

How to Scale Up Your Amazon Ads Transcript

- Bryan: Hello everybody, and welcome to today's webinar. We're keeping things interesting today with just a giant picture of me. That's all we're going to see today. No, we're going to do a lot of screen sharing today, so I decided not to tempt fate and just decided to go with one option, just the screen share. Hopefully I don't accidentally show anything weird like baby pictures of myself or anything. But, yeah. If you guys can hear me, let me know. I did want to ... If you can see the picture of my face there. Let me know if you can hear me and see that picture. It looks like-
- Sheridan: It looks like everyone could hear you and see you, Bryan.
- Bryan: Oh, that is wonderful. Sheridan is my awesome assistant who has been so helpful over the last few years. She is here to read out your questions because I can only share my screen or read the questions, not both. Hey, Sheridan. How are you?
- Sheridan: I'm doing well today. I hope everyone is ready for this presentation. It should be pretty fun, I think.
- Bryan: Yeah, I'm excited about it, for sure. I think that Amazon ads are confusing for a lot of people. I think today is going to help shed a little light on that. Are there going to be magical secrets that automatically allow you to make thousands of additional dollars a day? I don't know about any of that. Maybe if you have a blacklist of a hundred books, but I will say that I'm going to show you what I've done lately, what I've learned and what I've learned from others that is going to be, hopefully, helpful to you whether you're playing around with these ads every single day, or you are just starting out with them. Sheridan, any good jokes from the questions? Any comments worth addressing before we get started?
- Sheridan: Not yet. It seems everyone can see and hear you. Sasha in Hertfordshire, England waits.
- Bryan: Oh, hey, Sasha. Nice to see you and nice to see everybody here today. It looks like we've got a nice crowd that is slowly growing as people read their inbox and say, "Oh, it's time."
- Sheridan: Jennifer Evans has bestowed the \$6 Million Man title on you.

Bryan: Oh, very nice, very nice. That's very appreciated. If you guys have checked out Chris Fox's book on how to relaunch your book, he's featured me in there and refers to my relaunch of my series as the \$6 Million Launch. Let's get going here today. Thank you, Sheridan.

Sheridan: You're welcome. There are a couple of questions. Jennifer and Karen asked if there's a chat window or only the question box? On this platform, we're able to, as organizers, put in the chat box for you guys, but the questions box is really the only typing interaction we have. There's not really a back and forth chat that's available.

Bryan: Yeah, it's just to keep people from spamming with quotes from my first book or something like that and saying I'm a bad author, I don't know. I don't know what people will do.

Sheridan: And Patricia says we're limiting them from being snarky.

Bryan: More or less, yeah. We're just keeping the snark factor away. If you guys do have questions, Sheridan's going to be monitoring that throughout, and I will answer any relevant questions at the end. If Jay Thorne has questions about my baby, I'm probably going to put those off until the very, very end.

Sheridan: Right. To answer Amelia's question, if everything works well tech-wise, there will be a replay sent out afterward, I'm assuming?

Bryan: Yes. That is the plan. We always hope the tech works, and I think today it will. I have a good feeling about it.

Sheridan: Fingers are crossed.

Bryan: Fingers are crossed. I'm getting my window sized appropriately. All right, today we're going to go into the basics of these Amazon ads and then go into some more intermediate and advanced uses. Now there are a few myths I want to address, this big face of me wants to address right off the bat.

Some people feel like Amazon ads are a set it and forget it marketing method. I don't believe that's true. I think that they take a lot of time, they take money, they take effort to really truly understand. If you're hoping to find that magical button that you can push that is going to get you success, this probably isn't magic, but I do think you can still get some really nice results.

Another myth I want to address, if my Amazon ads aren't working, it's Amazon's fault. Well, it's actually not Amazon's fault. It's possible that you haven't done quite enough testing or enough ads. A lot of people will say, "This doesn't work for me, this doesn't work for me," but have you really put the full effort into it? It's tough to know until you dive in, until you go in fully. I hope that the things I share with you today will be able to help you dive fully into these ads.

The third myth is that these ads, Amazon ads, are impossible to scale up with a great return on investment. I do think that is a myth, I really do. I think that while I am not necessarily the poster child for the best return on investment, I would look towards Brian Meeks for that sort of thing or I'd look towards Mark Dawson. These guys go conservatively with their bids. As a result, they do get a really positive return on investment.

But I think that a middle ground is possible between bidding too conservatively and going bonkers crazy, like I will show you that I have gone with Amazon ads. I think that with that middle ground mentality in mind, you can use time and patience to make your ads successful. We're going to take a look at my ads dashboard here. We've got some fun numbers there from some of my best performing ads. We're going to go ... If you've never been in the ads dashboard, don't worry, I am going to show you some of the basics in just a second, but just to get you excited and thinking.

It's possible that some of you guys have seen ads like this when you've been able to get things to work. Sheridan, please let me know if anyone says, "I can't see your screen. It's too small," because I will zoom in a little bit. This is a keywords ad that I have done for my book, The Dark Souls. That's how I name it, TDS for The Dark Souls, SPK for sponsored keywords. This refers to which keywords I use and which copy I am using. This ad has done pretty well. We've gotten a really nice average cost of sale, which is essentially if it's 70%, it means you're breaking even on a book that's \$2.99 to \$9.99. If it is higher than 70%, then, according to Amazon at least, you are not quite breaking even.

Now I'm not a huge fan of the average cost of sale metric, I'll go into that a little bit later, but if we want to look here and see an ad that is doing well, \$2 spent, almost \$27 earned from that. Now this is not completely accurate because it says \$4.99 there, which is the cost of my eBook. If you multiply that by 70%, you get the actual earnings there. But you'll see some very nice numbers here, as Amazon says, but, look, we've only been able to spend \$2.10.

This is one of those ads ... Man, I wish I could scale this up. I wish I could scale this up and get these kinds of numbers. I really wish I could. That's what a lot of people have been saying. That's why I wanted to do this kind of webinar. Let's take a look at the next one. This is a product display product ad. These are product displays that are targeting specifically products. They're on product pages. They're the kind of ads that show up right underneath your buy button.

So we'll see another one so we'll see another one here. We are looking at a pretty nice average cost of sale here, we've spent \$5.29 cents and we've made more than that. That is obviously very positive, but when you spend \$5 and make \$5, that's not something to necessarily get too excited about. We obviously want to go further with that and we look at the targeting here, you'll see I have a bunch of books here. I believe this is probably one of the books I have at least several hundred there available.

We want to scale that up, we want to scale that product display product add up, how are we going to do that? I'm going to talk about that a little bit later. Here we have a product display interest ad. These are the ads that in addition to showing up underneath the buy button, these also show up on Kindle screens. We're going to go into that a little bit more later, but here we see hey this looks pretty nice. Spending 23, making around 25 but look that's not necessarily huge numbers and the percentage difference between the two of them isn't so much to get excited about.

Now I am going to go into a little bit later why this number is actually pretty great when it comes to a product display interest ad, and that has to do with Kindle Unlimited pages read which as you can see are not included by these figures.

Sheridan: Bryan?

Bryan: Yes.

Sheridan: If I can interrupt for two seconds and I apologize, I was helping some people behind the scenes with a few questions, can you clarify what scaling up means when you're discussing all of this?

Bryan: Absolutely. So essentially scaling is that we want to not just spend \$3 and make \$5. We want to spend \$3,000 and make \$5,000. We want to keep the same level of consistency of our ad while spending significantly more. But the problem a lot of people have found with Amazon ads, is that even

if you try to get Amazon to spend more of your money, it won't necessarily do so. That is definitely one of the main purposes of this webinar today.

Sheridan: Thank you.

Bryan: Yeah, of course, of course. Happy to help as always. I want to go into I believe one more. So one more here, this is an ad for my boxset one thousand creative writing prompts as you'll see. I have named it appropriately so I always know what to search for when I'm looking on my ads dashboard, where there are many ads. So it's tough to keep track of sometime. This one may be the best looking one yet. We've got \$15 spent, \$44 ... nearly \$45 in sales. It helps that this is an \$8.99 boxset. Whenever you have an ad that is going to be targeting a higher priced item, I mean this goes back years and years but obviously Mark Dawson is one of the first to talk about this in a big way.

Boxsets are great because you can charge more for them, so you can get a higher return on that but not all of us have boxsets. So what exactly are we supposed to do? Those are ads that according to the metrics Amazon tells us that, that folks have told us to look at that our ads are performing exceptionally well. But I want you guys to kind of open your mind a little bit. I want you to think well one of our purposes is to scale up our ads. Part of that means spending more money. But Amazon doesn't seem to want to spend our money. They don't seem to want to put money into ads. Let's see if we can at least figure out well how do we get Amazon to spend our money.

I have an ad here. This is a product display product ad once again, where I have over one million impressions, 1,187 clicks. And I'm not sure why that leads to more than that number of detail page views, but we have spent nearly \$400 here. Now the problem is that according to these estimated total sales, we have lost money but let's not worry about the losing money right no. Let's just marvel at the fact that I wanted to give Amazon 400 bucks and it took it. It is possible to get Amazon to spend more money. It is possible to get thousands of clicks and a million impressions. It's possible, let's just kind of get that far with the idea here.

It is possible to get Amazon to spend our money. Now let's look at a product display interest ad. We have 200,000 impressions and I think that almost matters more than a million impressions for a product display product ad, because many of these impressions are showing up on Kindle devices, right where people are considering buying. Which is why the click, the number of clicks is pretty darn good if you look at the last ad,

1,100 out of a million impressions. 820 for almost a fifth the number of impressions, that's a lot more clicks, a lot higher click through rate. Almost its point four click through rate I can explain click through rate a little bit more later.

But once again we do see yes, it did not make as much money as I have spent, but it is getting impressions, it is getting clicks and this is something we need to start figuring out. Well how are we getting more of these first before we can get to the point where we are getting the return on investment we want and the number of clicks that we're looking for. This is an ad that is at least spending more money, and then let's look at this, this is the coup de grâce here of getting Amazon to spend my money. 6.5 million impressions. Over 7,000 clicks and we are seeing \$3,200 plus in spend.

It does say year that we have lost money on this ad, but this is the interesting thing about what Amazon tells you versus what you can look at on your sales dashboard. This is part of an anthology that has made over \$20,000 and this ad campaign is one of the only ways I have promoted the anthology after the first month when everyone was promoting it. I could say probably at least \$10,000 worth of earnings on this set have been after the first month, but the only spend I've had is this \$3,245. This says I'm losing money. But one of the reasons I've earned more is because this does not include Kindle Unlimited. So Kindle Unlimited has the ability with these ads to really ramp things up as long as you're sending massive amounts of traffic in that direction.

