

Daniel Hall Presents



Episode 139

Improving the Conversion Rate of Your Books on Amazon

With Dave Chesson

Hello! Welcome to the RealFastResults.com podcast! This episode is going to be extremely beneficial to a lot of the authors out there, especially those who want to know more about how to make the best of their Amazon sales. Dave Chesson is today's special guest. He is a very accomplished author and entrepreneur, and he has some really stellar software that helps authors see what's really going on in the book market. This software is called [KDP Rocket](#) (PuplilsherRocket), and it helps people to pick better keywords, as well as knowing which categories to choose.

Dave is the man behind Kindlepreneur, which is a website that's devoted to teaching authors about book marketing and the digital world. His works on keywords and sales optimization have been featured and promoted by Amazon, itself. All of this is meant to help authors sell more books. If this is one of your goals, you're definitely in the right place! Please welcome Dave to the show...

Promise: How to Improve Your Books Conversion Rates

Today, we are going to analyze why your books may not be selling and how to go about fixing it. For those that are into online marketing, we are going to talk about improving your conversion rates. That way, every marketing tactic and effort that you put into selling your book will have better results.

The Amazon Reporting System

So, a couple of years ago, we were, kind of, left in the dark as authors. **We would write a book, create a book cover, choose a title, write a book description, and then throw the book up on Amazon.** The only thing that we could figure out was whether or not it made sales. Now, how good are those sales? Were we getting thousands of people to each of our books and only 5 or 10 people were buying, or were we getting 10 people to our book and 5 of those people purchased? I mean, these are huge questions!

Any online marketer wants to know about their website, their landing page, and other such factors. As authors, we didn't have access to that information. **However, in the past year, Amazon has made their advertising system more readily available.** Authors can actually set their book up, and Amazon will work to put it in front of more shoppers. Then, they will report whether or not people clicked on your book, and they'll even tell you how many people from that crowd bought your book.

Now, a lot of people see this as just a way to increase your sales, and yeah, it's a great way to increase sales. **What I love about this system, though, is that you are able to take a look at that information and figure out how well your book is doing. Additionally, you can figure out where the problems lie.** So, now I can actually see how many people on Amazon saw my book, and then I can see how many of those people decided my book was of interest to them and clicked it, and finally, I can see how many of those people actually decided to buy it.

I now have a perfect funnel to see all of this. **The key thing about this is that we can now, through the psychology of a shopper, understand where the problem is.** Before we get into that, though, I want to talk about the buying pattern of an Amazon shopper. I know that this is going to sound basic, but it's important. It's the foundation of what we are going to be talking about.

The Buying Pattern of an Amazon Shopper

When we go to Amazon, most of us will begin by using the search bar at the top. We'll start to type in what we are thinking, right? How do we describe the book that we want to read, or how do we describe the problem that we want to solve? Well, Amazon goes through, and it tries to figure out what book to show us. **Based on previous searches and its super, hardcore monitoring, it figures out the best product to put in front of us.** It can even figure out if that's more of a "book product" or a "physical product". It's crazy cool.

Let's say that the person who is making the search loves science fiction, so they start by typing in "science fiction". Amazon throws a bunch of books in front of them, and they begin looking to try and figure out if any of those books relate to the kind of science fiction that they want. **Now, what are the chances that Amazon is going to match that up perfectly when there are hundreds, if not thousands, of different types of science fiction?**

That shopper will probably go back to the search bar and try typing something else in, and then they may end up doing that again and again. What ends up happening, though, is as they are searching in this way, they are scrolling through what's being presented to them, and they are just trying to figure out what interests them within the results. A book's cover is likely going to be the first thing that they see. As a matter of fact, we've done some testing to figure out where the eye goes on Amazon, and a person's eye will move immediately to the row of book covers on the left-hand side of the results.

So, they are looking at the book covers and questioning which book covers personify, or signify, what they want. Does it look interesting? Does it look professional? Does it show their kind of sci-fi? Right? If you are an alien horde, space-marine type, does the book cover they are looking at exemplify that? Does it show a marine standing on top of a pyre, shooting down at these bug-like aliens, you know? Or, is it just some dude standing there at his locker? Which one do you think connects better? They are seeing that.

