



# Boosting Checklist

## AMAZON AD CAMPAIGNS

### Not getting enough impressions on your ad?

- Add more keywords**
  - Bestsellers in your category, Hot New Releases in your category.
- Adjust your ad budget**
  - Raise your Average Daily Budget and Double Down on high-performing keywords.

### Not getting enough clicks on your ad?

- Refresh your book Cover**
  - For a list of recommended cover designers, go to Lesson 5.
- Experiment with a new Title or Subtitle**
  - Look at the bestsellers in your genre and see what titles work.
- Price**
  - Make sure your book is in the same range of other books in your category.
- Try a new Tagline for your ad**
  - Use a lot of power words and look at other Sponsored Ads in your genre to find examples of effective taglines.

### People are clicking on your ad, but not buying?

- Blurb**
  - Don't reinvent the wheel when it comes to writing blurbs – look at what the bestsellers are doing in your genre and copy them.
- Look Inside**
  - Clean up the clutter, and start with a powerful opening.
- Formats**
  - Create another format of your book – paperback POD, hardcover, or audio.
- Reviews**
  - Follow the Amazon rules for getting reviews, and if you do all this right, reviews will come your way organically.