It's possible to do these ads well without Kindle Unlimited, but when you have Kindle Unlimited going, it can make a major difference. And with my recent boxset or my recent series that I've launched, the revamping of the TED Saves the World Series, I've had a lot of success nearly \$6,000 in sales and one of the only ways I am promoting this series right now, with these four books out so far, is through these Amazon ads. It's led to over half a million pages read and nearly 1,700 sales and that's through the joy of Amazon ads. Now I will tell you right now, I have not earned back the amount of money, oh look a sale just went through, isn't that amazing.

I have not earned back the amount of money I've put in here yet, but keeping the ranking high, keeping more people in the series is going to have a better chance of me earning more money overall, than if I say only focused on ads that Amazon said were performing well. I know I just spit a lot out at you. Sheridan are there any questions that are being repeated, any thoughts that people have on this that you think are worth

bringing up now? I could probably take two or three things now and then we'll jump back into the basics of Amazon ads.

Sheridan: One question that's popped up Jamie and Terry asked. "What exactly is an impression and then explain impressions versus clicks."

Bryan: Sure, well essentially if I am going let's actually just click through here. If I am here on Dark Souls and I scroll down here, and we see there's an ad for Tree of Ages. That's an impression. If I were to click on Tree of Ages, that would be a click. I don't want to cost Sarah money here, so I'm not going to do that. But if there's an impression, that's all an impression is. If someone goes to this page and scrolls all the way down, goes past Tree of Ages, that's an impression, that counts. Which is why you don't see nearly as many clicks as you do impressions.

Because an impression can be like that. We see these ads down here, look at these seven or so books I scroll past those. All of those books just got an impression. So that's the difference between impressions and clicks, Sheridan any other good ones?

Sheridan: A couple of people asked over what time period is the showing and then that was from Sue, and then where did the other one go? The other one was asking ... these questions are coming out kind of quickly. I apologize.

Bryan: No, no, it's okay.

Sheridan: So about how long did you have it run to get the one million impressions?

Bryan: That's a great question, let me go back to ... oh I even clicked on the right one, look at that. This one started in May. So since May this has been a million impressions. Now the once upon a happy ending one and this one for 200,000 impressions was early June, so nothing too crazy there. It's only been a month and a half and then the once upon for 6.5 million that started because that set launched last year. That that's been since November, so that's one of the reasons it's been able to get over six million impressions.

This one really just goes to show we've got a fifth of a million impressions in a month and a half, it's possible to get a lot of impressions in a short period of time, you just need to know what to do. I'm going to show you what to do a little bit later. I'll take one more Sheridan and I promise at the end I will be happy to answer whatever questions people have.

Sheridan: Angelic asked for some clarification about what are all those types of ads and what do they mean?

Bryan: This is an amazing segue Angelic because I'm about to tell you oh my goodness. Sheridan you must have planned that. But let's go into my other window here. You can tell I'm boring I just have the regular backdrop for Amazon. So or for Apple rather. So let's go take a look and let's answer Angelic's question. If you have never been in the Amazon ads platform, you're going to go into your Kindle Direct publishing dashboard. You're going to click on ad campaigns on the far right side. And then you have a little view your ads dashboard page, and so that is where we are and we can see all of the many, many ad campaigns I have if you scroll down.

335 ad campaigns currently that I've run so far. Let's actually take a look at all of these different types of ad campaigns. I'm going to click new campaign here. Don't steal my password you guys I really hope you don't. Hopefully it's nice and hidden there, so all right. First, let's take a look at the three different ads. We're going to look at product display ads first, so as you see in this image these are the ads that show up underneath the buy button as I said. Now on these ads you essentially pick which book you want to do. I've been advertising the Dark Souls a lot, you search that and you select it.

Now here is where you decide if you're going to do a product display product ad or product display interest ad, we're going to do my product. You can target related categories now, but a while back you could only just target products. I've seen some good results with just targeting categories but let's talk about products. You're essentially going to say look I need to find related books. I know Meta by Tom Reynolds is a good comparison for my book. I clicked off that for a second. For some reason we see his German edition come up first, but then we see the boxset here. I'm going to add that. Maybe I'll keep scrolling down, I'll find his American version will add that and you can actually add up to 750 products per ad.

And let's just add all on this page just to be fun. Now we have nine, you can decide if you want to extend your reach to related products. Sometimes I'll click that, sometimes I won't. I will name this TDS for the Dark Souls. PDP for my ... for product display product and then I will say well what headline do I want to put in here? That is how I decide my ads because I as many of you know, I am the book description guy so I am often using different types of copy everywhere. I will use a ton of different types of copy here. We'll just say I'll use questions superhero,

and will go with there and then for product display product ads, I usually choose a certain bid.

I will also put that in there so I can take a look. Now I will go into the ad strategies and whatnot a little later, but I'm just filling these in so you see what it looks like to do it and then do you like superheroes, you'll love to. Do you like super heroes and Witty Banter? Then you'll love the Dark Souls. We've got a little text here. I'm not going to say that kind of text works better than any other text. It's always worth testing, but I just wanted to show you what it looks like and then we see this is where the ad shows up under the buy button.

Where it'll show up in other places and you'll see there's the headline there and in this one it doesn't have the headline, It just has the bottom part. That's why I actually don't mind repeating myself a little bit in these two, because they show up in different places. I would submit campaign for review, what the heck I'll just submit this just so you see what it looks like. Then it will show that it may take up to 72 hours to be approved. Fantastic, that's a product display product ad. Let's take a look at a product display interest ad. So these are similar. Some of them will show up in the same place but these are also the ones that show up on Kindle devices. Let's get here, select by interest.

And this is pretty awesome. We actually get to choose our categories here and you can pick as many categories as you want. I might pick superhero comics. I might go all the way down and pick science fiction and fantasy superheroes. And I might pick teen and young adult, Sci-fi and fantasy. I could pick as many as I wanted here, but you can definitely pick whichever ones you want. The limitation is not all categories are represented here, so you kind of have to be creative if your category falls between the cracks of it. PDI, let's do question and I'm also going to put my bid. Now, here is something I've noticed with product display product ads, people have kind of ignored this average bid 15 to 20 cents thing.

You do not need to add a bid much more than 20 cents. This is not where you are attempting to scale up like crazy. You don't really need to. I have seen ads that I've bid 14 cents on, get thousands of clicks. You do not need to bid more than the suggestion here. I've heard people say, "Oh I bid a dollar and it went through it so quick, these don't work." Just this is one where you actually want to listen to Amazon. The campaign budget in my opinion doesn't matter all that much. I don't think it impacts things and neither does the date. Let's do, do you like superheroes?

We've got our text there and notice these show up on the Kindle readers. This is really nice for Kindle Unlimited because if we've got a Kindle Unlimited reader, they click read now and basically they click one more button on the following page and they've downloaded the book from Kindle Unlimited. It's a beautiful thing and that's why these ads in particular are ... and I learned this from Brian Meeks, this is definitely go out and buy his book because I think it just came out on mastering Amazon ads.

But he taught me that product display interest ads can be very, very powerful and I have definitely noticed this for Kindle Unlimited. You would click submit campaign for review and then you would go back to that, but for now go back to cancel. And then I'm going to show you sponsored product keyword ads. You'll notice there is also or will get to it in a sec. There is also an automatic targeting feature here. This is one of those things that is worth a try but I have found that these three types of ads have performed better.

So TDS, SPK for sponsored key were headline and I'll do 13 cent bid here. I'll do 13, this is average daily budget. This one a lot of people worry about this one, and I know recently Amazon had a few troubles with some bots being a little crazy with these, but I recommend that for the most part you can get away with \$10, even if you put \$10 and don't want to spend \$10, it's likely you'll only spend a couple of bucks depending on what you bid. There's a few instances where I will do a higher daily budget and I'll share that a little below.

You can run this campaign continuously, and you can do either automatic targeting where Amazon just chooses who to target. I haven't experimented with that enough to know how well it works, but in my experience it hasn't worked that well, or manual targeting. Now this is I mean a lot of people have been talking about this. Mark Dawson's done several webinars on it, which are very good. You can choose Amazon's keywords suggest for you and you can choose the 25 cent bid if you so choose. But you can also add your own keywords. I'll explain a few places where you can find these keywords later.

I actually like to test bidding at 13 cents or below. I know people who have gotten sales bidding well below 13 cents. So let's just to do, we'll one keyword here but we can put as many as a thousand. We'll put our custom text in there, that headline again and this is what it looks like. These actually show up. You can kind of see it all the way up above. These show up in search results. So both on the regular Amazon.com and on the mobile version, these ads show up when people search related

keywords. Someone searched Meta, my book might show up in the search results right just looking like that and then people can decide whether or not to buy.

I know for people who've never seen these ads that might have been an information overload. I don't want to spend too much time on the beginning stuff, because we did say we're going to talk about scaling up Amazon ads. But Sheridan I can definitely take about three questions if anybody has some that you think would apply to a lot of people in the room.

Sheridan: Well you have quite a few here. Let's see. We'll take Jack's question first. "What's the best way to choose key words? I see a book titles, author's names and subjects. Do you use all three?"

Bryan: Yes, I use all three. I don't see a bad way to use keywords and as Jack is referring to the ability to add these key words here. I don't see anything wrong with any of those types. I haven't necessarily seen one perform better than the other. I think the rule of thumb with Amazon sponsored product keyword ads, which we'll go into is you need to keep testing. You always need more keywords than you think and as you continue to test more, you're going to find out ... you're going to find the data you need to really make these ads shine, and I'm going to go into that more later. Another question?

Sheridan: Yeah, Joy I asked if the ad isn't working that well, can you go in and change the text?

Bryan: Oh absolutely, but I'll kind of do a hat tip to Brian Meeks again. If you do that, you actually kind of compromise your data a little bit. I would recommend just starting a new ad with the same keywords and doing new text in that if you really want to try it, because I think that it's worth knowing, worth seeing that ad play out to see how well the results end up. And one more, I can take one more.

