



**Chris Kyle, Host**  
Online Learning Expert  
#1 Bestselling Author



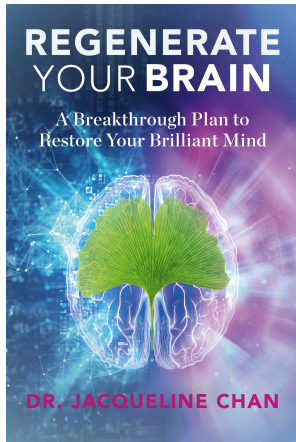
**Geoff Affleck, Presenter**  
Amazon Expert &  
#1 Bestselling Author

# AMAZON OPTIMIZATION CLINIC

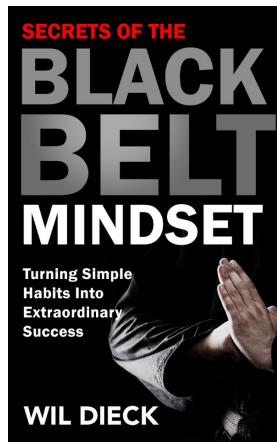
How to sell *a lot* more books by tweaking your Amazon listing

# Who is This Training For?

Self-published authors &  
those about to publish a book



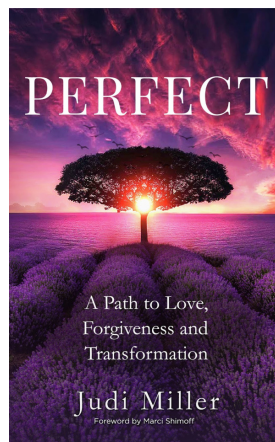
Health



Self-help



Memoir




Spirituality



Business

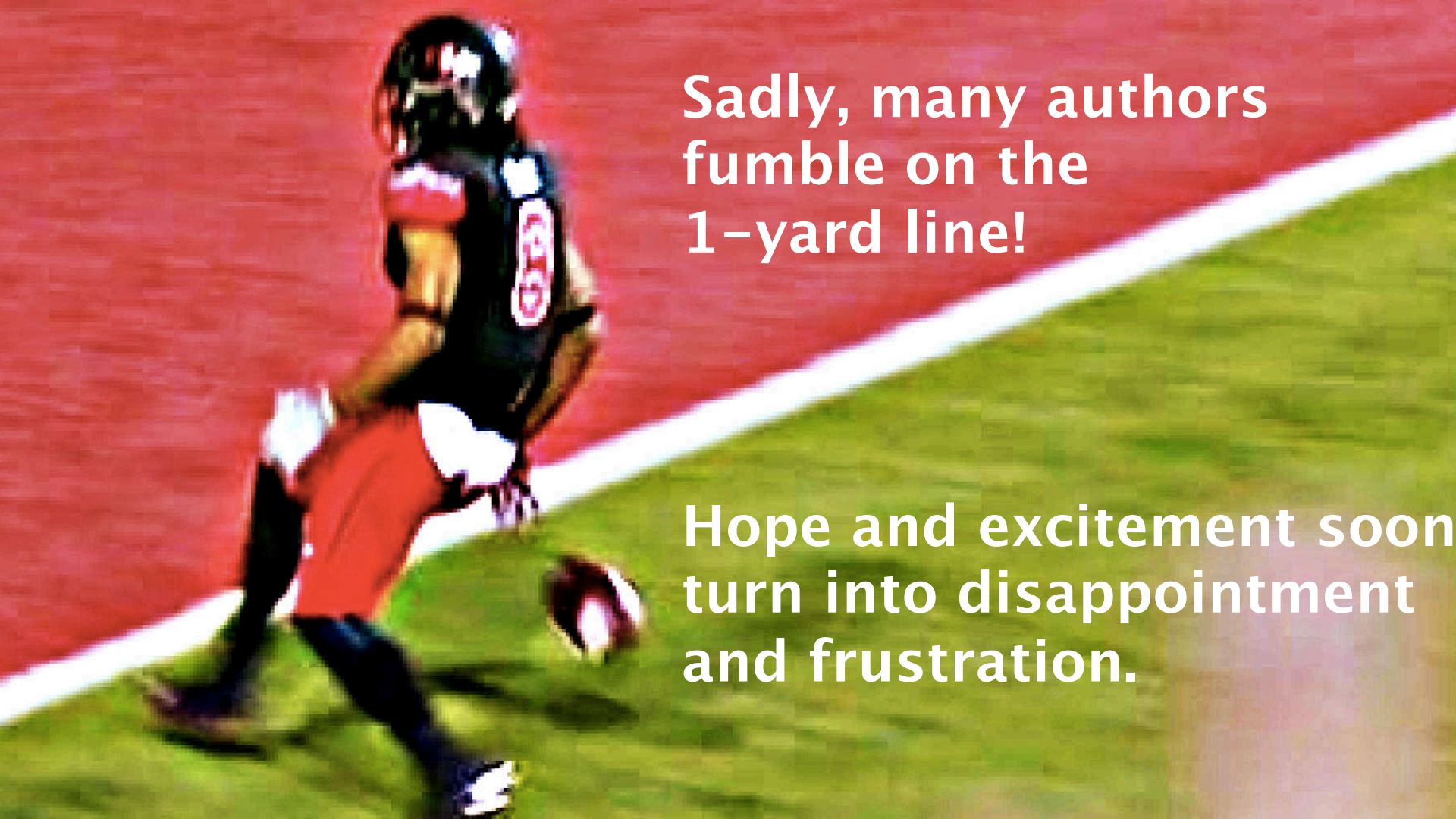


Fiction

