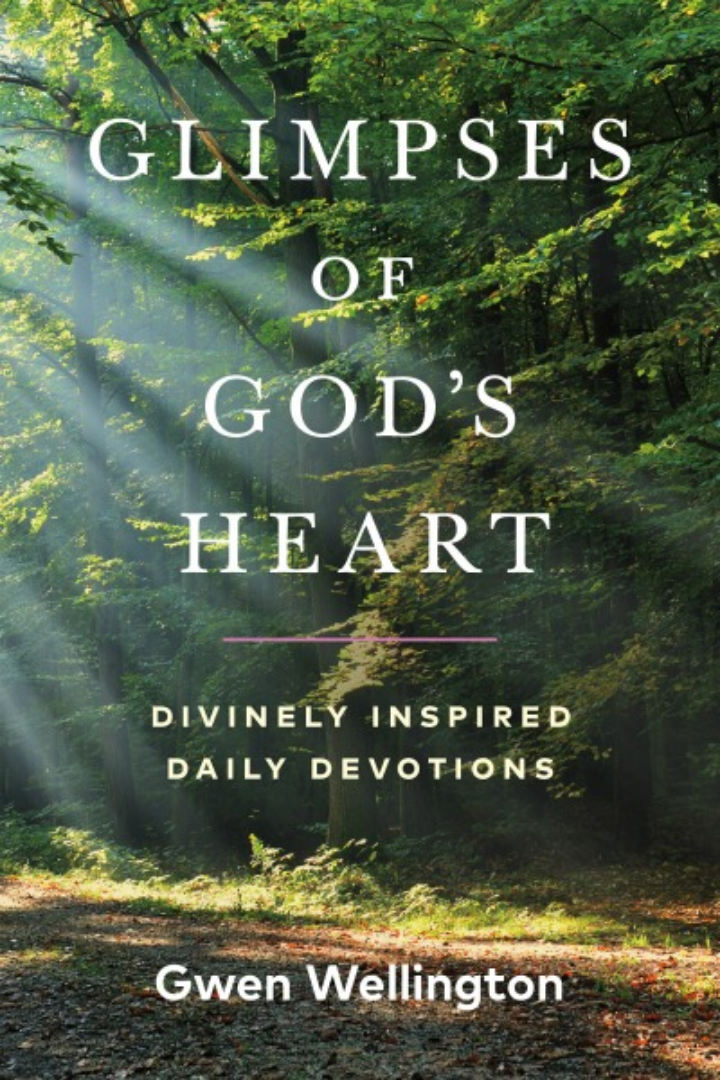
Pricing & Royalty

<u>Primary Marketplace</u>	<u>List Price</u>	<u>Rate</u>	<u>Printing</u>	<u>Royalty</u>
Amazon.com ▾	\$ 15.95 USD Min. \$10.54, Max. \$250.00 ▾ All marketplaces are based on this price	60%	\$6.32	\$3.25
Expanded Distribution ▾	<input type="checkbox"/>	40%	\$6.32	\$0.06

6 other marketplaces ▾



LIVE OPTIMIZATIONS



GLIMPSES OF GOD'S HEART

DIVINELY INSPIRED
DAILY DEVOTIONS

Gwen Wellington

CASE STUDY

Published December 2017 – initial flurry of sales and International Bestseller status.

“Then sales plummeted as did my euphoria.”

In early 2018 hired Geoff to do Amazon makeover.

- New subtitle
- New front cover
- New copy for the back cover
- Reformatted book interior
- Created an Author Central page and uploaded my editorial reviews
- New book description for Amazon
- Optimized key words and categories
- Amazon Ads
- 3,248 downloads from 5-day free campaign
- #1 bestseller status in all ten categories.