Sheridan: One more, all right I'm going to pick Kat's question. See already, I'm not quite sure says, "This is a more advanced question, but I agree the ads are not set it and forget it. However, I fear I tinker too often multiple times daily and I think that might be dangerous given Amazon's reporting lag of three or more days. Can you tinker too often, do they risk messing up good performing keywords that I don't know is forming because of Amazon's delayed reporting?"

Bryan: I think Kat's a girl, I'm just going to assume.

Sheridan: I did myself.

Bryan: I know, you're better than I. Yeah, I think you can tinker a little bit too much. I wouldn't actually tinker too much in the ads. If you're going to do anything I would create new ads, and not tinker with the existing ones too much. For instance I would add new ads maybe once or twice a week but I wouldn't necessarily change the ones I have. So I hope that's ... that will become a little more clear what exactly I mean there as we kind of dive into that. Don't worry, I know there are more questions. There are 314 of you minus me and Sheridan on the call, so I will be taking questions at the end, and I will try to get to all of them.

All right, let us go into the next section which is specifically talking about how to scale up these kinds of ads. As you'll notice here I have used PDP as my kind of acronym for product display product ads, and this is helping me to ... I'm going to hide stuff so I can see my full screen. And I am basically organizing these by ... if I'm always doing PDP and always doing the name of the ad for the name of the book as my acronyms, I will be able to keep pretty organized with these.

So we see here, if we average, if we go ... let's go by clicks here. So if we go by PDP, we will see that I have one ad that the one I mentioned earlier with 1,187 clicks there and we see a few other ads running for my fiction book TDS with a few sales here and there. Nothing to necessarily write home about, but we need to get away from the idea that average cost of sale is at all useful. Essentially average cost of sale, this statistic here is in my opinion not helpful at all for telling if I have a strong ad or not. And the reason is because Kindle Unlimited is such a huge component of advertising for books that are in KU since getting those pages read is such a huge component and this doesn't tell you at all what is valuable.

It tells you sales and we're not even 100% sure it tells all the sales. If you are looking to scale up your Amazon ad any ads, stop looking at average cost of sale and start looking at clicks, because we need more clicks. That is what we need, 100% more. We need more clicks if we are going to succeed with these any types of ads. Now product display product ads. I don't have too many running at all times. The one I have going for 1,000 creative writing prompts, because that's such a high price boxset, and because some of my other ads are performing so well, I don't mind "losing a little money on these" because I'm getting visibility.

Because I mean a million impressions there, because any sales that result from these, they help to boost my book in the rankings where it can get more organic sales. That is one of the reasons I worry more about clicks.

That's one of the reasons I worry more about just getting the book out there. Have I had the success of someone like Brian Meeks who's sold \$60,000 in books from \$40,000 in ads? No, that's why you should check out his book. I know this is a pitch free webinar for me but I definitely think Brian's book is worth checking out.

Now as far the product display product ads are concerned, these are the ads I think you need to take the most caution with. Because in my experience, I have not been able to get to the point where I'm happy enough with as many clicks as I'm getting. I know that most of the other types of ads I'm running, I could get more than 50 clicks, 40 clicks, 30 clicks and these are high priced clicks. I usually bid, let's click on this ad right here. My top fiction ad. Which is taking some time to load, there we go.

This is my top fiction ad as far as clicks are concerned, and we've got 45 clicks here. I'm not in love with that, I wish it could be getting more and the fact that it's getting three it's only gotten three sales from that, obviously you'd like to see more sales. Impossible to know how many Kindle Unlimited impressions I've got from this, but this is a pretty high bid. 55 cents is a high bid but 45, 55 cents is what I have seen get some clicks for these types of ads, and I have been able to get more for ... I've been able to get more clicks as I've bid higher but then it's really tough to know if I'm getting a good enough return on investment.

But let's take a look at this targeting here. So one of the interesting things about targeting is that you can essentially target anything. I like to make sure when I am searching, when I am running a target. A targeting campaign, I am looking to only focus on the type of book I'm trying to sell. For instance, let's go back to create a fresh PDP ad. It always forgets my password right when I'm on a webinar, come on Amazon. But let's go back down here and look at what I want to do with this targeting.

Sorry for the joys of me typing things. I'm sure that's incredibly exciting, but I like to when I target, I like to make sure I'm saying Kindle. That I'm making sure I am targeting and you'll see some weird ... it looks like we got a chuck tingle book in there. Always fun. I am making sure I'm typing in Kindle because I don't necessarily want this to show up on paperback pages. I don't want it to show up on an audible pages. Now if I'm promoting a book, I want to make sure I'm selling ... that I'm making sure I'm selling audio books for a paperbacks for, maybe I would target those.

But if I'm specifically focused on increasing my digital sales, I'm going to make sure I put Kindle in there as whenever I'm searching. I'm going to

show a little hack later to find lots and lots of these, but I recommend at first using you're also bots, using related authors to you and then you can do things like add all on this page and then you can continue to add more. This one didn't show many but if I did superhero Kindle, I'd have a lot here. I could add all on page, click over, add all on page and I could keep going from there until I reached.

I like to max these out. Until I reach 750 products. Take some time to do that but if you really want to scale these kinds of ads up, then you need to be willing to put in the time to make that happen. So you can continue to add more products to this as the ad is going, but like I said, I like to create an ad and then create new ads in addition to that so that I can test new things like different copy or different bids. Product display product ads. I think because these end up costing the most in the long run, and end up getting the fewest actual sales through clicks, these are the kind of ads I would make sure to only really use in a launch or promotion type situation.

Because you can get a lot of clicks on these. If I was bidding 75 cents, let's go back to my PDP search here and we'll see the one that's gotten a ton of clicks. PDP, It runs a little slow sometimes, you have to refresh and when you have 350 campaigns it gets a little upset, but this one right here. This is bid you can see from ... here it's a bid 45 cents. This one is auto targeted because I did not search for the keyword, for the products on this. It's targeting similar books in my genre. This has gotten a ton of clickage, but if you are not happy to potentially lose some money on this, in order to increase your visibility, you shouldn't do it.

But if you're in a launch situation, and you know I need to get my book as high in the rankings as possible, so that Amazon starts promoting this book for me in their newsletters and what not, and in their recommendation algorithm, then you may be willing to lose that money. And that is when product display product ad should be a part of your repertoire. Otherwise I don't necessarily recommend using these but I would say that if you do find an ad that is working well at a certain bid, I like to test I think for these, I tested here's a 55 cent one I tested that I turned off.

Here's a 65 cent one I tested that I turned off. If you find ads that are working at a certain bid and you want to keep them running, go for it, let it ride but know that this is not an ad where you are necessarily going to get a positive return on investment. You're going to get a boost in visibility, you're going to potentially get some additional sales, but that's why I recommend it during a launch week. During a promotion when

you're trying to increase rank because you're not necessarily going to get the positive ROI, but you will get some clicks. You can get a lot of clicks and you will get some sales.

I have if you look down here, we have a lot of product display product ads. For the most part these are actually different ads with different if you see all of these PDP selling paragraph. This is PDP selling paragraph one type of copy, a different type of copy. Or actually the same type of copy for these but it's ad number seven, ad number nine, ad number five. That means it's an additional 750 products in each of those ads. So between these seven or so ads, there's about 5,000 products targeted. How did I find those 5,000 targets? Well, I have a little hack that I'm going to show you right at the end before the Q&A.

That student of mine Jennifer Brown awesome paranormal author came up with and I will show that to you guys at the end. But Sheridan this is a good time to answer any questions about specifically product display product ads. Do you see any good ones in there?

Sheridan: I'm trying to find some that pinpoint on product display ads. Quite a few questions here Bryan.

Bryan: Oh, yeah. I know ads are confusing but we'll get through as many of them as possible.

Sheridan: One thing that I did want to go through and ask you and AI asked this. "I'm confused do impressions or clicks without sales really impact rank, and do you think that clickers come back and buy later?"

Bryan: I think that some clickers download your book on Kindle Unlimited, but you can't see them. So clicks, that's why I think clicks are so key and when you're trying to scale up your ads, clicks are the thing to really look for because if you are noticing you're getting more, a boost in Page Rank or in sales rank and you're noticing more pages read from an ad, well you don't know if it's from an ad or not, and you're running these ads, you may be getting those downloads. You may be getting those pages read. You may be earning that money from these ads. It is not possible to tell that from the Amazon ads dashboard, but more clicks are a good thing.

Impressions I think you know I've subscribe to the old business principle sometimes people need to see your ads seven times before they buy it. But that's why these impressions which are completely free are a really awesome thing. Amazon doesn't charge you for these impressions. I have

had this boxset viewed a million times for free. That's why I love these ads. Any other specific product display or similar types of questions?

Sheridan: I'm going through right now, they're still coming in, so let me pause. You keep going and I'm still going through these questions.

Bryan: Okay, totally fine. I promise I will answer ... scroll all the way to the bottom Sheridan and ask the question that's the one you stop on.

Sheridan: All right, the one I stopped on. "What about days of the week? I noticed my rate plunges in the weekend and rises after weekend?"

Bryan: I don't turn off my ads for days of the week, and you can't choose which days of the week to run ads. I don't worry about that sort of thing. I know some people who say fantasy sales go down on Wednesdays. I'm not going to stop my ads. I'm going to keep my ads going to keep getting clicks because some people are still going to buy on a Wednesday, on whatever day of the week. I don't worry about that sort of thing. So all right, well let's move on to product display interest ads. Do not worry, if you had questions on PDPs that we didn't get to, relax we'll make sure those questions get answered.

Here my product display interest ads. Once again, you are not going to see the prettiest average cost of sale here, but what am I happy about? I'm happy about getting 1,250 plus clicks at 14 cents a click. So let's talk a little bit about testing these product display interest ads. These are almost completely geared toward Kindle Unlimited. I think you can get some nice sales on product display interest ads, but these are the kind of ads that you're going to get rewarded for being in KU. Now what kind of bid are you going to go with these, because you do not want to go ... the highest bid I have on these product display interest ads, is 22 cents and these were the first ads that really started kicking in for me. Now these took these ads are interesting.

These ads test the patience of the average author. These ads take between sometimes between four and six weeks to register a single impression. If we go with my start date here, you'll see I created these ads on July 7th and one of these ads has nine impressions, one has 16. A few of them are getting some clicks but ... I mean honestly some of you guys will probably say after day three, "These didn't have any impressions, they don't work I'm turning them off."

