Hello and welcome to SO YOU WANT TO BE A MILLIONAIRE. I'm your host, Fel Trash Panda Beasley and today we…

Wait… wrong course.

Hey! Welcome to Leveling Up Your Author Career with Amazon Ads.

My name is Felicia, or Fel, I'll be your mentor, your Obi-wan, your Gandolf, your archetypical old dude full of all things knowledge until my untimely death at the end of the first act.

But don't worry. I'll return in act three when all hope is lost, more powerful than ever.

Or something.

Okay, dorky joke aside, there is some truth to the bad metaphor.

I can't take you from padawan to master on my own. I can teach and guide and point you in the right direction, but the learning, training, and mastery is on you.

Of course, I'll still be here when you are on the brink of defeat and ready to give up, encouraging you and helping to figure out what the hex went wrong and how to fix it.

I say this because I don't want to give unfulfillable promises or create unrealistic expectations.

This does require work on your end. And it's not a formula you follow and then profit.

My goal is to create a deeper understanding of the Amazon ads platform so you'll be better equipped to run your ads, especially when things go wrong or change.

I'll also be showing you many different tools when it comes to finding relevant targets, creating effective ads of all types, analyzing the data you get back, scaling for both profit and spend, and troubleshooting problems that will arise.

Not all these tools with work or be applicable to everyone, and that's okay. That's why there are so many of them.

For a more in depth look at the subjects we will be covering, check out the syllabus.

Let's get started!

With Amazon, the name of the game is relevancy. There is a prevalent myth that there

is no such thing as organic visibility anymore, but plenty of authors have proved this not to be true. I figured out what the difference between those who achieved steady sales and those who dropped fast.

While there's certainly decay, since nothing stays on top forever, and there is a major difference between how a new release and backlist is treated when it comes to Amazon, there is still a commonality, and it extends past organic reach as well.

This commonality is relevance. One of the biggest aspects of this course is learning how to specifically target relevant books and series for your books to train Amazon who to show and market your book to.

A whole course on something that both sounds like common sense and shouldn't be too difficult?

Yep!

There are three types of relevancy. What you believe are relevant targets for your books, Amazon's perceived relevancy and what is actually relevant to your books.

Once you figure out what is truly your relevant targets and keywords, Amazon ads go from a constant frustration to manageable and the possibility of profit, even high profit, is much more likely.

The basic process we will go through to get to that end point is using our own knowledge to find what we believe are relevant targets, testing if we are right, figuring out where Amazon is showing our book's ads, fixing any irrelevancy based on that, as well as pruning any targeting we were wrong about, expanding from our core targets to scale our spend, adjusting ads to scale our profit, and keeping up to date with our targeting lists.

It sounds like a lot, I know. And frankly, it is. But this is a journey not the final boss.

Once we understand and begin using this process, I'll show you how to take it to the next step like using micro targeting to launch new series, leveraging paid traffic to get organic visibility, boosting backlist with synergy, and releasing new books with a form of retargeting.

Hold on to your butts. It's about to get wild in here…

Preparation is half the battle… and other lies we tell ourselves.

Before we get started researching our targeting and creating new ads, we have some

business to do first.

To prepare to run ads, we have to know a few things about our books dirty past.

This includes historical sales, page reads if you're in Kindle Unlimited, sell-thru and read-thru, your ratio of page reads to sales, and your previous ads conversion rate (if you've run ads previously).

With this information, we can find our estimated future revenue based on reported sales and our profitable bid range, including just where to start bidding based on your books, not what anyone else is doing.

I'm going to show you how to set up a Readerlinks account that will make the above take about 5 minutes per series.

I will also show you how to compare your current series to determine potential profitiabilty so you know the best places to put your money (and where to save it.)

We will go over how to make reasonable goals based on our data as well.

We will talk about ad copy and book descriptions as well as how powerful synergy is when it comes to marketing… any type of marketing.

We will examine our books' metadata to further improve synergy.

And I'll take you on a deep dive understanding of each Amazon ad type and what all the options mean.

That is a mini-course all in itself and has made the difference in running effective ads and hemorrhaging money like a Kardashian.

Ready. Set. Click continue…