A woman with short, wavy grey hair and blue eyes is looking off to the side with a thoughtful expression. She has her hand resting against her cheek. In the foreground, there is a stack of papers and a pair of red-rimmed glasses. The background is a warm, dimly lit room with a lamp and a window.

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





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

**Hope and excitement soon  
turn into disappointment  
and frustration.**



## Amazon Bestseller Rank (What's This?)



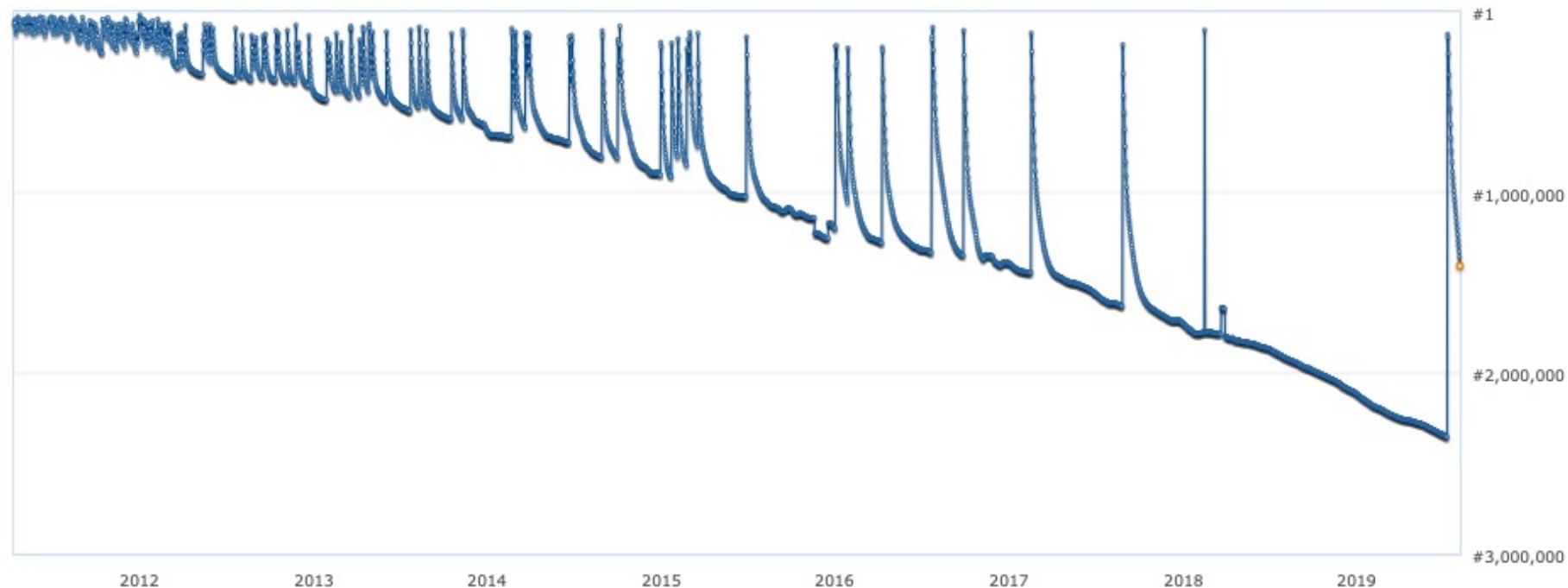
Food: A Love Story: 30 Days...



