

# The Automatic Book Sales System

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## Benefits of Amazon Marketing Services ads

- Get consistent sales of your Amazon Kindle and print books on autopilot
- Reach your ideal readers on demand
- Can be run for as little as \$1 a day
- Can be setup and managed in as little as 30 minutes or less per week
- Some authors receive 2-5x their investment back on ads. For instance, investing \$100 to get \$200 in profit. \*Results vary and there is no guarantee ads will generate any sales for your book

## What are AMS ads?

Amazon Marketing Services ads are ads that appear whenever someone searches for a keyword term. For instance, when someone searches “business books” or “thriller novels.” They’ll appear in search results and on book pages. These ads typically have better returns than other ads because they offer full-priced books to people already in the market to buy similar books.

## How To Get Started

1. Create your account at [Advertising.Amazon.com](https://Advertising.Amazon.com)
2. Click New Campaign
3. Select Sponsored Product
4. Select your book (books must be suitable for all audiences)
5. Name your campaign
6. Set your daily budget. Suggested starting budget \$3-5 per day
7. Select “Manual Targeting”
8. Add in your desired keywords
9. Set your bid rate
10. Write your ad text
11. Click submit
12. Approval typically happens within 24 hours

## Tips For Getting The Most From The Ads

- Ensure you have a professional looking cover and title (these are what grab attention)
- Make sure your description is compelling. It's suggested to get feedback on this.
- Target at least 200+ keywords. You only pay for clicks, not impressions.
- Have a print edition as well, and if it makes sense an audiobook.
- Too high OR too low of bids can keep you from making sales.
- Books that have a strong launch behind them \*may\* perform better. Have 10-20 reviews minimum.
- Track your sales manually and with page reads.
- Test, tweak, and experiment. It's possible for books to start generating sales from new ads when prior ads didn't work.
- Get training and assistance to learn the ins and outs of ads. All books are different, and what works for one type of book may not work for another. Ads that weren't performing can potentially be turned around with the right strategies.

## Next Steps

If you'd like special training and assistance with your ads, or to see if your book(s) will be a good candidate for ads, connect with Derek at [derek@bestsellersecrets.com](mailto:derek@bestsellersecrets.com)