If they see something that interests them, then they look at the title and the subtitle. They may also look at some of the other pertinent information, such as the reviews and whether or not it's a bestseller. Those things kind of help. And, if they are still interested, they'll click to go into the book's sales page. Once there, the first thing they are likely going to do is read the book description on that page. We have seen a lot of people scroll down to the bottom quickly, and then they'll scroll back up and go back to the description. But the funny thing is that a very small percentage of people will get past the first line.

That's why the first line of your book description is so important. It's called the hook. You need to hook them to get them to read more. Then, after that, we see that those who actually get passed the hook have a much, much higher chance of hitting the "buy button". However, if your book description doesn't interest them, if it doesn't speak to them, or if it doesn't hook them, then guess what? You lose a sale, right? That person has gone through, and they will hit the back button. They'll go back to the results list, and they may choose another book, or they may do another search.

This is a bare-bones approach of describing the "buyer's journey" on Amazon, and through this, we authors can, kind of, understand every critical point involved in that journey. We also can begin to realize what we, as authors, can do to help cultivate that shopper and bring them to the final finish line, which is the sale of our book. Now that we understand the fundamentals of this journey, let's go back to talking about using Amazon's ad platform.

If you set up your Amazon ads, you can see how many people scrolled through and saw your book cover, how many of those people clicked, and how many of the people who clicked into the sales page were convinced to buy your book.

So, let's talk about your book's cover. What I've noticed is that if you can get about 1-2% of people to click on your ad, that's usually a really good percentage. I would say that even 0.5% is a good percentage, okay? But, if you are running ads and see that 100,000 people saw your book, and no one clicked on it, that's a key indication that your book cover does not interest them. You may need to redo your book cover.

It may be an amazing book, but let's face it, we judge books by their cover. Now we have numbers that will indicate whether or not your book cover sucks. No matter how many awesome marketing ads you do, tactics you use, or keywords you add, it's not going to matter because nobody wants to buy your book. They aren't interested, and we now have the numbers to show that's true. So, analyze your book cover, think about it, look at it, and try to figure out why other books are selling but not yours. That's your first approach.

Another part of that, and it's a smaller part involving impressions and clicks, is your title. I know that we all want to be creative, and it's cool if you choose a creative title, like a one-word title, but you might want to put something in the subtitle to help the reader understand what your book is about. If you are

a nonfiction author, you better include benefits in your subtitle as well as describing the results people can get from reading your book. “What do I get out of it if I read this book,” and, “Who is this for? What’s the demographic?” These things should be very easy for me, the shopper, to see. Whether it’s on your cover or in your subtitle, I need to be able to quickly be able to put together the benefits and results I can gain from your book.

I need to be able to quickly say things like, “Oh, this is for college students looking to take it to the next level, not high school students,” or, “This is for adults looking for adult fantasy. It’s not a YA children’s fantasy.” **These details need to be immediately recognizable.** Those are really the key components to the search page, and if you can fix those details, you’ll see an increase in clicks. The second part is your book’s sales page.

There are a couple of different things that you can do like fix up your Author Central account and create editorial reviews. You can build out something, and you can make some efforts to improve your reviews, but we have found that your book description is of great importance. If someone clicked on your book, that means they were interested in it, and they likely looked over your book description. Now, if they bought it, that’s an indication that your book description is well-written, but like I said before, a majority of people will only read the first line. It’s that first line that matters the most, and that’s why 80% of the time I spend writing a book description, I spend on the first line. That’s how important it is.

If I can increase the people that will read passed that, it will have a much more dramatic effect, then say, making the last line good. **I have found, when working with authors, that their biggest issue is with their book description.** You may have spent hours, months, or even years writing your book, so you might feel like you have to write a description that provides the reader with every detail. You feel compared to tell them the entire story or write a whole book report to serve as your description. On the other hand, you may feel like you just want to get your book up and not have to mess with it any longer. Like, “I want to get this book up asap, write something up, and be on my way.”

There are some really bad book descriptions out there. **Even the pros and publishing companies really mess this up.** I have done a lot of consulting for some of the bigger companies out there, and what’s funny is that they approach Amazon in the same way they would a back-book blurb. Here’s the thing, I say that a back-book blurb is different than an Amazon book description, and here’s why. If I am at Barnes & Noble, and I am scrolling through the racks, and I see a book, I have to physically pick it up, turn, and look at it. That means I am infinitely more invested in finishing that book description than I am on Amazon where it’s so quick to click the “back button,” right?