Format: Kindle Edition, April 2010

As of today: [2 Weeks](#) | [1 Month](#) | [6 Months](#) | [1 Year](#) | [2 Years](#) | **All Available**


This format of "Food: A Love Story: A Modern..." is currently ranked **#1,406,291** out of over one million books in the Kindle Store. (updated hourly)



What if you  
could sell just  
one more  
Kindle 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!**

If optimizing your listing could accomplish that, would it be worth doing?



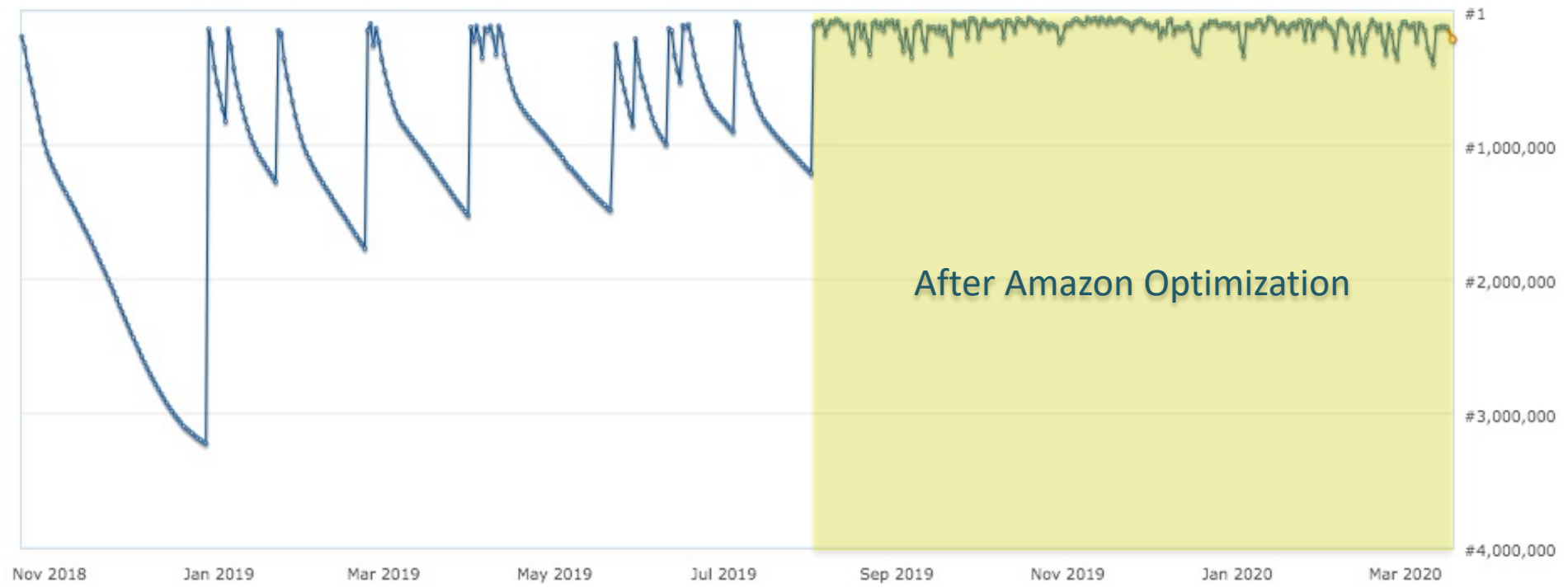
## Amazon Bestseller Rank (What's This?)

# Winning the Injury Game: How to Stop Chronic...

Format: **Kindle Edition, October 2018** ↕


As of today: [2 Weeks](#) | [1 Month](#) | [6 Months](#) | [1 Year](#) | **All Available**


This format of "Winning The Injury Game:..." is currently ranked **#208,926** out of over one million books in the Kindle Store. (updated hourly)