These ads are like the tomato plant of the Amazon advertising world. These ads if you let them grow, if you let them develop, these ads can get

so many low cost clicks, 14 cents. Imagine if you were getting a thousand 14 cents clicks on Facebook, I mean you would be celebrating to the high heavens. I mean, this is an amazing possibility here, but so many authors don't have the patience to let this happen.

Now I recommend, I didn't really touch upon this with product display product ads, but I want to mention it with these product display interest ads. I actually will use multiple different ... I don't know if it will even show my copy here, it won't. But I will use multiple different types of copy, let me see if I can ... strikes. Let's pull this up here. These are 20 different lines of copy that I generated from seeing which of the copy that I was testing, which types of copy I was testing that were successful. I found this line "Do you like super heroes in Witty Banter, the viral superhero series is for you." and "His super heroic name strikes fear into the hearts of all villains. They call him ... Ted" period. Those were the most successful lines of copy I had. I tested probably 10 different lines of copy.

So, I would create one ad let's say I created this product display interest ad, and targeted at the same target, targeted ad a 16 cent bid. I did bad with naming these because I didn't put the 16 in parenthesis to know that it's a 16 cent bid. I would create another ad and another ad and another ad until I had about five to ten ads with different lines of copy. And these ads are pretty much all the same. Same interest targets, same bid but this is using Q10, this is using Q6, this is using SF4. So let's take Q6 was a slightly different variation on the line of copy that was doing well. Q10 was a different variation on the line of copy that was doing well. SF4 I changed it instead of ending it at Ted, I said "Start reading right now."

So, I would test even more lines of copy trying to find if you can find a line of copy that does seem to work well, that does seem to either get a lot of clicks or if you're looking at something like average cost of sale. Let's look at this 118 one, so this is ... not the one that I'm looking at right now. So let's say this one 300. Let's say this was a good one. This uses Q1. I would look at my stats say Q1 does pretty well, why don't I make some variations on this line of copy and see if I can change a word or a punctuation mark or something slightly that's going to get me better results. Then you test, then you create those five to ten new ads with those different variations and you see if you can get one to do better. This is something that I have seen Mark does and do well; I have seen Bryan Meeks do well.

Testing those different lines of copy on the same kind of ad to see if you can get the best kind of result. The other thing with product display

interest ads ... Let's get this back up to my ads. It didn't keep my PDI up there. Threw me off a little but the thing with these ads is notice, I created about 10 on July 7th. I created about five on June 26th I created another five on June 16th. The best way to keep these ads and notice some that I created on June 25th look at these, 328 clicks. I'm very happy with that and my average cost of sale on this one, 152 I could almost guarantee you that one is making money because of the kind of the Kindle Unlimited downloads.

238 clicks this has only been running for less than a month but many authors would stop these ads first and foremost because, "Oh it's only getting nine, it's obviously not working." Remember that product display interest ads are the tomato plant of Amazon ads, make sure you are creating a lot of them. Try to create a few new ones each week where you testing new copy. Where you're trying out new bids. I would at first try probably 12 cents, 13 cents, and 14 cents because you can get ... let's see if I can find. There we go. look at these 126 clicks at 12 cents. You can get these low cost ones to work. You just need to create more of them, and then you're going to find which ones work the best.

Now I have a little trick here, I'm going to throw at you. If you see that an ad set isn't working, you're saying, "Oh this isn't working. I'm just going to cancel it." Try a little tweak. Try going onto your page and moving up the expiration date. Say you know let's try getting this one to really go. I'm going to change this to two weeks from now. I'm going to change it to July 28th and then you save it. I have seen this work; does it work every single time? No, but sometimes Amazon just needs you to do something over there to get people to get its algorithm kicking for those ads to actually start working again. Just something to keep in mind, it's not going to work every single time but it is definitely worth trying out. That's a little trick I have learned over the last few months.

Sheridan that takes us to the end of product display interest ads, did you see any good product display product or product display interest ads that you think would be good ones to throw into the whole group.

Sheridan: Jay-Jay was asking why such a high budget of \$500?

Bryan: Because I am not ... personally I am not interested in necessarily getting the best return on investment on these. A lot of this is experimentation. A lot of this is seeing how far I can push it. Also I have never come even close so let's look at these PDI ads. I don't think I've even come close to \$200 on any of these. Let's see. Yeah, I have never even spent \$200 on these but I would be sad if I made my budget \$100 and say one of the ads

was actually doing pretty well. Let's say I made an ad of \$50 budget on this. I would be sad at this one because 210% it's an indicator maybe this ads doing pretty well, and because it's closer to that 70% then say something in the 700s.

I would say that you can put that budget wherever you like. Amazon is not going to spend all 500 of that. Amazon is ... I have said Amazon please spend my money, and Amazon said I'll spend a little bit of it. That's why I have so many ads; that's why I don't worry so much about that but if you are on a budget, if you're looking to scale up Amazon ads on a budget, I wouldn't necessarily do \$500 for each one. I would do a lower bid or I would do a lower overall budget. But if you are like, "Look, let's blow this out of the water, then I wouldn't worry about that." Any other good ones to bring in?

Sheridan: Alicia asked when you test different copy are you using the same keywords and target products and then wouldn't they fight against one another?

Bryan: Surprisingly I have found that they actually don't fight against each other too much. I have tested this on sponsored keyword ads. I have tested this on the product display interest ads. I haven't tested it too much on product display product, but I don't think they fight that much and hey if they fight and one of them is declared victor, that's great data for you. That gives you more information that will help you to make sure you have the best copy going forward. I could probably take one more here.

Sheridan: Okay, then I want to address one that keeps reoccurring a little bit.

Bryan: Yeah.

Sheridan: Latest one is Stacy. Who asked, "How are the PDI ads working with KU. You keep saying it's good for KU, but what results are you having?" Then just to kind of expand on that, is SEOS more accurate for books not in KU? There's some confusion and clarification needed in KU versus the ads and effectiveness.

Bryan: Absolutely, you have to be the one who keeps track of how much you are spending versus how much you're making overall. If Amazon ads are basically your only way that you're promoting the books, that's really easy to determine. You basically say all right I have spent \$100 this month, and I've made \$120. When you include and this is why something like let's go to book report to pull that up. Let's see if it's still

authenticated. There we go. Let's say you're going with ... We'll will just make it easy.

Let's say you've spent \$100 on ads today, and you can see when you add up something like book report, that does an estimation of how much your pages matter, how much your pages will earn you overall. In addition to your sales that's a really nice way of being able to figure that out of saying, "Well look I spent \$100 on ads today, and I made 129, so as a result, I ended up with \$29 of profit. Now to further that question with the average cost of sale, I would say that yes average cost of sale is probably a little more accurate, if you're not. Kindle Unlimited, but it's definitely not entirely accurate.

Because sometimes you're going to get some sales that boost your book in the ranking. And then you're going to get organic sales as a result of those sales from the ads. You're going to get people who just randomly see that your book is number five in its category, they click that, they buy the book. They're going to ... you might not want to count those sales in there and Amazon won't count that in your average cost of sale, but if you are keeping very good track of what marketing methods you're using, and what sales are resulting from that, you'll be able to either use something like book report, or be more complicated and manually calculate your KU pages read and try to compare that to your books.

To your ad data then that is going to help you determine did I spend more than I made, or did I spend less than I made. And so this is confusing. This is why I try to say right off the bat. Sheridan I don't know if people believe me, but I said there is no magical thing, these aren't set it and forget it, this is tough. You have to keep track of data, you have to wait for some ads to work like a tomato plant. I mean this is not the kind ... this is not for the faint of marketing heart.

But if you do pull it off and you are able to scale up your ads, you're going to get more sales but in order to determine if the ad campaign is working well for you, you need to keep track of data. So I mean are you scared Sheridan?

Sheridan: I'm always a little frightened of digging in the depths of the Amazon ads actually.

Bryan: And I understand that, they can be scary because we don't want to lose our shirt from paying too much money, but this is not ... this webinar was not titled How to Pinch Every Penny and Scale up Your Amazon ads, this was how to scale up your Amazon ads. How to spend more on Amazon,

and so hopefully I'm showing you guys that and I know there's going to be a lot of questions, but I wanted to make sure you guys got as much as you could out of this. So Sheridan, I'm willing to take one more at this point and then I'm going to move on to the keyword ads.

Sheridan: All right, let's see. Susan asked, "What do you suggest for a daily budget?" And then JJ kind of goes along following up on the original question of why not set the budget at 200 instead of 500? So kind of some budget questions here.

Bryan: I am not necessarily a budgetologist just with any of this. But I will say that the ... do not look at a daily budget as if Amazon will spend it all. I'm going to show you how to make Amazon spend all of your daily budget, but you shouldn't necessarily do that. I think that for the most part, daily budget doesn't matter that much to Amazon. If you're really, really on a budget obviously, put a daily budget that you're comfortable with. Maybe it's \$10, maybe it's \$5, maybe it's \$1. That's all well and good, but if you bid a reasonable amount, which I'm going to say for a product display product ad is 45 cents.

I'm going to say for a product display interest ad is 13 cents. I'm going to say for a sponsored product key word ad is also 13 cents. If you bid a reasonable amount, Amazon will not spend your daily budget. So I wouldn't worry if you are not ... if you are bidding around those reasonable amounts, do not worry. You are not going to get that daily budget spent. If you're bidding much higher, then it is a possibility, so just keep that in mind.

Let's move on to the keyword ads. I know there are going to be tons of questions to wave through at the end, but I'm going to try to rapid fire through them and remember we still have that awesome Amazon keywords hack that we are going to go through at the end. Let's take a look at these sponsored product keyword ads. I want you to see here that I have this ad that is far getting more clicks than anything else. This is 1,892 clicks. That is not a typically performing sponsored product keyword ad, and I'll show you that in a second, why that is in a second.

But let's look at one that is probably closer to what we would want to see in our ads. This is a collection of keywords that I got from Dave Chesson's KDP Rocket from Kindlepreneur. And so these were some keywords I got from there, but I've got thousands of keywords from various places and I'll show a little bit how you can get more in a bit here. But I think this is probably if we scroll it all the way down, 665 keywords here. Usually I try to get it up to about a thousand.

If we look at our clicks here, we'll see that "Noah Can't Even" ... I like that title. We see here that there are some ads that are getting a few clicks here. Some keywords that are getting clicks and then a ton of key words that are really just getting impressions here and there. And that's kind of par for the course. You're going to get some keywords that get you the clicks, and you're going to get keywords that don't but the interesting thing I've seen is that you aren't necessary ... there's not necessarily a rhyme or reason why you're not getting certain clicks.