We are like, “Give it to me now,” online, whereas if we go to, like, Barnes & Noble, we are... Let’s face it, most of us enjoy the experience of being in a bookstore. I know I do. I’m taking my time; I’m not going to lie. If you ever see me in a bookstore, I’m the guy sitting on the ground, reading the book covers, you know, or reading the first couple of pages. I’m there to take my time. I don’t go there and rush. But, that’s the thing. They write a book description like that. We need to hook them and make it easier for them to click “Buy” instead of clicking “Back”. I really think that can be important.

Can You Give an Example?

Now, here's a case study to help put all of this together. There's a famous sci-fi book called, [Battlefield Earth](#). The publishing company reached out to me and said, "Hey, we are doing these ads, and we just redid our cover. We are getting all of these impressions and clicks, but we aren't making sales." They were asking me to look at their ads, but when I did, I realized that there was a problem with the book. I told them that I thought they were doing their advertising perfectly. What I saw was a great impressions-to-clicks ratio, and that means your cover is good, your title is good, and your advertisement blurb is good. That was all cool, and they were targeting the right people. **However, their conversion rate from book description to sale was ridiculously low.**

I took it upon myself to rewrite the book description. By the way, when I was 13, I read that book, and it was really cool to come back to it. Yeah, it was, like, the second sci-fi book that I ever read, and I think that really solidified my love for science fiction. So, I knew what the story was, and when I was reading their book description, they gave way too many details. They talked about side characters and other characters, and I thought it needed to be just about the antagonist and the protagonist, and maybe even just the protagonist. You don't have to really describe the villain that much.

So, I made it bigger. I made it talk about the implications of the story. I made it grander, and I really let the reader know important that one battle is on Earth. For some of the science fiction readers... It's a post-apocalyptic book, and the humans have been enslaved by another alien race. They kind of fight back, finally, but the thing about it is, as someone that has read the book, I knew it wasn't just about the battle on Earth.

It wasn't just about the battle between humans and the aliens. Those aliens have actually enslaved other galaxies in this book, and so if the humans could win this, they could actually help to free other galaxies. So, the focus needed to be elsewhere, and so the last line I added was, "For the battle of the universe begins on the battlefield of Earth." That tie in there was to remind people that this wasn't just about angry humans, but about something greater.

So, it had a stronger hook, and we got right to the point. We cut out all of the details, and we made it broader, bigger, and more important. And, I presented it to the publishing company, and they were like, "Oh, that's cool, but you took out too much information," and I was like, "Okay, I got you. Let me prove this to you." So, I did this thing on [Pickfu](#), which is a company that allows you to submit two book covers, or two book descriptions, and stuff like that, and they will go find all of these people, and they'll bring them in to do surveys to select which one is better. And, I submitted the book descriptions to find out which one people thought was better, and it ended up that 70% of people that took the survey claimed that mine was better than the original.

More importantly, one thing that's cool about [Pickfu](#), is that the audience actually has to write out their reasoning for why they chose one or the other. One mistake that I made was I didn't ask what description would be better when it came to making a person want to buy the book on Amazon. I just said, "What's a better book description?" Out of that 30% that chose the original description, a majority of them said, "I've read this book, and this one gives more information." But, the people who hadn't read the book all chose mine.

So, I presented the data back to the publishing company and said, "There you go. The people have spoken. What do you think?" And they responded, saying, "Okay, we'll change it," and they did. **They tripled their conversion rate because of the book description.** And, it wasn't just the conversion rate

for their ads that tripled. They tripled all of their conversion rates. Every marketing effort that they had been making was now bringing in a better ROI (Return on Investment), just because they finally tweaked the book description. It was more to the point.

What was really cool was that the last sentence, which I just butchered trying to quote, is now their tag for the book. They use it in all of their marketing now because it's such a big thing to end it that way. It tied in the title to a bigger meaning and a purpose. Like I said, it really just comes down to understanding where the problem is, and if you can make that tweak, you'll see a better ROI from all of your other efforts.

Using Amazon Ads for Better Conversion

Now, we talked about Amazon ads, and they are great for bringing in traffic and shoppers to your book. They are also awesome to utilize when you want to figure out where the problems lie in your book marketing so you can fix them and see a better return. For anyone interested, I've got a full, free video course on Amazon ads. You can find it on [AMScourse.com](https://www.amscourse.com). It's free. You can sign up, take the videos, and they'll give you everything you need to know about how to set up your ads, and even how to analyze, like we just talked about, to figure out where your problem is.