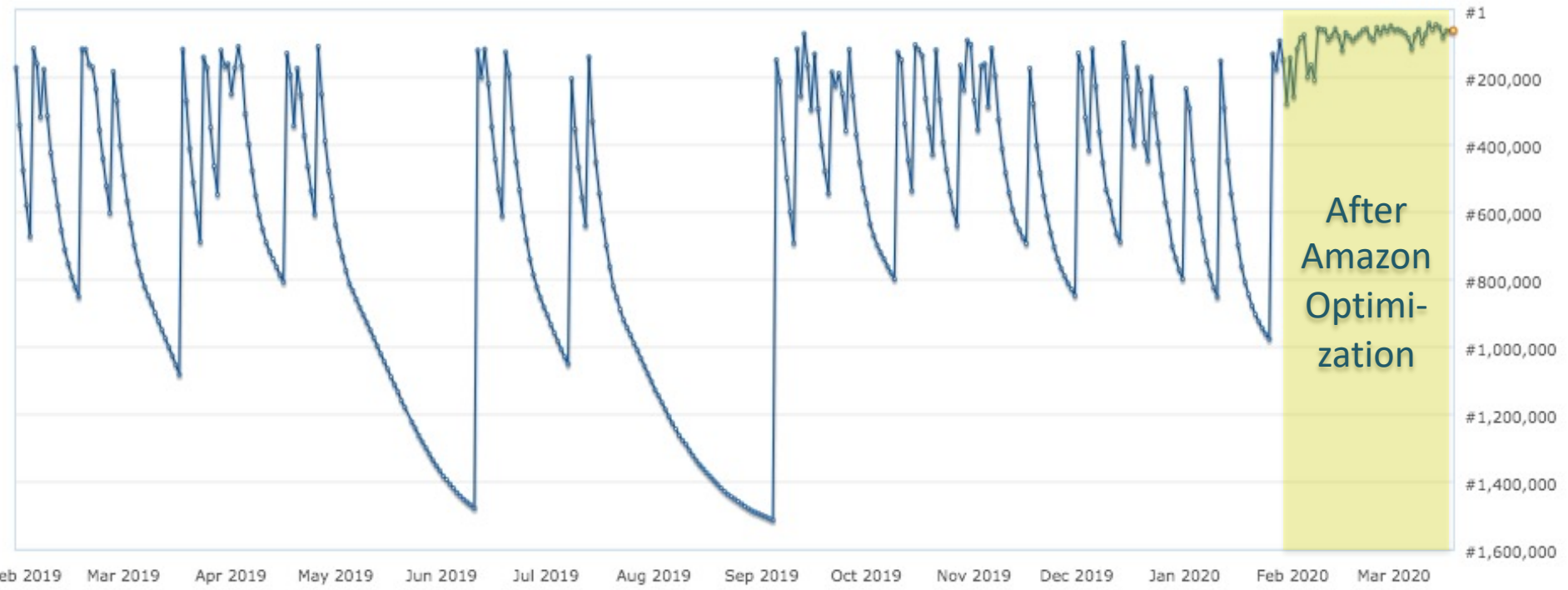
# Amazon Bestseller Rank (What's This?)

 Flat Gut After 50: 5 Simple... 

Format: Kindle Edition, January 2019 

As of today: 2 Weeks | 1 Month | 6 Months | 1 Year | **All Available**

This format of "Flat Gut After 50: 5 Simple..." is currently ranked **#60,284** out of over one million books in the Kindle Store. (updated hourly)





I help authors self-publish  
and launch new books

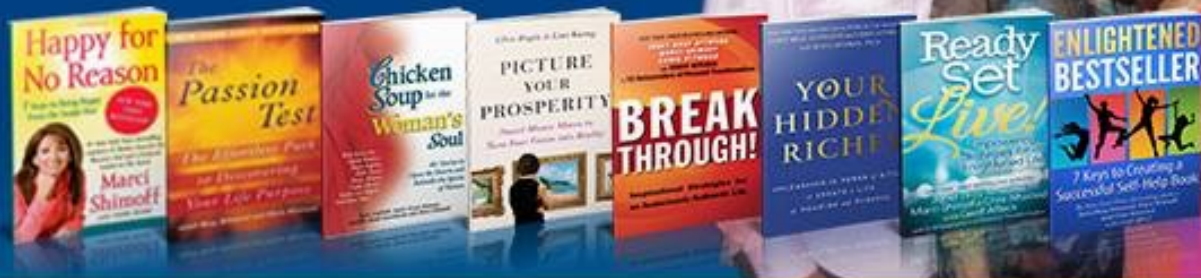
AND...

Revive and relaunch  
books that are not selling.



# ENLIGHTENED BESTSELLER

HELPING YOU CREATE YOUR BESTSELLING  
BOOK AND SPEAKING CAREER

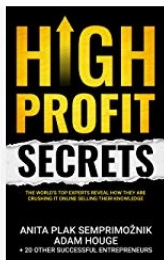






# Geoff Affleck

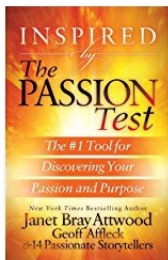
Following Follow to get new release updates and improved recommendations



