

Daniel Hall Presents



Episode 91

Sell More Kindle Books at Full Price on Autopilot without Constant Marketing

with Derek Doepker

Welcome to this episode of the Real Fast Results podcast! If you are an author, especially an eBook author or a Kindle book author, you should be excited because today's special guest is Derek Doepker. He has a strategy to share about how you can sell more of your books, for full price, on auto-pilot. Derek is a #1 bestselling author himself, of several books, including one titled [Why Authors Fail](#). He also leads hands-on training workshops, courses, and retreats. Basically, they are there to teach authors how to turn their passion for writing into a sustainable business. You can find out more about Derek by visiting [EbookBestsellerSecrets.com](#). Welcome to the show, Derek...

Promise: How to Sell More Books without Constant Marketing and Promotion

The promise today is I'm going to show you how you can sell more books on auto-pilot without constant marketing and promotion.

First of all, obviously, if you have books in your business, and you want to generate more royalties, I've seen a significant increase in royalties by the scope of several thousand dollars in additional royalties with what I'm going to share with you today. Now, even beginner authors have doubled, tripled, quadrupled their royalty income every single month by putting into practice what we're going to be talking about. **So, in terms of**

bottom line results, we're talking not just small increases, but significant increases in royalties, exposure, and of course, all of the other things that does for your brand.

One of the best parts is that once you get this set up and going, and in some cases it just takes a few hours to put this system in place, it becomes almost hands free. Like, you let the system do its thing. I go on vacation, I travel, or whatever, and it's running in the background. So we're talking about significant increases in sales, without a huge time commitment, and that frees you up to do more things that you love.

How this Works

What we're talking about here is ultimately being able to create a process for advertising your book that runs in the background. It's through a new way of doing ads via Amazon. Once you have your books on Amazon, you can start to promote them through this form of advertising, and what that means is you can have your books shown along with some of the most popular books in your genre, and along with some of the most popular search results. Amazon will start to promote your book, and you can leverage this platform for this.

So the big picture is that you can get your book up on Amazon, and it doesn't matter if it's a paperback or an eBook, then you let Amazon promote your book, which is very affordable right now, if you know what you're doing. You can do it for just a couple of bucks a day, and even as little as a dollar a day. That's all you really need to invest to get started with this.

The Program - Amazon Marketing Services

It's called Amazon Marketing Services. This is something that everyone who has published a Kindle book can get access to. It's at [AMS.Amazon.com](https://ams.amazon.com). What's inside there are a couple of different advertising options. I'm sure that we'll get into some of the details, but there are basically sponsored product ads and product display ads. Product display ads have been around for a couple of years now, and they can do okay, but they weren't really a big game changer for many authors. What came out last year was the sponsored ads, and they allow you to get very targeted with your book advertising.

Like anything else, if you don't know what you are doing, then you might not make money. Then again, we are talking \$10 to see if something is going to work or not, going back to the benefit of it. When you do know what you are doing, which is part of what I'm here to share with you, it's crazy what level of results can be achieved. This is not typical, but I'm going to talk about one person who I have helped with this. She invested

about \$20 in advertising and was able to generate over \$1,000 in book sales in a month, and that was just from using this advertising platform. That's not \$1,000 that she was selling on her own. That's \$1,000 that came in just from using these sponsored ads.

More typically, a person might make like twice their money back, and even at a 50% return, that would be really good, especially when you compare this to other advertising platforms like Facebook. This is something that's successful. I've seen beginner authors with a single book start using these ads, and I've also seen experienced authors with many books. Obviously, they can have a lot more things that they can advertise. So, this is really exciting, and once again, this is Amazon Marketing Services, which is what it's called, and it's the sponsored ads that you want to use.

You can get to it from your [KDP](#) dashboard, but you can also go to [AMS.Amazon.com](#). If it's your very first time doing it, you might need to sign up through it and then it will link to your Kindle account, or whatever. There are tutorials on there that will tell you how to do it, but that's essentially going to be the shortcut that takes you right to that platform.