◀ Any Department

◀ Kindle Store

◀ Kindle eBooks

◀ Religion & Spirituality

◀ Christian Books & Bibles

Theology

Angelology &
Demonology

Anthropology

Apologetics

Christology

Ecclesiology

Eschatology

Ethics

History

Liberation

Pneumatology

Saints & Sainthood

Soteriology

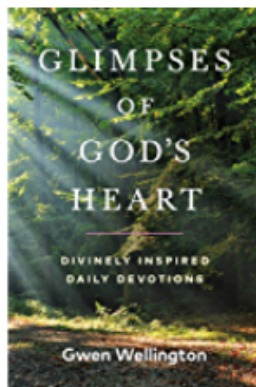
Systematic

Best Sellers in Christian Liberation

Top 100 Paid

Top 100 Free

#1



[Glimpses of God's Heart: Divinely Inspired](#)

Gwen Wellington

★★★★★ 10

Kindle Edition

\$2.99

◀ Any Department

◀ Kindle Store

◀ Kindle eBooks

◀ Religion & Spirituality

◀ Christian Books & Bibles

**Bible Study &
Reference**

Atlases

Bible Study

Biographies

Commentaries

Concordances

Criticism &
Interpretation

Dictionaries &
Encyclopedias

Handbooks

History & Culture

Language Studies

Meditations

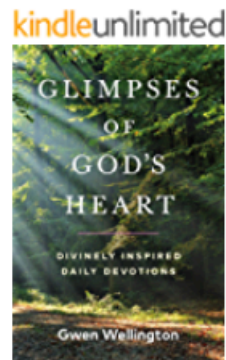
New Testament Studv

Best Sellers in Christian Reference

Top 100 Paid

Top 100 Free

#1



[Glimpses of God's Heart: Divinely Inspired Daily...](#)

Gwen Wellington

★★★★★ 10

Kindle Edition

\$0.00

#2



“I am proud of my presence, and my book’s presence, on Amazon.”

—**Gwen Wellington**

#1 Bestselling author of *Glimpses of God’s Heart*

“Done For You” Amazon Makeover

- Title, subtitle, cover & interior recommendations
- Copywriting for Amazon description
- Amazon Keywords recommendations (high traffic/low competition)
- Amazon Category recommendations (10 eBook + 10 book)
- Author Central optimization
- Pricing recommendations
- Make all the Amazon changes on your behalf
- Amazon Ads campaign set up
- One phone consultation + email access

Only \$697.00



“In the space of one day the book hit #2, and the next day it was #1 in more than one category. Having someone with this level of start to finish publishing savvy and the technical expertise in marketing strategy and execution is simply revolutionary.”

—Dr. Lisa Turner

Feb 10...

Amazon Best Sellers

Compare popular products based on sales. Updated hourly.

6 weeks later...

Amazon Best Sellers Rank: #43,719 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

#1 in **Energy Efficient Home Design**

#1 in **Contracting Engineering**

#1 in **Roofing Engineering**

Transportation

< Engineering

< Civil

Construction

Carpentry

Contracting

Electrical

Estimating

Heating, Ventilation
& Air Conditioning

Masonry

Plumbing

Roofing

#1

kindleunlimited

House Keys

The Essential Homeowner's Guide to Spring
Haven, Home, and Your Family's Health:
Finding, Selling, and Maintaining a Home



Lisa Turner

House Keys: The Essential Homeowner's Guide to...

> Lisa Turner

★★★★★ 32

Kindle Edition

\$4.99

#2

Mar

> C.V.

★★★

Kind

\$81



Product details

File Size: 9314 KB

Print Length: 458 pages

Publisher: Turner Creek Publishing; 1 edition (June 14, 2017)

Publication Date: June 14, 2017

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B0721TJVGZ

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Amazon Best Sellers Rank: #313,934 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

#210 in Kindle Store > Kindle eBooks > Business & Money

#261 in Kindle Store > Kindle eBooks > Crafts, Hobbies & Home

#521 in Books > Business & Money > Real Estate > **Buy!**

Feb 12 - 2 days after Amazon Makeover...