\$0.99 Kindle Edition



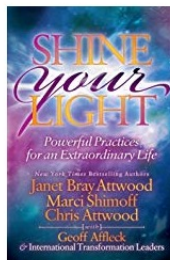
\$0.00 Kindle Edition



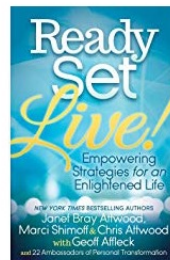
\$14.84 Paperback



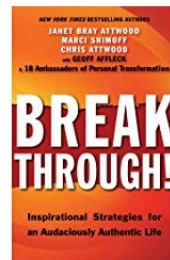
\$2.99 Kindle Edition



\$8.01 Paperback



\$17.95 Paperback



\$10.69 Kindle Edition



\$11.82 Kindle Edition

## About Geoff Affleck

Six-time #1 bestselling author and award-winning publishing consultant Geoff Affleck works with authors to create their books, build their author platforms, and reach more readers. Geoff is also the creator of the Bestseller Bootcamp suite of author training and mentoring programs.

Geoff's books include: Read more

## Author Updates



## Customers Also Bought Items By

## Books By Geoff Affleck

# Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

◀ Any Department

◀ Kindle Store

◀ Kindle eBooks

◀ Computers & Technology

Tech Culture & Computer

Literacy

Blogging

Computer Literacy

E-Commerce

Electronic Publishing

Information Technology

Internet

**Online Services**

Podcasting &

Webcasting

Search Engines

Social Aspects

Social Media

## Best Sellers in Online Services

Top 100 Paid

Top 100 Free

#1



5 Things Every First-Time Author Needs to Know:...

> Geoff Affleck

★★★★☆ 127

Kindle Edition

**Best Sellers Rank:** #1,076 Free in Kindle Store (See Top 100


#1 in [Online Advertising](#)

#1 in [Online Services](#)

#2 in [Sales & Selling Techniques](#)

**Customer Reviews:** ★★★★★ ▾ 127 ratings

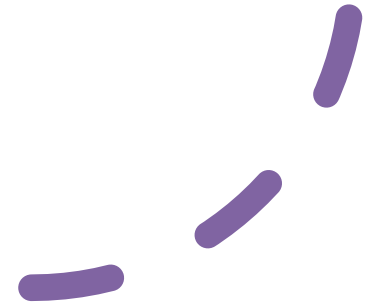
# What We'll Cover

1. Amazon buyer behavior
  2. Live Amazon optimizations
  3. 7 steps to optimize your Amazon listing
  4. How I can help you
- 



# How do Amazon shoppers find your book if they don't know it exists?

- a. Amazon keyword search
- b. Sponsored products (Amazon Ads)
- c. Amazon suggestions:
  - Books you may like
  - Customers also viewed these products
  - Targeted emails
- d. Bestseller lists
- e. Hot New Releases lists
- f. Book promotion websites
- g. Free promotions
- h. Kindle Countdown deals





# What influences search results?

- a. Keywords
  - a. in title & subtitle
  - b. Amazon Ads
- b. Sales
  - a. Lifetime
  - b. Recent
- c. Reviews & Ratings
  - a. Total number
  - b. Recent reviews
  - c. Star rating



**What  
influences  
sales?**

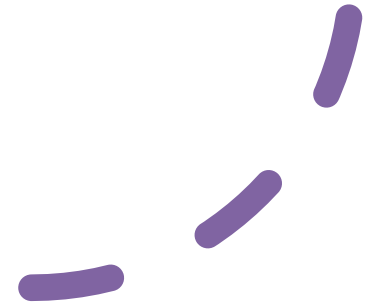
**TRAFFIC**

**X**

**CONVERSION**

**=**

**SALES**

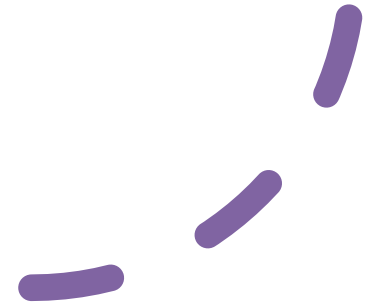




**What  
influences  
conversion?**

## **A.I.D.A**

- ATTENTION**
- INTEREST**
- DESIRE**
- ACTION**



# 1. ATTENTION

## (Why they click to your listing)



The HeART of Laser-Focused Coaching: A Revolutionary Approach to Masterful Coaching

by [Marion Franklin](#) | Sep 25, 2019

★★★★☆ ~ 245

**Paperback**

\$19<sup>95</sup>

Ships to Canada

More Buying Choices

\$13.95 (15 used & new offers)

**Audible Audiobook**

\$0<sup>00</sup> ~~\$24.95~~

Free with Audible trial

Available instantly

**Kindle**

\$7<sup>89</sup> ~~\$19.95~~

Available instantly

Great On Kindle: A high quality digital reading experience.