How to Start

Before you even begin advertising, it's important to cover one of the key pieces. No amount of advertising will work unless the book converts. That's unless people say, "I want to buy it," when they see it. **So, obviously, just to cover a quick foundation, there's got to be a demand for the book, it needs to have an attractive cover, a nice title, good description, and I would typically recommend at least 10-20 reviews, minimum, before doing the advertising.**

Now, could you still do the advertising without these things in place? Sure. I've seen some books with no reviews and poor covers that still make a profit sometimes with these ads. That's just how powerful they are. **Still, I would definitely recommend having those things in place because what you might find is, if the book isn't doing well with the ads, it might not be the ads that aren't working.** It could just be those factors. So, once again, make sure that you have an attractive-looking book. Once you have those pieces in place, then we go into the ads.

You would go and create a new ad campaign. You do have to first sign up and accept the terms of service for Amazon Marketing Services before you'll see all of this in your dashboard, but once you are signed up and registered, if you are in [KDP.Amazon.com](#), under the "Reports" heading, there are a number of options. Down at the bottom left, it says "Ad Campaign". So, you click on the "Ad Campaign" option, and that's going to take you to AMS. From there, you would create a new campaign, and under that is the "Sponsored Products" option.

From there, the page is going to show the books that you have in your Kindle library. Now, one of the things to note is that many authors have seen a huge increase in their paperback book sales. So, first thing, if you don't have a paperback edition of your

book, in this day and age, it just makes sense to have a paperback edition available with a print on demand service like [CreateSpace](#). That can significantly increase the desire of your book, and in certain genres, like children's books, people might prefer and buy the print edition versus the Kindle edition. So have that available. I highly recommend that.

What happens is that even though it's your Kindle edition that's advertised, when they click on it, they will have the option, on Amazon, to decide if they want to buy the paperback edition. That can lead to an increase in sales for both versions. So you'll select the book that you want to advertise, and you can set your daily budget. As I have mentioned before, you can actually spend as little as \$1 a day. I recommend spending about \$3 a day to start testing it. Then, once you do that, it's going to give you a couple of different targeting options. You can do automatic targeting, which means Amazon automatically targets buyers. This works okay, but I haven't seen the greatest results with that.

The big thing is to do manual targeting. What does this mean? **This means that you can tell Amazon to promote your book when people are searching for certain keywords.** So, let's say that I have books on personal development. If I have a personal development book, I might use the keyword "personal development". I might use the keyword "depression". If people have that as an issue, and they are searching for that, they might come across my book. I might have a keyword related to growth, or maybe I'd use "business" as a keyword, or "business books" could be a keyword.

Here's a tip. If I have a book on personal development, would I want to target "business books" as a keyword? Well, think about this. Do people who read business books often read personal development books? The answer is "yes," and what I've found is... Here's a little inside trick for you. You don't have to be directly in your very specific genre. You can target all kinds of different keywords because you only pay when someone clicks on your book. So, it is basically free to test a keyword and be like, "I wonder if this works".

That's the first big tip/secret that I'm going to give you. **Test a lot of different keywords, and you might be surprised to see what works.** You can enter in up to 1,000 different keywords. What I recommend is to have at least a couple hundred different keywords. You should start with at least 100, but ideally, you'll want to use a couple of hundred. More keywords means that you'll get to scale up more, you get more exposure, and you get to see what works and what doesn't. It really is a process of, "Let's see what keywords I can get in there that might be related to people who are interested in my book."

After about a week or so, you actually see the results of which keywords got impressions, how many impressions, how many clicks, and which specific keywords actually led to people buying your book. So, that's the keywords, and then finally, you can enter in your bid. You can say, "I only want to pay, at most, three cents when someone clicks on this keyword." Or maybe, "I want to pay \$0.50 when someone clicks on a keyword." If this is your first time in advertising, I would recommend getting some additional training, which we can share some details about that.

The gist of it is that a lower bid means you won't pay as much, but you won't get as much exposure, and therefore, potentially not as many sales. If you pay more per bid, what happens is Amazon shows your book higher in the search results, and Amazon shows your book before they show other people's books, as long as it's relevant. So, a higher bid means that you'll be more competitive, get that extra exposure, and potentially more overall sales. That's an overview of how that works. Then you submit the campaign.