We have a feature on the [KDP Rocket](#) software that helps people to make more effective and efficient ads. So, we make sure that anyone that uses KDP Rocket knows about the course, since it will help them get more out of the software. In the video, we show you how to do it manually. So, you don't have to have the software in order to use it, but you'll probably see that it will save you a lot of time.

Tips on Creating a Great Cover

Pablo Picasso once said, "Good artists copy; great artists steal." **When it comes to book covers, honestly, you need to look at what the successful authors are doing because there's a rhyme and a reason behind it.** When I was working with Orson Scott Card, he had come out with [Ender's Game](#), which was actually the first sci-fi book that I ever read. So, it's been a blessing to really work with these guys. That's one of my favorite books, so if you haven't already, check that out. It's a good movie too, even though the author didn't like it.

Anyway, we were talking about the book cover for that, and when Tor published the book, Orson Scott Card looked at the book and said, "That's not my story." The publisher told him that it didn't need to be his story. As a matter of fact, they said, "You should never have a scene from your book on the cover." The author thought this was terrible, and he was sort of put aback by this, but Tor was right, and there's a reason for this. The original cover had what looked like a small spaceship and a smaller spacecraft flying out of it, and it had a dark background.

I told Scott, "You know, when I found your book, I was only 11 or 12, and I was just thumbing through the books in the library. I pulled it out, and I saw this cool spaceship book, and I knew that I wanted to read it." Scott said, "Yeah, Tor knew from Day 1 that's how it would happen." That's because when I saw it, I thought, "That is a science fiction book. That has spaceships. That's my kind of thing." It was

his writing that turned me into a huge Orson Scott Card fan. The thing is that, as authors, we try to reinvent the wheel.

An author might say something like, “I’m a science fiction author, but my book is about something deeper. So, I want to use imagery and this design that I saw on a YA book that I thought was really neat.” But, that’s just setting it up to get confused with a YA book, or people will look at it, and it won’t register to them that it is their kind of book. **So, my advice is to go through Amazon and find the books that contain your kind of story.** I’m not going to lie; If you were to go to the desktop of my computer, I have a file labeled “book covers” because when I’m shopping on Amazon and a book cover sticks out to me, I right-click on it and save the image in my file. In the marketing world, this would be known as a swipe file.

I use this file as a way to build creativity, and I think about what made that cover work. Like, “What is it about this font that made this cover stick out to me,” or, “Is it the fact that this is so perfectly symmetrical that made this catch my eye?” You’ll start to see some similarities between the covers, and this will really help you to build a better book cover. I also want to say, to some of those authors out there, that if you went to Fiverr and got a \$10 book cover, it probably looks like a \$10 book cover. I’m not knocking you. I understand because when I first published, I used Fiverr, and I used a very cheap artist.

The fact is that some of us can’t do it right, but if you have to use a service that’s so cheap, the best advice I can give you is that you need to tell the artist exactly, step-by-step, what you want. So, I’ll go through my Rolodex of covers, and I’ll say, “I want my title to look just like that one, except it’s going to say these words. And, I want you to use this imagery, but we need to change this, this, this and this.” Be very specific. Don’t tell a \$10 artist to use their professionalism and figure it out. That being said, if you do hire a \$2,000 or \$5,000 artist to create your cover, choose one that’s in your genre, or in your niche, and has experience, and then let the professional do their job. They know how to do these things, and they know that it needs to be, like, “a sci-fi looking” book, not a scene from your chapter.

Those are my recommendations on the book cover. If you are seeing a high number of impressions and little-to-know clicks, you know the problem is there. Readdress it if you truly believe in your book and give it the best chance and fix that book cover.

Book Description Tips

If your book is converting at 5% or more of people who click to people who buy, that is a clear sign that your book description really needs a lot of work. As a matter of fact, the most successful ones I have seen are at a 25%. Go for it! That’s one out of every four, but that’s the cream of the crop. I haven’t actually had anyone show me anything above that, but that also comes down to how niche a book is too, okay? Keep those types of things in perspective too.

I think that anyone can always improve their book description, and the more you improve it, the better your ROI will be. So, the first thing to do about this is... We talked about [Pickfu](#). It’s a great way to test which of your book descriptions is better. Now, this is real feedback from strangers. Do not ask your fans because they already know your book, okay? What you are trying to do is figure out from people

who don't know you yet, whether or not this book intrigues them and which one connects better. Don't have your family read it either. Test it out with strangers.

