

7 Ways to **Jumpstart** Your Amazon Book Ads



Evergreen Authors

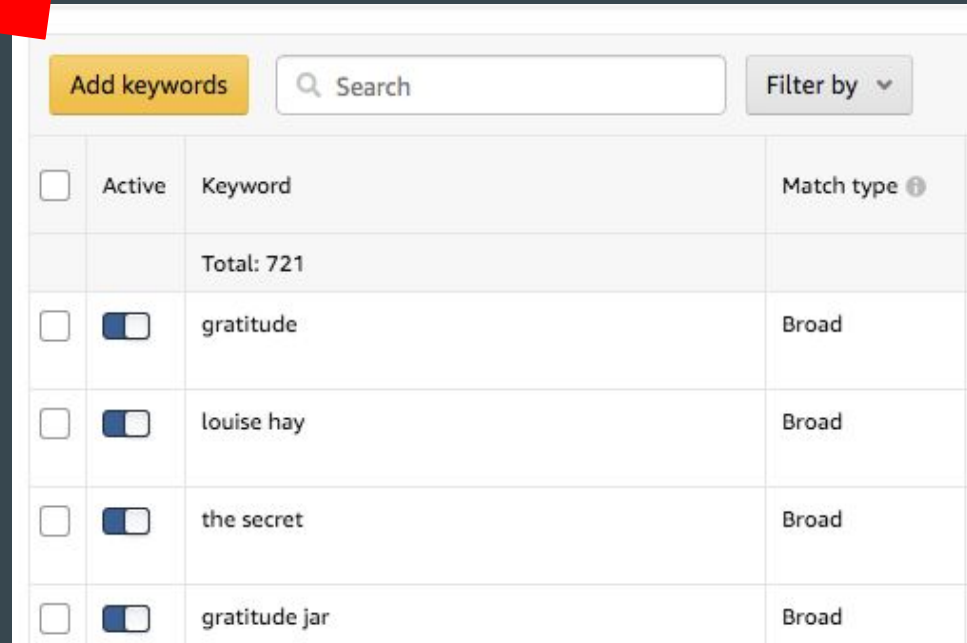
#1:

**Add more power keywords
to your Manual campaigns**

Add More Keywords

- Also boughts
- Best sellers
- Hot new releases

***Pro tip:** copy & paste new keywords you add inside Amazon to your master keyword list.



The screenshot shows the Amazon Keyword Manager interface. At the top left, there is a yellow button labeled 'Add keywords'. To its right is a search bar with a magnifying glass icon and the text 'Search'. Further right is a 'Filter by' dropdown menu. Below these elements is a table with the following structure:





<input type="checkbox"/>	Active	Keyword	Match type ⓘ
		Total: 721	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	gratitude	Broad
<input type="checkbox"/>	<input checked="" type="checkbox"/>	louise hay	Broad
<input type="checkbox"/>	<input checked="" type="checkbox"/>	the secret	Broad
<input type="checkbox"/>	<input checked="" type="checkbox"/>	gratitude jar	Broad


#2:

**Adjust your ad budget and
cost-per-click (CPC)**

Adjust Your Budget

- Raise your Average Daily Budget
- Double Down on high performing keywords

 \$1.14 \$0.62-\$2.29	<input type="button" value="Apply"/>	<input type="text" value="\$ 0.33"/>	\$586.43	261	\$2,711.38	21.63%
 \$0.46 \$0.41-\$0.92	<input type="button" value="Apply"/>	<input type="text" value="\$ 0.11"/>	\$274.65	59	\$463.97	59.20%
 \$0.60 \$0.48-\$1.20	<input type="button" value="Apply"/>	<input type="text" value="\$ 0.11"/>	\$249.71	52	\$434.15	57.52%
 \$0.52 \$0.36-\$0.82	<input type="button" value="Apply"/>	<input type="text" value="\$ 0.11"/>	\$160.51	188	\$2,420.14	6.63%



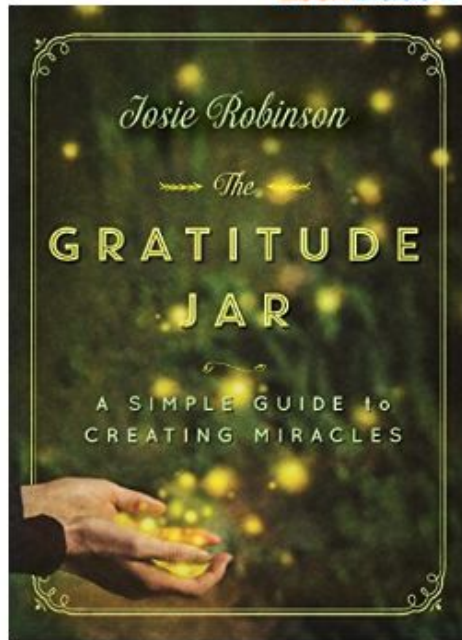
#3:

Consider a new book cover

#4:

Write a new book blurb

Look inside ↓



Audible Sample

Follow the Author



Josie Robinson

+ Follow

The Gratitude Jar: A Simple Guide to Creating Miracles

by Josie Robinson (Author)

★★★★★ 94 ratings

> See all 4 formats and editions

Kindle
\$7.99

Audiobook
\$0.00

Hardcover
from \$8.95

Paperback
\$11.95 ✓prime

Read with Our **Free App**

Free with your Audible trial

11 Used from \$8.95

13 Used from \$4.25

5 New from \$11.95

Discover the simple, yet profound, wisdom inside the little book being passed from hand to hand, from friend to friend, since it debuted in small local gift shops and bookstores across America...

The Gratitude Jar is a book that has come to light when the world deeply needs to read its message. The story itself is a heartwarming, inspirational tale of spiritual transformation and self-discovery, but it is also a guidebook with the power to instantly release the negative belief systems no longer serving you....and to direct your steps with new energy onto the path of joy and personal freedom.

Nourish your soul and restore your faith in the goodness of the world as you begin to use its simple truths within your daily life. The time is right to hear its message, and to accept the invitation that awaits inside its pages to a joyful and inspiring new life.

> Read less

#5:

**Choose new Categories for
your book**

Product details

File Size : 1753 KB

Publisher : Wise Ink Creative Publishing (September 24, 2015)

ASIN : B015TBIMC2

Publication Date : September 24, 2015

Word Wise : Enabled

Print Length : 122 pages

Language : English

Lending : Enabled

Enhanced Typesetting : Enabled

Text-to-Speech : Not enabled

X-Ray : Enabled

Simultaneous Device Usage : Unlimited

Screen Reader : Supported

Best-sellers rank #87,058 in Kindle Store ([See Top 100 in Kindle Store](#))

#20 in [Miracles & Spirituality](#)

#30 in [Inner Child](#)

#42 in [Twelve-Step Programs \(Kindle Store\)](#)

Customer Reviews: ★★★★★  133 ratings

#6:

**Play around with the price
of your book**

#7:

**Run ad campaigns in the
global marketplaces**

Global Marketplaces

- Canada
- Australia
- UK
- Germany
- Spain
- Italy
- France



Questions?