As long as your book meets Amazon's terms, meaning it's not going to have, maybe, a lot of skin on the cover... Like, some erotica books may not be approved. As long as it doesn't have a very violent cover, or something controversial, then typically the book will be approved. You'll see the ad go live in about a day or so. Here's another big secret and key. You won't see your sales results for your ad until at least a few days after the ad has been running. So, if you start and you create an ad, and you're like, "It has been a couple of days, and I've been spending all of this money on the ad, but I don't see any sales coming in," it's okay. That just means Amazon hasn't caught up with it yet. Give it a few more days, and eventually, the sales results will start to come in.

Do I Pay for Clicks or Impressions?

If you go into Amazon, you can find a book in virtually any category. What you may have seen is... If you scroll down on a book page, you may see "Customers who have bought this also bought," and some other books, right? There are books shown there, and if you'll go right below that, you'll see sponsored books. That's where your book can show up, and it can also show up in search results. So, before a person has even clicked on a book page, if they searched for, you know, thriller books, you can see that some of the things in the search results are these sponsored books.

Now, Amazon will show your book in these places, and if someone sees it, but they don't click on it, you don't even pay anything for that exposure. I want you to think about that aspect for a second. One of the things in sales is that it takes an average of about seven impressions of something to get a sale. About 5-7 is the typical number. So, what happens is... Patrick King is an author that I showed this to. He started using this, and he's had great results. Well, another author I was talking to said, "I started seeing his books all over the place, in these sponsored product spaces." If you see it once, you might think, "That's interesting," and forget about it, but she kept seeing it over and over, and she was like, "I've got to know who this guy is." She clicked to check it out and see what he's all about.

That's the power of getting a lot of impressions and a lot of eyeballs. Even if you never got a click on any of your books, you are basically getting free exposure. Literally, the number of people who see the book could be in the millions or tens of millions. So, that's the first benefit. The second benefit is that only when they see your book and they click on it do you pay. They will pay based upon what you bid and what other people bid. Now, this can get a little complicated, but let's just say that you bid \$0.10 for a click. You might pay anywhere from a few cents all the way up to \$0.10 when a person

clicks on your book. So, you're only paying money when someone says, "That looks like an interesting book that I want to check out."

Do I Have to Write Any Sales Copy?

Yes, there is copy, as in you can write a paragraph or a couple of sentences about your book. So, just like how your book description sells your book to a large degree, the copy that you put on your ad sells to people so that they click on your ad, saying, "That sounds like an interesting book that I'd like to read." There are a number of different strategies out there, but basically, you want to create a really good, short little blurb about your book that's going to captivate people.

You might say, "fans of thriller novels," or you might talk about the characters. You might talk about what your book offers. You really want to think about this from a perspective of, "How does my book stand apart from all of the competition?" So, if I have a personal development book, and I just go, "Get some great insights on how to improve your life and be happier," it's a little generic. So, you really want to think about giving them something specific that they can really latch onto.

How Exactly is This Advantageous to Me?

They're going to know ahead of time how many reviews there are, what the star rating is, and what the price is. That means you aren't going to have someone clicking to look at your book and then all of the sudden saying, "Oh wait! That's more expensive than I thought it was." Also, keep in mind what the platform is because you have people on Amazon right now looking for a book to buy, and there's that one-click purchase option, which makes the process very easy.

They aren't necessarily expecting a discount either. For instance, there are things like [BookBub](#), and BookBub ads. That's a great platform, but what's the mindset of people who have signed up for [BookBub](#)? It's, "I want a discount book. I signed up for this because I want to get books for free, or for \$0.99, or for a really good deal." So advertising to that audience is much more challenging than it is to offer a full-priced book on Amazon because people aren't there for the discount on Amazon like they may be on other platforms. People on Amazon are basically there to buy.

Another thing about buyer psychology is that when a person is already buying or shopping, they are much more likely to keep buying or keep shopping. They are adding books to their cart, and they are checking out other books on the subject. In practical terms, we see sales consistently for full-priced books. I run some discount promotions on my books, and of course, sales pick up a little when they are on sale. But, in terms of maximum profits and stuff, it's still way better offering the books at full price. Now,

what's full price? That's going to depend on you. For some, maybe you do just have a \$0.99 book that you can offer. It can still be profitable.