- Title
- Cover design

## 2. INTEREST

### (Why they consider your book)

- Subtitle
- Number of reader reviews
- Description headline
- Description first paragraph
- Price

**The Heart of Laser-Focused Coaching: A Revolutionary Approach to Masterful Coaching** Kindle Edition

★★★★★ 245 ratings

Kindle <b>\$7.89</b> Earn a <b>\$1.00 credit</b>	Audiobook \$0.00 Free with your Audible trial	Paperback \$19.95 7 Used from \$13.95
--	---	---

**Great on Kindle**

**Great Experience. Great Value.**  
Enjoy a great reading experience, with a **\$1.00 credit** back to spend on your next **Great on Kindle** book when you buy the Kindle edition of this book. [Learn more](#) about **Great on Kindle**, available in select categories.

**What would it mean for your coaching if you got right to the heart of the matter — every time? You can. Learn rarely taught tips and concepts that will immediately elevate your coaching while avoiding the common pitfalls.**

New and experienced coaches alike will benefit greatly from the detailed strategies and wisdom shared  
[Read more](#)

Print List Price: ~~\$19.95~~  
Kindle Price: **\$7.89**  
Save \$12.06 (60%) includes free international wireless delivery via **Amazon Whispernet**

**Earn a \$1.00 credit** to spend on your next **Great on Kindle** book

Buy now with 1-Click®

Add Audible narration to your purchase for just **\$7.49**

Deliver to:  
Your Kindle Library

Send a free sample

Deliver to:  
Your Kindle Library

Give as a Gift

### 3. DESIRE

**(Is this book worth my time and money?)**

- a. Description copy
- b. Transformational promise (non-fiction) or Tease the story (fiction)
- c. Look Inside
- d. Editorial Reviews
- e. Amazon Reviews
- f. Author info
- g. Bestseller Ranking



## 4. ACTION

**(Influence them to click the Buy Now button)**

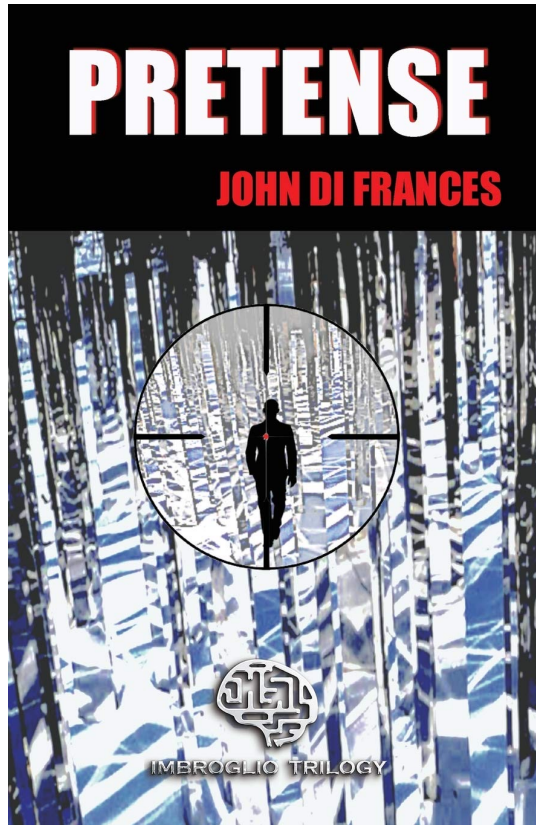
- a. Call to action in Description
- b. Look Inside
- c. Price is justified
- d. Price promotions



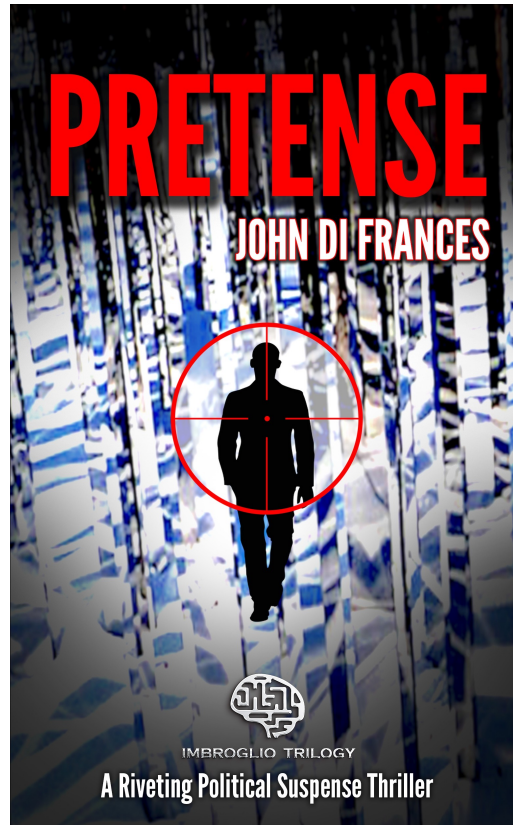
# 7 Tweaks to Optimize Your Amazon Listing