Amazon Best Sellers Rank: #67,238 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

#1 in Kindle Store > Kindle eBooks > Crafts, Hobbies & Home

#1 in Kindle Store > Kindle eBooks > Engineering & Technology

#2 in Kindle Store > Kindle eBooks > Crafts, Hobbies & Home

Interested in a
“Done for You” Amazon Makeover?

Schedule a 15-min discovery call:
geoffaffleck.com/call

Not everyone can afford \$697...

and you may prefer to learn how to
do this on your own.

That's why I've created the...

AMAZON BOOTCAMP

Tweak your Amazon Listing to Sell More Books

A step-by-step system with #1 bestselling author
and self-publishing coach, Geoff Affleck



Course Overview

Module 1: Making a First Impression

- Title, sub-title, cover, back cover, interior + *list building*

Module 2: Copy that Converts

- Description, Editorial Reviews

Module 3: Getting Discovered

- Keywords, Categories

Module 4: Re-launch Your Book

- Pricing, Promotions, Amazon Ads, Re-launch Blueprint



Course Overview

- Four 90–min video training modules with step–by–step instructions for optimizing your Amazon listing
- Lifetime access to the training
- Resources, templates, checklists
- Facebook group



What Would This Be Worth To You?

You may be losing out on **hundreds of dollars** *every single month* by having a poorly optimized Amazon listing.

What if you could sell just **one more eBook** and **one more paperback** each day?

- 70% Royalty on \$2.99 eBook = $\$2.05 \times 30 \text{ days} = \61.50
- Royalty on \$14.99, 200-page paperback = $\$5.75 \times 30 \text{ days} = \172.50
- Total Royalty = $\$234/\text{month} = \$2,808/\text{year}$

Bonuses

I want to support you and help you to know where to focus your attention so that you actually do this and get results...



Bonus 1: Amazon Scorecard

I'll personally review your book listing and give you a 20-point assessment with comments on my Amazon Scorecard (\$100 value)



Amazon Scorecard

Author: Sally Smith

Book Title: A True Story That I Made Up

Rating 1= Poor
5=Excellent

	1	2	3	4	5
1. The title is catchy, memorable, and/or evokes emotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2. The subtitle gives a clear indication of what the book is about	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The text on the cover can be read on a Amazon thumbnail	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The cover design is clean and professional	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The cover image and colors help convey what the book is about	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. The interior design is professionally formatted	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. There is a link in the front of the book to the author's opt-in page	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. The eBook's price is appropriate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
9. The print book's price is appropriate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10. The Amazon description sells the book by being reader-centric	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. The description is the optimal length	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. The description uses headings, bold, italics, bullets and other html formatting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. There is a call to action at the end of the description	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. The keywords are optimized for high search/low competition	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. There are at least 5 editorial reviews	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. The editorial reviews are correctly formatted	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. The book is in 10 categories in the Kindle Store and 10 in the Book Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
18. The categories have been strategically chosen (low competition)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. The Author Central page has been optimized (About the Author, From the Author, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. The book has enough Amazon customer reviews	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TOTAL SCORE (max 100)

66

Comments:

Your book has a great title and the subtitle is keyword-rich. The cover is great but make the subtitle larger so it can be read on an Amazon thumbnail. Your pricing is right on. Add a bold headline to the description and a call to action. Remove the cover designer's name from the description. Your categories look good but we will research that to be sure. Consider adding a link for a free gift download to the inside cover of the book if you want to build your email list. Work on getting some editorial reviews now. Look Inside is not enabled yet.



Bonus 2: Personal Support

Personal Support

- **FOUR** LIVE 60-min Q&A Zoom calls
- Recordings available + Email your questions if you can't make it live
- Email Q&A support via the course website

(\$600 value)





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In case you decide to get a new cover, fix some formatting issues, or are working on a new book...