I could have a different ad, "Noah Can't Even" as one of my keywords and I have a different line of copy. See this is my selling paragraph, second sentence mentioning the genre as my copy there, and I could have a different ad with different copy that Noah Can't Even get zero clicks, and that's why I like having lots of different ads. I have lots of different ads with that 13 cent bid. Some targeting different keywords, but I try at first to start all of them at about 13 cents, you'll see my campaign settings here. \$10 a day average budget which I never hit. I never hit on an ad, never have on an ad where I'm doing such a low bid.

Then I have all these keywords at 13 cents. I don't tweak these keywords in midstream. I want to keep the data solid. So I do not tweak these and that means I create new ads which means I have a cracked on events. I have a lot of SPK ads right here. All these different selling sponsored product keyword ads. Now let's look at average cost of sale on these for a second. So we're going to have to go through a bunch to get to actually seeing some numbers, here go.

Let's look at the ones that are performing well. Earlier I showed you this sponsored product keyword ad with decent, but I call it decent sales and then I have my strikes fast number 10, and this ad only this has 437 keywords. These are actually ... I know this is a remake of a copy of an ad where I was getting decent sales, a decent average cost of sale on the previous ad this was based on, but I decided to create a new ad with a different line of copy to see if I could get it to perform better.

And so I took an ad that was doing pretty well, and then I made it better with a really crazy average cost of sale of 7% just by doing a new ad with a different line of copy. Now we back to here. I also want to show you some things you can do once you have determined. Like I have lots of data here. From these clicks, from these ads. I know beyond a shadow of a doubt there are about 50 books here that are getting between them 75 clicks, 69 clicks here, 64, 55. I know there are books in here that I'm getting clicks on.

If I decided I'm going to go in here, I'm going to use this data wisely when it loads. I didn't get a chance to plug in my fast internet today, so it takes an extra second, but I'm going to say I'm going to try to create a new ad with all these ads that are getting clicks. I'm going to put them into a new ad with a higher bid, and I did see this on a 20 bucks to 50k group post. I can't remember the person's name who created this, so my apologies there. But he suggested taking some of those keywords that are performing well, put them in a new ad and bid up to 26 cents because Amazon suggests that you bid up to 25 cents, so most of the population are going to select the average bid. If you take 26 cents, you'll probably get a lot more attention on those keywords.

Let's go back to here and see if I can get it to show me what I want. SPK. I want to go through ... yap here we go. Here are, slowly but surely loading 300 thingies here. I also have some sales only which I'm really happy about the ability to do. Sorry too many of these pages loading. I also I'm creating sales only ads. Now what that means is I'm taking keywords from ... I have dozens and dozens of these sponsored product keyword ads, and I know that there are some that are getting a lot more sales than others.

Some keywords that are getting sales while others aren't. You'll notice sponsored keyword ads are way easier to get a better average cost of sale on because you did so low. But I want to get even more clicks. I want to get more sales on the keywords I know are getting sales. I have actually taken here are and this ad isn't performing that well, but this is something you can experiment with. I'm taking ads that have gotten, keywords that have gotten sales and I'm putting those 33 keywords into their own ad and bidding a little bit higher. Bidding at 26 cents, and that can get you a few dollars spent here and there.

That can get you potentially some more sales, but if you really, if you are saying, "Bryan I buy into your idea that average cost of sale is not really going to give me good information, but I want some serious clicks. I want some serious clicks that might get me some pages read that don't really get tract." I'm going to go here and show you ... well just to show all of you that there are ads here that you can if you decide I want to get a ton of clicks, this is the kind of ad you can create. I am doing an ad here, where I have taken 161 keywords that have gotten clicks, because I have all of those ads I can find a lot of things that will get clicks.

And then I am going to throw those all into one ad. I'm going to put one of my best performing copy lines on there, and then I'm going to bid a dollar and five cents. That is a huge bid. I would not recommend doing

this unless you are willing to lose a little bit of money. But from this ad, I have spent a thousand bucks. This is a huge spend. I have done a lot of scaling here though I haven't gotten the return on investment necessarily on this. But if you want to get a lot of clicks, if you're say on a launch week and you want to get a ton of clicks, you want to boost your sales rank of your book. You want to really make sure these ads are potentially helping your book get to the top in your category like mine is right now.

Maybe you decide, look I'm going to take the data I have for my sponsored product keyword ads, I'm going to use those keywords in a mega ad where I'm going to get tons of impressions, tons of clicks. Now it's very likely using something like this you will lose money. But if you go to this let's actually do ... this will be fine. This is the ad I was showing you guys earlier. This was the only advertisement I had running for my anthology over the course of the last four or five months. Where the anthology has made over \$10,000 in that time.

I know that this ad has helped keep it up in the rankings. I know that this ad has gotten it much more visibility. I know from the data that this ad has gotten me, 6.5 million impressions and 7,338 clicks. I know that Amazon will re-target some of those people on Facebook, on Google and it will re-advertise my book after they've clicked on my book page. They'll get that re-advertised to them. I know that this kind of ad looks bad, but if you're willing to experiment with the sponsored product keyword ads, and you're willing to find the data. I think this one has 117.

This one has 117 keywords that were the best of keywords from all my other ads. If you're willing to try that, you can potentially scale up through the sponsored product keyword ads. Now it's very possible to spend too much money with this. For a time I was doing \$10 a day on this. I've since scaled it back to five but I was doing \$10 a day on this every day and more often than not, I'd see the average daily budget spent tag which meant Amazon had run through my entire \$5, my entire \$10. And even with that budget getting spent, even just spending those \$10 a day, over time I know that this was able to increase the visibility, get more pages read and earn some really serious money on just a few clicks here and there from these ads.

If you aren't interested in going full on to scale up your ads, I recommend trying to use all three types. Use them in some of the ways I've shown you, use them in some of the ways that you're willing to just try and test out. I think that my series will kind of ... let's see if we can go back to it. This series has not earned back its money yet, but it's getting so much great visibility right now. It's getting sales. The price for these books is

\$4.99. I'm getting some great sales from these and advertising as a huge ... I mean this is one of the huge reasons I've been able to get this series out there.

Have I earned money on these series yet? No, do I expect to earn a significant amount of money from the series in the future? I absolutely do, because that early visibility is going to make a huge difference as I continue to release new titles in here. Now I do have one last thing to show you guys, but I wanted to take any sponsored product keyword ads questions. We'll take three of them now and then we'll take a million of them at the end.

Sheridan: All right sponsor product. I've been I've been checking the email while you're doing this and answering a few questions in your email.

Bryan: Okay.

Sheridan: I apologize.

Bryan: No problem.

Sheridan: One thing I do want to address and it kind of pertains to books in the series, which is kind of going on since you got the series going. Should you just focus on the first book or is it worth it also going for the second and third book in your advertising as well?

Bryan: Currently all my ads are pointing at book one, so that's what I would recommend. I have heard some inklings that maybe book two can get you something out of there, but in my experience that hasn't been the case. Stick with book one for our series or a box that.

Sheridan: Christian asked, "Which type of ad is the best one to start with?" You covered all these different types. So is there one in particular that's better to jump out with initially?

Bryan: I'd actually try the product display interest ads first, there's a lot of great information about them in Bryan Meeks book as well as his Facebook group mastering Amazon ads. One of the reasons I try that first, is because it's the tomato plant, it's because you have to let it go and while you're waiting for that one, then you can start playing around with some sponsor product keyword ads.

- Sheridan: Then the third one I'll pick is from Jennifer, and it says for authors, marketers with extremely limited budgets, should they begin with the focus on SPK or PDI ads or a balance of the two?
- Bryan: I think product display interest ads and the sponsored product keyword ads are definitely the ... I would say those are definitely the kinds of ads where you can do them on a budget for sure. You can absolutely do them on a budget. If you if you keep them at that 13 cent bid, you are unlikely to spend too much, but if you notice that maybe some of your product display interest tomatoes have come to roost, and you have 10 of them, then maybe they're all spending at once, then you might say well let's go down, let's for instance ... I keep losing my advertising campaigns window.
- For instance, let's say you have ... taking so long to load. Let's say you have these product display interest ads and you have some that are doing pretty well. You might say, you might actually use something like average cost of sale to say, all right this one's 179, these are higher, let's cut off a couple of this and maybe keep that one. But I will say, if you notice that your ranking is really shooting up through the ceiling there. It might be worth keeping those going just a little bit longer, losing a little bit of money to get that slight increase in visibility which could trigger Amazon to actually promote your book for you, especially in those first 30 days. I could take one more here, and then I got a really cool hack to show you guys.
- Sheridan: All right, let's see. JJ asked how do you avoid total confusion.
- Bryan: It's a great question, it's a great question. I think the labeling is really helpful. Keeping track of things in spreadsheets is very helpful. Monitoring things so you take a look at them a couple of times a week so that you kind of have a feel for things. I think that's helpful, but like I said this is not for the faint of marketing heart. This is some real deal marketing, and real deal marketing means you need to keep track of things. You need to take stock of if these kinds of promotions are worth it for you. It's tough, it's not easy but it definitely can be successful for you. I'm going to take the rest later. I'm sadly out of water. I need like an assistant. I need the cat to bring me some water.
- Sheridan: You need an assistant in the same room.
- Bryan: I know I need an assistant in the same room. I have an assistant, he's awesome and in a different place but let's take a look at this. We're watching this masterful ad for Dunkirk here, but that's not what we're

actually here on Amazon to look at. This is a hack that was created by I have seen a couple of people independently discover this too, but from my experience it was discovered by Jennifer Brown. Who goes by JD Brown, feel free to buy her books after this because she's so awesome.

We're on Amazon here and we have just selected Kindle store. So we've just selected Kindle store. I'm going to hit the search but. We come up to this page. It's kind of Amazon showing its Amazon chats and such. We don't really get anything helpful here, but let's do a little tweaking here. Let's click Kindle Unlimited eligible. Now we're going to see some books that are in KU. Now let's go a little deeper in here, let's actually choose a couple ... Well let's get into Kindle eBooks first of course. Type Kindle e-books and now we've got some interesting things here. Notice down here we can actually refine by author.

I'm not going to go into that quite yet, but I did want to point that out because if we're going to let's say ... I'm a science and fiction and fantasy writer. So let's go there. We have science fiction and fantasy. Let's go to fantasy. Why am I doing all of this? Why indeed, let's go down and now let's see where these authors are. How about we click this little see more button.