For some authors, it may be \$2.99. I have a book selling consistently at \$9.99, which is the maximum price that you can still get 70% royalties on. I was testing it out. I had it at \$2.99, and then at \$4.99. At \$9.99, I think I probably make just as much, and I believe the math worked out to be even more money at that full price point. So that's what it sells at, and others sell at \$2.99 or \$4.99. Here's another great benefit of these ads. That is, not only can you sell your books at full price, but now you can test, with consistent data, what the best price point is for your book. You can run it for a week at \$4.99, you can see what the sales and conversion numbers are, and then you might bump it up to \$7.99 or down to \$2.99.

Here's the challenge with Amazon. How many people have actually seen my book's page? How are my conversions? You don't get that data until you start using ads. Now you can consistently see that it sells best, like in my case, at \$9.99, or for another book it may be \$2.99, or for another book it may be \$4.99. It's really hard to know what that price point is going to be until you start using these ads.

One of the most exciting things about these ads me was that if I decided that I wanted to do some Facebook ads too, and I wanted to know what my market was, because I do have books and courses to sell, I could identify buyer keywords that I could use. In other words, from the data that I get from running these Amazon ads, I can put together a psychological profile for my target audience, and I know what keywords my book buyers would be using in their searches across the different platforms. For instance, I found that for my book, *Why You're Stuck*, the keyword "depression" was really big. It got really good results.

What happened? I went back in my description for [Why You're Stuck](#), and I mentioned briefly a time that I was depressed and how some of these things helped me because I wanted to speak to that point, that specific pain point, in that book description. This is one of the things that I learned from doing this advertising as well.

So This Will Help Me Beef Up My Listings on Amazon Too?

Absolutely. To me, that's what's so great about ads. I love data, but not data just for the sake of data. I love data because otherwise it's a guessing game. I've got to run surveys, or I've got to do something to figure out, "How did people find my book? Where are these buyers? What else are they looking for?" You get, like, little clues with Amazon, and then the whole thing becomes this process of trying to decode it and figure it out. With this, you can just see, "Okay, here's all of the things people have been seeing, but this is where you get most of your clicks, this is where you get most of your sales, and these are the people that buy your book."

This makes it so much easier to know the psychology of what I can speak to, and in some cases, it kind of goes in reverse too. I might just see that my book has been positioned in a way that people who are searching for that subject matter would most want to buy. Then I can go, “Well, maybe that’s not who I most want to speak to,” referring to how I was targeting before, “so I need to alter something.” It gets a little more in-depth, but the point is that you get feedback about who is actually purchasing your book. That’s something that’s tangible. That’s something that you can make adjustments based on, which includes adjustments for being able to target more of those people because you know already that they are going to be people interested in your book.

Of course, this can help you to promote any other products that you have outside of what you’re doing with Kindle, and within Kindle, how else would you know how to price your book at unless I had some consistent traffic and data. I also wanted to close this up about the text you include in your ads. First of all, here’s the great thing. This is one of my BIG marketing tips, and it’s true, not only with book publishing, but also with virtually anything else. I always get questions like, “What should I do for my ad text? How should I write my description and other copy? What should I do for my email list offer?”

The truth is that there have been just so many opportunities, and it’s like “So, what’s a shortcut?” How can I get a really good idea of what might work? My shortcut is to look at what else is working for other people. When you look at ads, you can see what other people are advertising. You can see the ad text and read the book description of the most popular books in your genre. So, I’m seeing an ad right here, for *Declutter your mind*, which is an incredibly popular book by Steve Scott. He’s a friend of mine, and we talk a lot about self-publishing. In his book, he talks about daily habits to stop worrying, relieve stress, overcome anxiety, and create mindfulness in your own life.

I can look at that and go, “Hmm... I wonder if I can craft something similar to that.” Not copy it, but use that as inspiration for an ad text to test, right? You can always test different ad campaigns with different ad text to see which one performs really well. Here’s some ad text for my book, *Break Through Your BS*. I say, “Part poetry, part sarcastic humor. This book takes you on a journey of breaking through your limiting beliefs, fears, and everything holding you back.” I got good feedback on that even before I created an ad, and I go, “Okay, people have said that they like that part of the description, so I’ll use that in my ad text.” You know, so I got some good results out of the things that I tested.