Access to my “Rolodex” of trusted outsourcers:

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Value of course and
bonuses: ~~\$997+~~

ONLY \$297

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Amazon Bootcamp Home

MODULE 1

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House Keys

The Essential Homeowner's Guide to Saving Money, Time, and Your Sanity Building, Buying, Selling, and Maintaining a Home



Lisa Turner

CASE STUDY

Published June 2017 with bestseller status
32 Amazon reviews
Feb 2019 Amazon Optimization

- Decided not to make changes to subtitle or cover for now
- New book description
- Improved high traffic/low comp keywords
- 10 new strategic categories
- Added editorial reviews
- Revised price
- Amazon Ads campaign
- #1 bestseller status in 3 categories.

This Works!



Ariann Thomas

April 19 at 11:50 AM

After taking Geoff's Amazon Best Seller course, my book hit the Best Seller list in 3 categories and has been on the best seller list for a week in at least 1 category. Yeah Geoff. Thanks for the help.



6 Comments Seen by 35

Merryl Hammond

"Mad Like Me" is #1 on Kindle!

To: Geoff Affleck

Hi Geoff,

Thought you'd like to know that "Mad Like Me" just hit #1 in bipolar category in the Kindle Store, and it's #7 in paperback. Delighted with that!

Cheers for now,
Merryl
Merryl Hammond, PhD

Mad Like Me: *Travels in Bipolar Country*
A memoir
merrylhammond.com

Product details

File Size: 13720 KB

Print Length: 287 pages

Publisher: Consultancy for Alternative Education (CAE Canada); 2 edition (September 4, 2018)

Publication Date: September 4, 2018

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B07H43QYGS

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Amazon Best Sellers Rank: #42,902 Paid in Kindle Store (See [Top 100 Paid in Kindle Store](#))

#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Health, Fitness & Dieting](#) > [Counseling & Psychology](#) > [Mental Health](#) > **Bipolar Disorder**

#3 in [Kindle Store](#) > [Kindle eBooks](#) > [Medical eBooks](#) > [Diseases](#) > **Brain**

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Best Sellers in Bipolar Disorder

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#1



Mad Like Me: Travels in Bipolar Country

> Merryl Hammond

★★★★★ 8

Kindle Edition

\$4.93

“Geoff’s stuff works...”

From: N Hughes
Subject: Epic
Date: March 5, 2019 at 2:49:07 PM PST
To: "geoff@geoffaffleck.com" <geoff@geoffaffleck.com>

Hey Geoff,

Just wanted to say that today's session was worth the price of the whole course. Great stuff.

Regards

Nick Hughes
Author of *How to Be Your Own Bodyguard*

Product details

File Size: 1220 KB

Print Length: 326 pages

Publication Date: October 1, 2011

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B005Z8L6YG

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Amazon Best Sellers Rank: #10,372 Paid in Kindle Store (See Top 100 Paid in Kindle Store)

#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Health, Fitness & Dieting](#) > [Exercise & Fitness](#) > [Martial Arts](#)

#3 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Sports](#) > [Individual Sports](#)

#5 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Travel](#) > [Reference](#)



Nicholas Hughes ▸ Geoff Affleck

1 hr · 🌐

If any of you are wondering if Geoff's stuff works I just hit #1 on Amazon by following his advice on categories and key words.

The screenshot shows the Amazon product page for the book "How to Be Your Own Bodyguard: Skills for Clients in Hostile Environments" by Nick Hughes. The page is viewed on a mobile device. At the top, there is a navigation bar with the Amazon Prime logo, a search bar, and delivery location information: "Deliver to Nicholas Cornelius 28031". Below the navigation bar, there are links for "Buy a Kindle", "Kindle eBooks", "Kindle Unlimited", "Prime Reading", "Best Sellers & More", and "Kindle Store". The main content area features the book cover, which shows three people in professional attire. The book is priced at \$1.99 for the Kindle edition and \$17.99 for the paperback. It is marked as a "#1 Best Seller" in the Martial Arts category. The page also includes a "Follow the Author" section for Nick Hughes and a "Read more" link.

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