1. Title & Subtitle
2. Cover & Interior Design
3. Persuasive Description
4. 7 Great Keywords
5. Strategic Categories
6. Editorial Reviews/Author Central
7. Price





Before




After

Include  
Keywords in  
Title/Subtitle



Jannie Bak

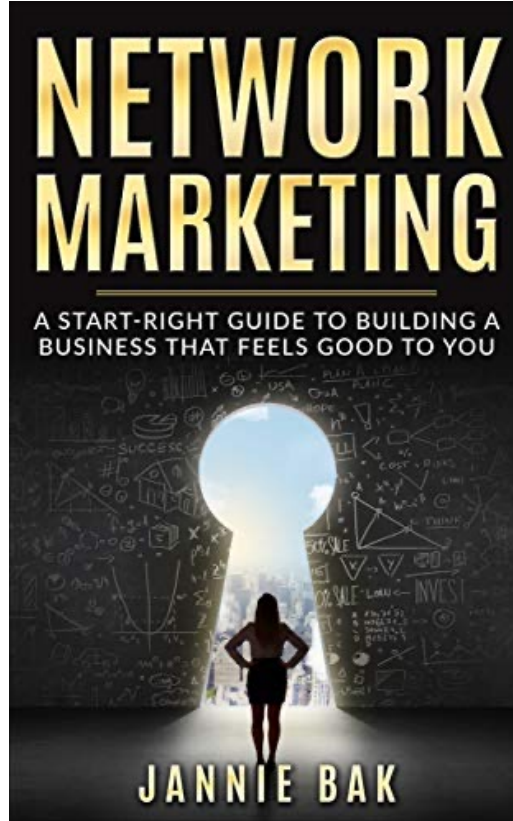
# NETWORK MARKETING

Your Time - Your Choice 



Simple Steps to grow your business

Before



After

**Professional  
Cover that  
Pops!**

# High Search/Low Competition Keywords

Keyword	# Monthly Searches	# Competitors	Comments
relationships	5,489	53,112	Good traffic/High comp
relationship advice	10,298	40,849	Med traffic/High comp
how to find love	<100	20,542	No traffic/high comp
how to find love over 50	39,170	909	High traffic/low comp
dating advice for smart women	1,676	140	Low traffic/very low comp
dating advice for women over 50	<100	108	Low traffic/low comp
I need love advice	18,689	565	High traffic/low comp

# Before

## Keywords

Choose up to 7 keywords that describe your book. [How do I choose keywords?](#) ▾

### Your Keywords (Optional)

bible

bible study

bible commentary

bible verses

memory

remember

christian books

# Optimized

## Keywords

Enter up to 7 search keywords that describe your book. [How do I choose keywords?](#) ▾

### Your Keywords (Optional)

games to improve memory

ways to remember the bible recall the bible

important bible verses kjv

memorize bible verses

how to learn bible verses

bible verses about encouragement

free bible games for adults

# Not in Enough Categories

## 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

**Enhanced Typing:** Enabled

**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**

“No chance at bestseller.”

**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)**





## Amazon Bestseller Rank (What's This?)

### Remembering Shanghai: A Memoir of Socialites,...

Format:  ▾

As of today: [2 Weeks](#) | [1 Month](#) | [6 Months](#) | [1 Year](#) | **2 Years** | [All Available](#)

This format of "Remembering Shanghai: A..." is currently ranked **#20,971** out of over one million books in the Kindle Store. (updated hourly)



# 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



# Training Overview

- Video training modules with step-by-step instructions to optimize your Amazon listing
- Lifetime access
- Resources, templates, checklists
- Facebook group



# What You'll Learn

1. How to optimize your title and subtitle
2. Cover design principles that sell
3. An easy way to build your email list
4. Pro copywriting techniques for a sizzling description and how to format it correctly
5. How to find the 7 best high search/low competition keywords
6. A system to quickly sift through 32,081 Amazon categories to find the best 10+10
7. Ways to get more editorial and reader reviews
8. How to format editorial reviews for Author Central
9. Two blueprints to relaunch your book (or launch a new book)
10. Generate 500+ keywords for Amazon Ads and set up ad campaigns

What  
could this  
be worth  
to you?

Remember earlier we calculated...