How Should I Go About Finding the Best Keywords?

So, this can be the most time consuming part of the process, unless you have a few tricks up your sleeve. I can share a few general ideas. The thing with keywords is you can target keywords that are, like, broad keywords. What that means is, I can just say, “self-

help books” or even just “self-help,” and then anything with the words “self-help” are going to show up. So you can go more broad, or you can go more specific. You can use resources like Amazon’s search feature, which will automatically fill in ideas for search results. So, if I type in the word “self-help,” the tool is going to suggest other popular terms like, “self-help books,” “self-help books for women,” and “anxiety self-help”. This is already giving me ideas for keywords.

Now, from that, I might think, “Oh, ‘anxiety’ can be a keyword.” I might also see “depression self-help,” and in this case “Depression” is a keyword. Amazon can automatically fill all of this in for you. There are resources out there on how to do keyword research, and this is a whole other topic that we could get into, but that’s just one thing that’s available to anyone that has access to an Amazon account. So, it’s one way that you can start to get keywords. You can also target different offers, you can target books, and a lot of other things. Whatever you think people might be searching for, remember you can just add it to your campaign and see what works.

What if I Just Have a Paperback Book?

There is something called [Amazon Advantage](#), and I believe costs about \$100 a year, and that will let you promote or advertise a paperback edition of a book, even if you don’t have the Kindle edition. This is insider information, really. Not a lot of people talk about that, but I discovered that, so I just wanted to let people know that this was an option too. You can still do this. There are also more advanced things that you can do as well as resources and tools that you can use which can help with the process.

I had some authors do this, and I wanted to know how they were doing this. So, I knew it was possible, but I also knew it would only show up in your KDP dashboard, if you had a Kindle book. Finally, I learned that the solution was to have an Advantage account.

What Should I Do First When I Start Seeing Data?

There are some optimization strategies, and the key thing is finding what bid is going to work for you. So, \$0.50 might be perfect for some keywords. Some keywords might require a higher bid, and with some it may be lower. Let’s say that you spend a lot on a keyword, like \$5, and it hasn’t led to any sales. You can actually pause that specific keyword in your campaign, or you can drop the bid.

Maybe you’re breaking even on a keyword, or you’re taking a slight loss. You might drop the bid by \$0.10, or by \$0.20. That way, you’re still getting some exposure, but you’re just not paying as much. That can turn it around and make it profitable. You might also

choose to increase the bid on some keywords. This could also make your campaign more profitable in some cases.

There are some tricks that can make this turn around a bit quicker for you sometimes, but at the end of the day, there's no surefire way to guarantee that you have the perfect bid on every single keyword, like right from Day 1. It's typically a matter of doing something and getting it out there, and then after you have some data, you can see which keywords are doing well, which are not, which you need to increase the bid on, which you need to decrease the bid on or even pause the bid, if they are just costing you more than you're making. In other words, you optimize by killing those keywords that aren't making you money, or costing you money, and you are scaling up on those keywords that are making you money. That's it in a nutshell.

Last Tips

We've hit the main points pertaining to how all of this works. You know, when it comes to the big picture overview of what the process looks like. Now, at this point, the authors typically have a couple of choices. They can either dabble with this and mess around, and hope that maybe they can figure everything out. That's what I did for a while. I spent a few thousand dollars on these ads, testing them out. Eventually, I did figure out some of the tricks pertaining to what works and what doesn't. So, that's one option, if you really want to spend a lot of money and time figuring this out.

If you would like to have more of a shortcut and just learn about what I have been able to figure out, including how to do your research a lot faster... Like, in an hour or two, as opposed to days... If you would like to know some of the best ways to optimize your bids, there are some strategies you can use for this too. Also, if you would like to have constant updates on what's working nowadays, how to adjust, and all of that and more, I put together a training at a special discount. It's called [KD Sales Machine](#). If you are interested in that, as well as a few other components of what's involved with that, I have a package offer that comes with a special discount. You can learn more about this by visiting RealFastResults.com/derek.

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As always, go make results happen!