Oh my gosh is that every Kindle Unlimited fantasy writer on Amazon, all on one page that we can copy and paste and get all of those keywords into our Amazon keyword ads? Yes in fact. I'm just in the Jays still. Yes that is something you can do. You can easily and you can refine it more, you don't have to just take every fantasy author, you don't have to take every person in there, but this is a great way to not only find Amazon keywords for your sponsored product Key word ads, but let's go back. I want to go back to Kindle e-books here.

I'm actually going to go all the way back to Kindle store. I won't tap that Kindle e-books. I'm going to look up superhero. Actually I'm going to just do books, I'm getting too crazy here. Let's go to books.

Sheridan: That was an awesome hack by the way.

Bryan: [Inaudible 01:27:39].

Sheridan: Val [inaudible 01:27:39] says, "Oh my God that hack is amazing."

Bryan: I Know. I know it's out of control. Let's go to superhero here, because I know this is pretty wild. Let's go to author. And let's get a sponsored product Keyword ad up in here ... not sponsored product keyword ad.

Product display product. Let's just do a new campaign, this will just take a second. I want to show you how this can not only help your sponsored product key ads, but it can help your product display product ads too. Some of you may have wondered, Bryan how on earth did you get multiple ads filling up 750 products on each one for about 5,000 products in total?

Well, here's how. We are looking at superhero authors for books, and I know that the sponsored product window if you ... it will show about 10 per page. Let's see, I want to go to Adam Glass. Let's go to Adam Glass Kindle. Why did I choose Adam Glass? It's kind of tiny here but Adam has 48 titles. I know I can go ... Oh let's do add all on this page. Add all on this page, add all on this page, add all on this page. I realize now I did too many here because that's 120, but I if you go through because it was showing 30 per page rather, if you go through and you see that someone has let's say over 100, you know that those are going to be related. If you do ... related to your book.

We have these awesome runaways books and these other comic books, let's add all on these page. Add all on this page and we can really quickly get relevant people. I'm kind of cheating because these are comic book authors, so they are related to my superhero books. Obviously Alan Moore in there, but if you go and you see that there are authors with 30 or so titles in your genre, you can click, you can put their name in here with Kindle. You can search, you can add them and you can keep going down the list until you have your full 750 products filled on your ad there.

So that concludes the official portion of the official portion of the webinar. I really didn't know how long this was going to go because I never done a webinar like this before, so thank you to everyone who stuck around. All this time we'll put back another ... we'll go back to a picture of me. Because that's always fun and I will of course do some more screen sharing in there, but thank you guys for being a part of this. I am now going to go through many, many, many questions as possible. We will not get to all of them. Sheridan does anybody first and foremost, did anybody have any general comments about the Webinar that are worth addressing. They found something helpful, they hated it, anything like that.

Sheridan: The hack was very popular.

Bryan: Oh good. Jennifer Brown, hat tip to Jennifer Brown for sure.

Sheridan: Yeah, so Nal, Joe, JJ, Ashley Patricia. They all gave you kudos on that one. A few people said thank you and great information. Some people are asking if there's a replay because there is so much information.

Bryan: It is a lot of information. I do appreciate you guys waiting through that, if the tech works, we will try to send out a replay either later today, or if I don't have time before I have to go pick up Riley my daughter from daycare, then it will be tomorrow. So yes, you should expect a replay.

Sheridan: Excellent. So shall we jump in?

Bryan: Let's jump in, let's take a few from the recent ones, from the hacks specifically and then let's scroll pretty far back and see what we can find.

Sheridan: Okay, let's see where was it? If you can go through the author bit again. Where you ... can walk through bringing up the author list again, that's from Blane.

Bryan: Absolutely, we go to Amazon.com. Select Kindle Store. Hit the search button. If you are targeting Kindle Unlimited eligible books, do that. If not, just click Kindle eBooks. And then you will select your category. I'll pick teen and young adult this time. And then you can decide whether or not you want to narrow it down to any of these other categories. Probably for teen and young adult you'd want to. I'll do teen and young adults Sci-fi and fantasy. And then ... I scrolled too far. Then you're going to go down to author and click Seymour.

And then you'll see all of those. Sometimes they'll display on one page, sometimes they will display on many, many, many pages and you can just copy and paste from there and something I like to do just as a little extra here. I'll put these in a spreadsheet. I believe I may ... Let's see if I can paste them straight up here. Okay I can, good. And then I'm going to go to data. Text to columns. I'm going to hit next, and then I'm actually going to tell it I want you to separate out those parentheses there. Then I'm going to click next, finish and now this whole ... now those parentheses are gone and I can use those on my ads. Hopefully that was helpful and it took things even another step there. So thanks for the question.

Sheridan: All right so we're going to go back in time now to the earlier questions.

Bryan: Yeah let's do it.

Sheridan: All right well everybody's been very patient, it's been awesome.

Bryan: Thank you for that patience everybody.

Sheridan: Ray asked, "Have you heard anything about when Amazon will be opening up their ads platform to other territories?"

Bryan: I haven't, I wish I knew more about that and I know Mark Dowson has talked to those guys but apparently things are in the works but we don't know officially. So for now you've got to just target the US.

Sheridan: All right. Tim asked do we have any idea why Amazon won't spend the full ad budget. Is that they have too many people bidding or too few slots?

Bryan: I think it could be a combination of that. I think that that's why it's worth it to have multiple ads going. That's why it's worth it to have not just keywords to have the product display interest ads and maybe products display product ads because it's tough to get Amazon to spend that amount when you're bidding low, and so having multiple ads with different copy not just the one ad but have the same keywords with different copy can be really helpful for getting Amazon to spend more. Feel free to just have the next one queued up. I know we've got a lot to go through.

Sheridan: I'm just going to just kind of run through these, how about that?

Bryan: Sounds good.

Sheridan: Diane asked, "Does AMS count as an impression if the SP ad is on page 10 and no one actually clicks over to look at it?"

Bryan: I have a feeling the answer is no, because your ad hasn't actually been seen, so wouldn't count as an impression and that reminds me of a question Linda had asked me via email earlier which was how do you get your book on page one versus page 10. I've heard there's basically two factors, a higher bid will obviously get you further up there, but also if your ad is new. I have a feeling that if you do play around with the dates on that, when your ad is expiring, it may possibly refresh your ad and get you closer to the front page, but I can't guarantee that. New ads are really to show up front. That's why you got to keep creating more apps.

Sheridan: That kind of ... I was about to say that ties in with Alexa's question. "How do you get your ads to keep going? I find my ads fizzle out after month and they just start getting impressions."

- Bryan: If they stop getting impressions, create a new ad, it can be with the same keywords. It can be the same targeting, just create a new ad and pretend the other one never happened.
- Sheridan: And then I think Courtney was amazed and asked, “Are you running 300 plus ad campaign simultaneously?”
- Bryan: Pretty much. I'm not the pinnacle of organization here, Sheridan knows this. And I'm really ... I wanted to do a lot of experimentation for myself, for you guys and so many of these are running all at the same time.
- Sheridan: I don't know how you keep track of all that stuff. Diana actually asked, “How do you keep track of all these ads?”
- Bryan: I think the best way to keep track of them if you're more organized than me, there is Excel spreadsheets. Brian makes us some really nice free excel sheets that he gives out on his mastering Amazon ads group on Facebook. If you do join you are required to buy his book. It's part of the terms of joining his group which I think is perfectly fair because he's giving out lots of free information. If you use ... are a big data fan, those kind of things are going to be helpful, if not, it may take some getting used to but tracking is better than not tracking for sure.
- Sheridan: And I've put the link to Brian's book. Brian Meek's book in the chat for those who [inaudible 01:39:09]. Jamie asked, “Don't you think the bid depends on the genre?”
- Bryan: I think it does to a certain extent, but a high trafficked book, site trafficked keywords are potentially going to get you more but I mean you guys saw I have hundreds of clicks on like Neil Gaiman in American Gods at 13 cents. If you are doing enough ads with enough keywords, you can get clicks on low bids.
- Sheridan: Now when you go in to set a budget, Jeff asked how does Amazon collect the money, do you set up a separate account with money in it or do they take it out of sales.
- Bryan: You have to add a credit card or a debit card, and it takes it out of that.
- Sheridan: Greta I asked, “Why does the campaign budget matter?”
- Bryan: The only reason an overall campaign budget matters is if you run out of it, and that's why for many campaigns I don't set ... I set a very high budget so it never hits it because I just want them to keep running.

- Sheridan: Okay, then Linda asked, she said, “I just try to do this kind of ad” and this was back in your I think it's the SEOS ads was the section that it was in and it told her that there was \$100 minimum. Is that the case in setting those budgets?
- Bryan: I believe yeah, if that's the product display product ads I think there's a minimum of \$100 but you are unlikely to hit it if you bid reasonably, if you bid in the 30 to 40 cent range. It's unlikely you'll hit that, so just you don't bid too high. If you're worried about budget, don't bid too high and you shouldn't get into trouble.
- Sheridan: Sasha asked, “When you add multiple different ads for the same books, how is it best to differentiate, via copy or via keywords. I ask because I have 900 keywords and a sponsor to add and I'm wondering if I should re-use them or try to use data scraper for different ones.
- Bryan: No reason you can't use the same keywords if it's in the same genre. It saves you time obviously. Your ads at the same bid may compete against each other a little bit. But I wouldn't worry too much if they're both like first in series. You need sales on both of them. So you might as well try with both of them, and then get more keywords. You can never have too many keywords. Because of Jennifer's Amazon hack, I actually targeted every Sci-fi and fantasy author, both young adult and adult, adult.
- I targeted every Kindle Unlimited eligible author through those ads. I ended up with over 10,000 keywords as a result of that and I was very excited to test all of that. Some of those ads have done better than others, but it's been it's been exciting to have access to that many keywords.
- Sheridan: So tying in with that right there. Christine and Oti Cara have both asked, how many keywords should you use. And then is there kind of an average to run per book?
- Bryan: If you can get a thousand, get a thousand. The keyword hack helps with that certainly. If you are doing it manually, I would still try to get a thousand, it's worth it. You could also try to divide get a thousand but then divide them into a few different ads like 333 each, but definitely more than a hundred. I would keep pushing if you only have a hundred, you have fewer than a hundred I would keep pushing to get more.
- Sheridan: Now on saturated genres like romance should you bid higher?