- 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**





Course Value:  
~~\$3,326/yr~~

**\$397**

[geoffaffleck.com/amazon](https://geoffaffleck.com/amazon)

# BONUSES

I want to help you do this ...

so that you actually get results!

Register Now: [geoffaffleck.com/amazon](https://geoffaffleck.com/amazon)



# Bonus 1 (\$600 value)

## My Personal Advice

- **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



Register Now: [geoffaffleck.com/amazon](https://geoffaffleck.com/amazon)



# Bonus 2 (\$100 value) Amazon Scorecard

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

Register Now: [geoffaffleck.com/amazon](http://geoffaffleck.com/amazon)



## 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 3 (\$1,000 value)

### **Access to my “Rolodex” of service providers:**

- Top-notch cover designer from \$10
- Interior designer (\$0.75 per page)
- eBook formatter (\$0.25 per page)
- Editor (fixed price)
- Proofreader (fixed price)

Register Now: [geoffaffleck.com/amazon](https://geoffaffleck.com/amazon)





## Bonus 4 (\$197 value) Bestseller Bootcamp Online Course

My flagship online course offering step-by-step guidance for writing, publishing and launching your next book.



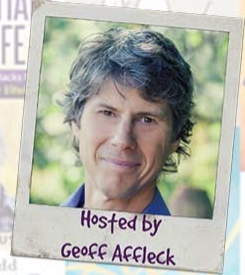
Register Now: [geoffaffleck.com/amazon](https://geoffaffleck.com/amazon)



# Bonus 5 (\$197 value)

Learn How to Sell More Books and Build Your Author Platform at the

# Book Marketing Experts Online Summit



Adam Houge



Alinka Rutkowska



Chris Van Buren



Debbie Drum



Dave Chesson



Kathryn Guylay



Derek Doepker



Kelsye Nelson



Jesse Krieger



Penny Sansevieri



John Tighe

Register Now: [geoffaffleck.com/amazon](http://geoffaffleck.com/amazon)

# Quick Recap

**Amazon Bootcamp Course (\$3,326+ per year value)**

**BONUS 1:** 4 x 1-hr LIVE Q&A calls (\$600)

**BONUS 2:** Amazon Scorecard (\$100)

**BONUS 3:** Referrals to my designers and editors (\$1,000)

**BONUS 4:** Bestseller Bootcamp (\$197)

**BONUS 5:** Book Marketing Experts Summit (\$197)

**TOTAL: \$5,520**

Register Now: [geoffaffleck.com/amazon](https://geoffaffleck.com/amazon)



**BONUS**  
**Sign up within**  
**the next 24 hours**

**Personal Amazon Listing**  
**Assessment via Zoom**  
**Thursday, Jun 24 @ 11am PT**



**Total Value \$5,520**

**ONLY \$297**  
**Until Monday**

[geoffaffleck.com/amazon](http://geoffaffleck.com/amazon)

# 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](http://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**

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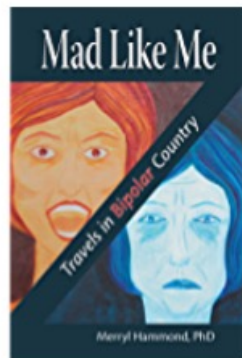
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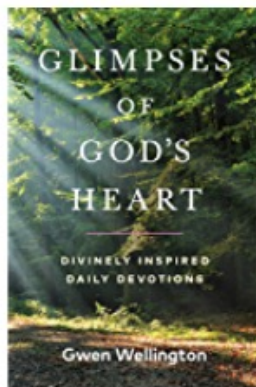
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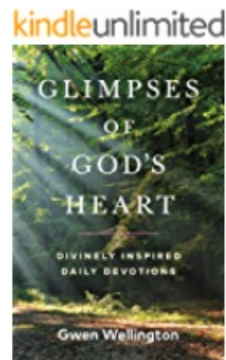
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#2

# “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  
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**Language:** English  
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**Text-to-Speech:** Enabled   
**X-Ray:** Not Enabled   
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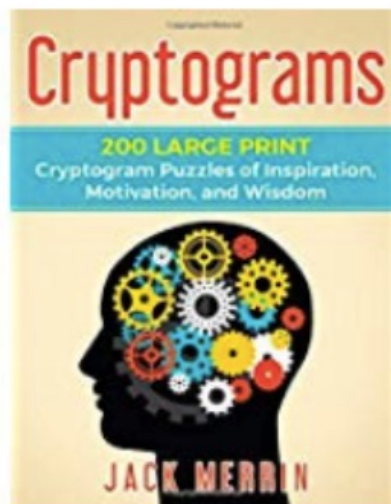
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