Let's face it. If you tell people that you are a writer, or an author, what's the first thing they say? "Oh, cool! What are you writing?" And, we all fumble over this. "Well, uh, I'm writing a book about a guy who, uh, gets out of prison, and he's running, and he runs into aliens..." You know what's funny? It's when you do that, and you start to notice their eyes glazing over, right? What I do is, sort of, memorize my book description, and I'll continue to test it out. I try to see where I lose them, you know?

I'll be like, "Well, my character... He's a rebel... He's a criminal, and he's also the savior to the people... If only he could get passed his demonic ways..." And, they'll be like, "Wait? What are you talking about?" Now, that would be a better book description at the top, right? But, you have to remember that people are coming from searching and looking at your cover and your title, and then they start to read that, you know, that hook. So, you can't start with a hook with them, but you definitely shouldn't fumble. Start talking about it and see where they gain and lose interest. See where they ask questions. That can give you an indication of where you are at and whether or not you're entertaining or seeing the eyes glaze over.

You know, all of these things can be a part of it, and the truth is... If you look at publishing companies, especially if they have a hot earner... They are changing those book descriptions like crazy! I mean, like, Harry Potter... I once tried to use Harry Potter as an example for a book description because I really loved the beginning part, and especially the hook. It was something like, "Harry was ordinary, he lived under the stairs, and nobody liked him. That all changed when an owl dropped a letter, accepting him to wizard school." You know, something like that. And then, the next day I went back, and it was completely different! I was like, "What just happened?"

I was like, "Ahh! I didn't get the screen capture," and then a week later, it was different. They are always changing it because they are trying to find the right... Like, the perfect balance. If you increase the conversion rate of a book description just 1%, a book like Harry Potter will make an extra \$10,000, \$15,000, \$20,000 a day, you know, thanks to that 1% change. I don't actually know the exact numbers, but it's going to be pretty high.

So, you can see how that could be somebody's monthly paycheck, you know, at a publishing company, if they can just tweak it just a bit. Even the publishing companies understand how important that one thing is, and they'll keep testing it. I say authors should too, and we can things like parties, Pickfu, strangers, and we can really good idea of what's right.

What About AMS Ads?

You can use AMS ads to make these determinations. You can consider that a direct determination too. Change them up and contemplate your conversion rate. You can do one campaign, and you can have the data. You can keep the data, and that campaign could be for just one book description. Then, when you go to change the book description, copy that campaign, and do it again, but this time it's now

pointing to the new one. You can, then, start to look at the results from the previous campaign versus the new campaign's conversion rates.

Now, understand that you may have a difference in the percentage of the number of impressions, but we are talking statistics here, so the percentage should be a key indicator. That really gives you a good understanding. I'd say that you need to let it run enough, though, so that you don't have a small sample size.

How Long is Long Enough?

Well, it really depends on how many impressions you're getting. If you are only getting a couple of thousand impressions, or something like that, then, yeah, it's going to take 5, 6, 7 months to figure it out. But, if you follow what I talk about in my course, you can easily get yourself up to 100,000 to 200,000 impressions and not break the bank. Remember, the cool thing about ads is that you only pay Amazon if somebody clicks the ads. So, 200,000 impressions will cost you nothing if nobody clicks.

If 200,000 people have seen your book, and they didn't click, guess where your problem is? But, you didn't have to pay anything for that valuable information. Now, if you have people click, that means you found people, they saw your cover, liked your book, and wanted to see more. You just failed to convince them to make the purchase. So, it's one of those, where you need to have it run enough, and you need to have enough impressions, to be able to figure out, "Yup, this is much better," or not.

I'll tell you this, though. Use those numbers as a motivation, and I assure you... If strangers are telling you that your new book description is better, 99.99% of the time, that's actually going to be the case on the market. I really don't think that you're going to hurt yourself. More so, you're only going to improve, and I think that numbers can be a very great motivator, which point out, "If I do this, I'll see more sales, and I'll have happier customers.

What if I Can't Get Amazon to Show My Ads Enough?