- Bryan: I would try to get the low bid, see if you can get it. And that means more ads, more keywords, diversified try as many different lines of copy as you can, and if they still don't get a bid at 13, bump it by a couple of cents, test those with all those different ads, see what happens.
- Sheridan: Oh, here's a kind of a jump to another topic question from Donna that I just saw, but it's for you specifically. Will you be doing any kind of webinar or book on writing copy, not just the full book description, but things like the headlines or taglines.
- Bryan: I have definitely been considering it. I think that I could definitely write a whole book on what to write in just two lines of copy certainly. It would be tough to do a general copywriting book on everything because there's so much to touch upon, but I would consider doing one just about headlines for sure.
- Sheridan: Anthony asked, "When do you know a keyword is failing?"
- Bryan: I don't think you can know a keyword is failing unless you have it in five to ten different ads. So until you have one in five to ten different ads, you probably don't know and if a keyword is failing, well if you do a best of ad, just don't use it. But I would say if it's not getting impressions, and it's not getting clicks maybe it's failing, but I still wouldn't delete it because there's still impressions that are happening there. Well I guess if it's not getting any impressions, I'm not. But if it's getting impressions and not clicks I would still keep it going because that's free advertising.
- Sheridan: Fair point. Chad asked and there are a few people who asked in reference to permafrees. So are these ads beneficial running for permafrees title or should you focus on more paid titles with advertising?
- Bryan: You're going to make more money doing the paid titles, and you're going to make more money if you're doing paid titles that cost more. \$4.99, \$8.99 etcetera. But I have definitely heard of people using the promoting permafrees and so it's definitely worth experimenting, but I personally don't have any data on it, so I couldn't tell you specifically.
- Sheridan: "Can you use ads for pre-orders, from Courtney?"
- Bryan: Yes you can. I used ads for pre-orders to help create one of my best of ads that has led to some nice clicks and some sales.
- Sheridan: Always good.

Bryan: Always good.

Sheridan: June asked where is the headline show up. I don't know what kind of thing to put in there?

Bryan: That's a great question. If you are for instance running a sponsored keyword ad. Let's see if we can get one to show up. Let's do a book page first. Here we have a search for my book Dark Souls and we see a sponsored ad from Glynn Stewart right here when vampires tear apart his life, a small town cop is recruited to defend humanity against the darkness and we have another one from Brian Manning right here. That's where those headline show up and if we go to my book page. And we go here, we see there's the little headline there on these ads that show up down here.

We see the headlines down here. So this is the one liner This is the one line that really encapsulates your entire book and if you have had a chance to check out some of the info I've done about headlines on my selling for authors group, and free selling for authors group, I talk about that sometimes. I do talk about it in some of the free materials I give away at Sellingforauthors.com. Headline is key, it's tough to write good headlines but if you can write something that evokes emotion, and really caters to those genre readers, you are going to get more clicks than if you don't have something like that.

Sheridan: Interesting. I'm having fun seeing all this stuff too, so I don't always ... in the depths here. This is educational for me as well.

Bryan: Oh good, that's awesome.

Sheridan: Yeah, it's kind of fun. So Bernice asked, "Is it okay to run two ads with the same keywords but different ad text to the same time and then this ties in with a few other people who are asking how long do you usually test an ad and let it go before you kind of decide to keep it going or kill or edit it.

Bryan: Yes you can run ads at the same time with the same keywords and different copy or different keywords, the same copy. You can definitely run multiple ads, I would recommend it. And then I would say that for product display interest ads, let them run at least six weeks. For sponsor product keyword ads, you probably have a pretty good idea after a couple weeks. But you get a better idea after three or four weeks. Patience, patience.

- Sheridan: Patience. So then a few questions on bids for the ads. A few people have asked if the highest average is 26 cents, why bid 50 cents, why not ... you know if it doesn't spend it all. And then Ashley said, "My best ad is 37 cents per click, is that considered high?" Is there some sort of gauge or advice you can give on these bids and cost per clicks?
- Bryan: The best gauge is really what's working for you. You guys need to be your own experimenters on this. Like I said, no magic formula. Yes 26 cents is going to get more than 13 cents. 37 cents is going to get more than 26 cents. It's going to get more clicks. It's going to cost a little more, but it's going to get more clicks. And a dollar and five cents is going to get lots of clicks, lots of impressions and it's going to really ... one of the great things is if you have a ad that for a book that is a bestseller, one of the reasons I'm pushing so many ads out there is because for sponsored products ... let's go back. If this were to show up as an ad, as a sponsored product, it would have the bestseller tag.
- I'm getting now hundreds of thousands of impressions, of people associating my book with being a bestseller. So when they, they may not buy it now, but when they see it later they may say, "Oh yeah I remember that one was selling really well." So it's always a good idea to test things, try those different bids and you'll see which one works the best for you.
- Sheridan: Heather asked you, "Do reviews affect how often an ad is served. I launched, it was getting several thousand impressions a day. First review was a decent review, but only three stars, the impressions fell away. It's recovering now. But I think that review had a real effect on it."
- Bryan: That's one of those, Amazon has that data we will not be able to see it, you you've seen your own at data anecdotally. I don't know, but what I would do in that case is if you only have one ad, I would make 10. If you already have 10 ads. I would make 20. See if it gets the impressions up.
- Sheridan: Lee asked, "What percentage of TV ads do you start, sorry what percentage of TV ads you start actually take off and how many do you start per day?"
- Bryan: At first I was not seeing that many take off, but now I'm seeing almost 50% of them take off. I don't know why, but I would say ... let's go back to ad campaigns, and we'll just go by start date. Too slow to load, Amazon says, "You're tiring out my servers with your 300 ads, why would you do such a thing?" Let's see, I wouldn't say those ads are really going yet, but

let's go to the 6.25 ones. Slow, slow, slow, slow, slow, all right I started one, two, three, four, five ads they all went going.

I started here, these other ads 616 they all went going, six, seven they all went going. Right now it looks like if I give it four to six weeks, I'm getting all of these ads to show for me. Product display interest ads right now are most of the ads are showing, when I give it a bid high enough. A lot of these are at 15, 16 cents and many of these are just different copy targeting the same people, with a different copy. When they don't start showing, I change the date and that can sometimes get them running.

Sheridan: Let's see, what's a good click rate to impressions ratio?

Bryan: I've seen some really good ones with ... let's see if I can pull this one up. Let's see what this has. I like to see around 0.5 for a click-through rate on these product display interest ads, you're going to get probably the best click-through rate on product display interest. Product display product it's going to be a little worse than that and then sponsored keywords I mean if you go to ... I don't even know what the numbers would be for my crazy ads but let's go impressions. Like we're seeing 1.4 million and a thousand clicks there. That's a pretty low click-through rate I'm guessing. Let's see if it shows it, I'm not sure if it shows click-through right here.

Yeah I don't think it does, but I would say that ends up being the lowest of the bunch, but that's because there's more impressions to go around, because it shows your book whenever people search it. It shows your book whenever ... because there's a lot of searches on Amazon every day, and it shows it underneath you also bots. So there's a lot more impressions to go around, what is a good rate? I don't think I even really care about what a good rate is, but I would say for those product display interest ads around 0.3 to 0.5 is probably pretty great. Then for these I don't even really know. I'm too tired to do the math, but I would say that if you're getting more than a dozen clicks, then your ad is starting to show. That is worth looking at for more data.

Sheridan: Next Donna asks, "Have you ever done ads with a target related category option?"

Bryan: I have, for the product display product ads I actually have a pretty good one going for that. If you go to let's do number of clicks. This one is actually just targeting related products. This is essentially a product display auto targets. PDA and I'm happy with the number of clicks it's gotten certainly. I did do one for a sponsored keyword automatic

targeting, which you can do for the Dark Souls for my fiction. I wasn't that impressed with it.

Sheridan: Going on to keywords, Christine asked, "If I'm promoting the launch of my audiobook do I use the audio in my keywords?"

Bryan: You absolutely can. I think that it might be better to maybe play around with product display product ads. Where you're targeting specifically audio pages of the related books. That might be really worth it, but uh it's worth trying audio. I mean certainly people are searching something, something audio something, something audio book. So it's definitely worth an experiment. I have a lot of new audio books that are currently in process so I haven't had a chance to do a lot of Ad testing with that. But I would certainly test it yourself.

Sheridan: Didi asked, "You had talked about promoting a boxset on AMS, I thought AMS didn't allow it. Has that changed?"

Bryan: On AMS, this is a great point Didi, thanks for bringing this up. On AMS you can absolutely promote a boxset, on your sponsored keyword ads. If you have a 3D cover, you cannot use product display interest ads. But if you have a 2D cover of a boxset, you can promote on any ad. You can absolutely promote a box set with AMS ads. 3D cover you can only do the sponsored keyword ads. 2D cover you can do any of the ads.

Sheridan: Interesting, see I just learned something else new. Lee asked, "Have you seen any evidence that Amazon throttles ads from books that have had a previously poor SEOS?"

Bryan: No, I mean have you seen some of my SEOSs? I've got some that I guess many people would consider pretty bad. So no I have not seen any throttling.

Sheridan: Okay, Al asked a question that I'm sure will be near and dear to your heart. "Does the copy of the ad have any effect on impressions?"

Bryan: Oh, absolutely I think that the reason it has an effect, because obviously if someone ... you click on someone's page and you scroll down to the ad. If you hit that ad and see ... you just see it upon scrolling, like that's an impression that doesn't have any impact on the copy. But we don't really know what Amazon does. Does Amazon take some kind of stock if you look to actually read the copy, maybe? If you have better copy are you going to get better clicks, which means Amazon might serve your ad more? Maybe. We don't know this for sure, but what we do know is copy

matters, if you have better copy you're going to get more sales and if you have different ads with different copies, some keywords are going to get different clicks than others. So it's always worth trying out lots of different kinds of copy.

Sheridan: All right Christine Olive asked, "If I have a budget of about \$150, where is the best type of ad to run to get the most bang for my buck?"

Bryan: I would say concentrate on the product display interest ads, bid pretty low 12, 13 cents. Then the sponsored keyword ads bidding pretty low, but trying out a lot of different keywords. Maybe getting the data to the point that you could actually get enough keywords into a best-of ad, where you maybe bid as high as 26 cents. Not bidding too much higher than that, you should be able to get a lot going for \$150 there. But it's going to take time to let those product display interest ads start displaying for you, especially with a lower bid, but you just got to be patient with that.

Sheridan: Okay, just out of curiosity. How long are you wanting to go?

Bryan: How about we go another 11 minutes.

Sheridan: 11 minutes, 11 minutes.

Bryan: If we don't quite get to all of your questions, feel free to email me. It may take me a couple days to get back to you, but I will get back to you.

Sheridan: "Is there a minimum budget Amazon will accept and still do their job?" From Terry.

Bryan: Amazon does have minimum budget set. Minimum daily budget, minimum overall budget. I see a lot of people trying to get as little pinch those pennies, one dollar daily budgets. I wouldn't do that low, probably the lowest I do is maybe five dollars a day. Then I think Amazon will do its job. Now that doesn't mean it will sell, it doesn't mean it's going to sell. I still recommend that you create as many ads as possible, different copies, different copy on each one, lots of keywords. Play around with those and that's going to get Amazon to do its job better than trying to get the exact read bid.

Sheridan: Okay, now Heidi asked and I think there was another question that may kind of tie into it from Donna. So Heidi asked, "Do you have any information on language or covers that may be denied from ads?" And

that kind of goes into Donna's question about advertising erotic on ads. I believe they kind of tie in together.

Bryan: They definitely tie in together. Look, you know what you're getting into with erotica. Sometimes you're going to miss out on some promotional opportunities. What did Fifty Shades of Gray do best with its marketing? It didn't spell out that it was a sexy book on the cover. If you have a cover with the bare chested guy, it's possible it's going to get denied. If you have a title that really insinuates something sexual is going to happen in the book, will you have copy?

I had a friend who or a client I've worked with whose Facebook ad recently got denied and it was because it had too much language and it related to the sex. Play coy with your cover, play coy with your copy and you should still be able to get your ads served. But Amazon is definitely ... they do not always follow the same policy the same way every time. You definitely need to try some different things out and see if you can get your ad through.

Sheridan: Okay let's see, "When you add the author names to harvest keywords, I saw the names, but where do I see the actual keywords?" And that's from Jamie.

Bryan: The authors are the keywords. You copy all of those, you put them into a document like I had here. You can maybe separate those authors out from the parenthetical data there. Then you copy those keywords and you paste them into your sponsored product ad.

Sheridan: Then going along with the author names and there JJ asked, "Do you have to remove the periods and author names before pasting them into AMS?"

Bryan: You do not, but there are some periods. Sometimes periods in certain places, like at the end of a word like at the end of the last name or something. Or that are just spaced out, those will sometimes get Amazon annoyed, but one thing you can do if say, I don't know if there are any ampersands in here. But you can always in your document, you can find and replace. You say you have an ampersand, you know that Amazon is going to trigger something there, you replace all the ampersands and then you copy it in. That's what I recommend. Give it a little word through Excel or a text editor and you can take care of that stuff.

- Sheridan: Okay, Shirley had an interesting question, “What does it mean if you’re getting quite a few clicks, but no sales yet on sponsored ads. Does it usually mean your blurb needs work?”
- Bryan: It absolutely could. Now if you’re in Kindle Unlimited, you might want to check if you’re getting pages read, because then you’re getting some downloads. That is leading to some sales, but it could be other things. It could be your cover, it could be your blurb, it could be your look inside. There are multiple things that could be problematic about it. Shirley definitely come into the selling for authors private Facebook group that I believe you’re in. Bring the copy we’ll take a look at it together and we can see if there’s anything that might be dissuading people, but hey as long as you’re getting clicks, you at least know that a lot is working. Now you just need to make sure that everything else is optimized, so that people will end up buying the book when they get to your page.
- Sheridan: Okay, does it matter how many reviews a book has when it comes to the ads?
- Bryan: I think more reviews is always going to help. More review shows that social proof. I tried to make sure that when I had my book out, that I had 30 reviews in week one through a street team, and that was very helpful for those ads. I definitely think it helped. If you don’t have many ads I would at least try to get to the double digits.
- Sheridan: Okay Esther asked, “Why are you interested in how many clicks? And how many clicks on your title in KU when there’s no income for you there, what am I missing?”
- Bryan: Why am I interested in clicks, if my book isn’t in KU or if it ...?
- Sheridan: Why are you interested in how many clicks on your titles in KU when there is no income for you there?
- Bryan: There is income for me.
- Sheridan: Yeah, I think that’s asking for some clarification, which is why I wanted read it.
- Bryan: Absolutely, so if we’ll see here on this chart, we get to see how many pages are read here. That’s 678,635 pages read. A lot of those were from clicks from ads. I know pages read the last instance, the last month. Yap that’s right, it was .0043 and change. That’s \$2,900 right there. We’re basically seeing here about half of the money is coming from sales.

Almost exactly half right 2,900 and 2,900, almost half is coming from pages read and half is coming from sales. I'm interested in clicks because those clicks made me 2,900 bucks. I'm sure for authors who are doing better than me, they're seeing significantly higher numbers from that. I'm very interested in the clicks, because those clicks are leading to income.

Sheridan: I want to give you a brief just like from questions real quick. Marlene says, "Best webinar ever pure content, thanks so much".

Bryan: That Marlene you said?

Sheridan: Marlene yes.

Bryan: Thank you, I appreciate it. Two minutes left.

Sheridan: I know, clock's ticking.

Bryan: Sheridan, if you could post my email address in the chat after this next question just in case people don't get ... If I don't get to your question please feel free to email me. It may take until Friday sorry guys, but I will make sure to respond to everything.

Sheridan: Selling for Authors email?

Bryan: Yes please.

Sheridan: Have to remember that one.

Bryan: I know right?

Sheridan: So many emails.

Bryan: Too many emails.

Sheridan: There you go.

Bryan: I'm working on that.

Sheridan: Bryan@sellingforauthros.com, there you go.

Bryan: Feel free guys, if I don't get to your question or it doesn't look like I'm going to get to your question, just copy that and shoot me an email later on.

Sheridan: A few people have asked about Jennifer's Amazon hack again, and so that will be in the replay if all works tech wise. You guys can go back to read that, as he went through it in the webinar and kind of go at your own speed, pause where you need to.

Bryan: Exactly, yeah.

Sheridan: Yeah, don't worry about that. Let's see where are we going. Oh, Jennifer also speaking of the replay can we share the replay with people who weren't on the live Webinar?

Bryan: Sure, I don't have any problem with that. It's purely informational, even if there was a pitch at the end. I'd be happy when people are sharing something with a pitch at the end. Yeah, no problem, share away.

Sheridan: All right, we have the pre-orders, oh, we like went into a lot of this. This is cool. Is it possible ... this is from Lewis? "Is it possible for multiple ads to collide in the same display view or will Amazon only show one.

Bryan: If it's the same book Amazon will only show one.

Sheridan: Okay, and then kind of tying into that, if you run multiple ads using same keywords and targets, and things like that but different text, are you going to be bidding against yourself for the spots?

Bryan: A little bit, but I think too much has been made of bidding against yourself. I'm not worried about that, because there's so many books out. There are many opportunities for impressions, using thousands and thousands of keywords. Yes, sometimes, my book is going to bump my book out of a spot, but more often than not, I'm just vying with thousands of other books trying to get in there. I'm not so worried about that happening every so often. What's more important is getting more ads, doing more testing, trying out different lines of copy, and seeing if you can get your book out to as many display areas as possible. If you happen to bump your own book every so often, so be it not the end of the world.

Sheridan: Okay, I think this will ... is this our last one?

Bryan: Last question of the day and more you guys can send to the email.

Sheridan: Okay, we're going with the Karen's question and is says, "Is it impressions, clicks, or only sales that affect visibility on Amazon?"

Bryan: That is a great question because there's one criteria in there that's kind of in between clicks and sales and that is people borrowing your book on Kindle Unlimited. If you get a borrower on Kindle Unlimited, it counts as part of the sale, maybe even a full sale. I'm not 100%. I'm not in the algorithm. I'm not on the algorithm patrol but if you get clicks that lead to Kindle Unlimited borrows, or clicks that lead to sales, you're getting a sales rank boost which is increasing your possibility of moving up in the ranks of your category and that can potentially lead to you getting more visibility.

Remember, you're also getting those free impressions from your ads, and you're getting people who click on your ad, maybe don't buy it, but then they're getting promoted that book when Amazon does its own retargeting ads on Facebook and Google. Your visibility is growing a lot of different ways, but specifically as you were referring to it. Clicks that lead to borrows, and clicks that lead to sales are increasing your visibility. And there we go.

Thank you everybody who stuck around. Really sorry if I wasn't able to get your question. Obviously, this is a very popular topic, a very hot button topic and so for you guys to spend so much time in here, we'll go back to my picture. I will be responding to questions throughout the week. I'm sure I also don't know all the answers which is why I definitely recommend checking out other people's resources. Thank you for spending the time here today. I really appreciate it. Anybody have any last non-question, any thoughts on the webinar?

Sheridan: You got a lot of big thank yous. Jennifer, Jen, Sasha, Val, Joy, Lois, Rose, Linda, Tracy, Misty. Yeah. Lots of lots of things

Bryan: Awesome, well, you're welcome you guys. I'm happy to do a webinar like this, where we get to really focus completely on content. Obviously, I can't necessarily make every webinar pitch free, because that's just how it works. Sometimes you've got to put food on the table too but, I appreciate you guys showing up for this one. It's been a lot of fun. Twerked my voice a little bit with two hours of talking but, I also want to thank you Sheridan for fielding so many questions. You're usually in the shadows for these. I really appreciate you stepping up and waiting through so many questions that were so great, and very helpful for the entire group. Big thanks to you.

Sheridan: Oh, my pleasure, it was a little odd coming out of the background for this.

Bryan: You did great, you did great.

Sheridan: Thank you.

Bryan: You're welcome. Cool guys, well, as always, you can listen to me every week on the sell more books show. If you don't check it out, go to Sellmorebookshow.com. You can find out more information about me at Sellingforauthors.com. Thank you for listening, for watching, and remember if you have any questions, drop me a line over at Bryan@sellingforauthors.com and that's Bryan with a y @selling forauthors com. Thanks everybody.

Sheridan: I put the two web addresses in your email in the chat window, so if anybody wants to click on those or copy, they're right there.

Bryan: Thank you Sheridan, I appreciate it as always on top of things. Well, all of you have a wonderful rest of your day, and I look forward to sharing the replay with you, as soon as it is processed. Thanks so much.