Actually, that's the problem that the majority of people who do ads run into, and that's one of the things we really cover in that course. It's, "How do you do this?" **A lot of people, when they start ads, they make the mistake of thinking, "Well, here are 10 keywords that I think are very important, and I want my book to show up for those 10 keywords."** What's most maddening about Amazon is that you can even raise that cost-per-click (CPC) super-high, and say, "I'm willing to pay this much money for it," and Amazon is like, "Ah, not today." It's like, "There's no way someone's bidding higher than me. Why is it not showing?" And, Amazon is like, "Ah, we don't care." You got to be kidding me!

So, getting Amazon to bite on your CPC bait is ridiculously hard. It's not about, "Okay, I want these 10, and that's what I want to focus on." It's actually, "Alright, Amazon, here's a couple of thousand that I'm totally down with. You can figure out which you want to show me for." And, remember, it's okay if they show you for a million impressions because you aren't paying until somebody clicks, and they only click

if they were shopping for “whatever it is,” saw your book cover, and were like, “Huh. I was shopping for a dog book, but man, it has been a while since I read a space alien hoard book. That kind of looks good.”

Now, I’m not saying it’s that weird. I’m just trying to make a point here, and that is if that person clicks, you did find the right shopper. They weren’t shopping actively for that, but you did find the right shopper. I would say that some of the best tactics that have worked for me include finding that “tertiary term,” not the direct term. A while ago I was working with Pat Flynn on his book, and we did this huge thing. I was using my software to find, like, hundreds and thousands of keywords, and we created all of these campaigns. I actually go through this example in the course. We found out that the #1 keyword, that was not only getting the most clicks and getting major sales, was (no kidding) Ivanka Trump.

Pat’s book isn’t about anything political, or about the Trump family, or anything like that. His book is called, [Will it Fly?](#), and it’s a great book. It’s about, “How do you validate your business idea and see that it will succeed?” So, will your business idea fly? So, why was Ivanka Trump selling the most Pat Flynn books? We sat there, we thought about it, and here’s the thing... We, kind of, associate... And, no politics here. I’m a marketer. But, Trump’s family has a history of being entrepreneurs.

People must have been interested in her, her business dealings, and I don’t know, maybe even her latest Gucci bag. Whatever it may be, they were on Amazon and were typing in that and some other words around it, like, “Ivanka Trump book,” or, “Ivanka Trump purse,” and I don’t know what else, but they are typing something in. Well, Amazon is seeing that no one is advertising for Ivanka Trump, and it somehow makes a correlation. They said, “Well use this space.” They were throwing up his book, and the connection was that people were like, “Oh, I’m business-minded. I’m an entrepreneur. That looks really interesting.” They were clicking it, and they were buying it.

Because no one else was advertising for that, Pat’s CPC was super-low, and he was making a very good ROI from the “Ivanka Trump” keyword. So, what we did was create an entire campaign that surrounded around either the lives of successful entrepreneurs, or female entrepreneurs that aren’t super-famous. We aren’t talking about a household name here; we are talking about, like, Forbes top 100 women and CEOs.

We put those names in, and then that became a very successful campaign. It’s because we found a “tertiary term” that links people to the book’s idea, itself. That’s where you find real gold, and again, we talk about this in the course. By doing things like that, you can really start to build legitimate momentum, and once more, you only pay when they click, and they only click when they are legitimately interested.

Final Tips

Something that I’d like to step back upon is that one really great effect of Amazon ads is that, for the first time in self-published history, we know that our book is finally being seen. There are a lot of amazing authors out there who have written incredible books. These are really way better than anything else, but they don’t have the marketing chops. Maybe they aren’t marketers, or maybe they don’t like marketing at all. I get that, but this at least ensures that your book is being seen, and you can see that number.

I feel like this is such a huge hurdle to most authors. Many believe, “If people could just see my book, it will take off.” If you don’t know how to do all the other stuff, this one concrete process will at least let you know how many people saw your book, how many clicked it, and how many bought it. From that perspective, I think that it’s really important for authors. If they don’t want to be salesy, or pushy, or having to do all of these things so that they are spending 80% of their time marketing and 20% of their time writing, then perhaps if they take this one tactic, and make it their one skill, you’ll at least know that you are advertising to shoppers instead of trying to convince people to shop.

Connecting with Dave

Again, you can check out my course on AMScourse.com, and one cool thing about it is that you can ask questions there, and I answer them every day. If you have a particular question about something that we talked about, you can go to Kindlepreneur.com and use the “contact us” page to send a message, and I’ll make sure to get back to you on that.

Resources

[KDP Rocket](#)

AMScourse.com

[Pickfu](#)

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