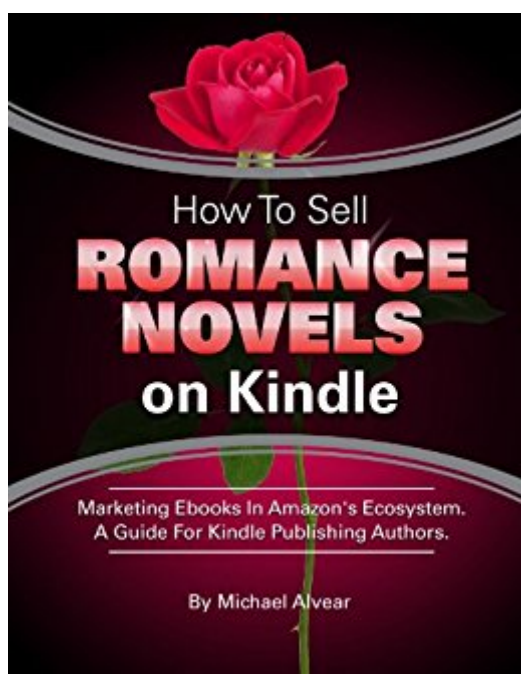


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How To Sell Romance Novels On Kindle. Marketing Your Ebook In 's Ecosystem: A Guide For Kindle Publishing Authors. (How To Sell Fiction On Kindle. ... A Guide For Kindle Publishing Authors. 3)



Synopsis

The First Kindle Marketing Guide Devoted Exclusively To Romance Novelists! This Book Marketing Guide Answers The Most Critical Question You Face As A Romance Writer: How do I make money in a massively crowded field?

1. Show Up On Page One Of Search Engine Results When Somebody Types In A Keyword Phrase Like "Romance Books". I'm not going to show you how to find the right keyword phrases for your romance novel. I'm going to tell you what they are. This Kindle selling book is quite literally an encyclopedia of keyword phrases that buyers type into Amazon's search engine. I'm going to show you examples of how unknown authors used the keyword phrases in this book to rank higher than superstar authors like Janet Evanovich. Then, you'll see hundreds of keyword phrases by romance sub-categories, including: Contemporary Romance, Romantic Suspense, Romantic Comedy, Fantasy & Futuristic, Historical Romance, Paranormal, Time Travel, Vampires, Westerns, Christian, Mystery & Suspense, and more!

Writing a contemporary romance novel? Click on the "Contemporary Romance" link and it'll take you to a list of keyword phrases people use to find books in that sub-genre. Writing an historical romance? A mystery suspense romance? Same thing. Special Bonus! Includes Amazon's "Relative Importance" ranking, showing which keyword phrases are more likely to lead to a sale. Get excited! This is your ticket to huge sales!

2. Get A Title And Cover That Ignites Click Lust. What's the point of landing on page 1 of the search engine results if readers are greeted with a cover that looks like the hindquarters of bad luck? Or a title so confusing it gives you that look ostriches get when they hear a whistle? See my step-by-step guide to brainstorming killer titles and how to get and manage affordable graphic designers. Bonus! See examples of romance books with awesome covers and titles and examples of epic failures. I'm naming names!

3. Use My Wildly Clever Ways To Get Real Reviews. They will double or triple your review rate. Get "social proof" of your book's quality and land on Amazon's "Top Rated" lists.

4. Write A Book Description That Will Attract The Search Engine AND Convert Shoppers Into Buyers. You'll see a dozen examples of terrific romance book descriptions. Learn how to write keyword-rich copy that's catnip to Amazon's search engine! Plus, copy/paste HTML codes (bold, italicize, color) to make your page look like a million bucks.

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Book Information

File Size: 866 KB

Print Length: 139 pages

Publication Date: July 17, 2013

Sold by:Â Digital Services LLC

Language: English

ASIN: B00E04F6D8

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #571,820 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #87

inÂ Books > Reference > Writing, Research & Publishing Guides > Writing > Romance #478

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Customer Reviews

There are a few good pieces of advice in this book, but take all of it with a grain of sand. The book assumes the romance genre is the same as all other genres for sale. This shows a lack of understanding about the mind set of the romance genre reader. One needs to understand that romance readers are a different type of reader than other genres. Referring to Fifty Shades of Gray as drivel is pretty standard point of view for someone who doesn't read the genre on a regular basis. Fifty Shades accomplished two things it had great characters and broke the BDSM subgenre out into mainstream. It did have flaws, but the characters themselves are what drove the sales of the first book. This alone shows the author's need to treat the genre in a general sense as opposed to the considerations it deserves. The author states that a cover is critical to a sale. I found the cover of this book to be extremely unattractive. If someone hadn't recommended the book I wouldn't have bought it as the cover looks like a hucksters product. The categories discussed were somewhat beneficial but once I visited Mecca (the website where they're stored), I had to keep going back to the book for a link as opposed to hitting the clearly visible HOME link on the site. It got annoying.

The categories themselves are really nothing new other than being a little more extensive than ones, which don't have ranking. The table structure of the categories could have been a little more clear. It would have been nice to see the categories laid out in the manner the author shows in the graphic prior to the great reveal, I.e. separated by rank and alphabetized.

For me "How to Sell Romance Novels on Kindle" is an excellent follow-on to the author's "Make a Killing on Kindle." Michael Alvear re-focuses his advice for the fiction market, and gives specific examples more useful to authors in the Romance market. First, the negative. I don't see this as a major objection, as I'll explain. A lot of material in this book comes straight from "Make a Killing on Kindle." I don't have a problem with that; like any writer I am quite capable of rapidly skimming past familiar blocks of text. I see it as a good example of reasonably recycling material into additional kindle offerings. A large proportion of the book is new material and based on additional research and experience. It's well worth the purchase based on the new material. Second, some positives. Michael Alvear gives some specific good examples and specific bad examples. I found those examples to be quite helpful. This book has a good discussion of stuffing keywords in titles: maybe yes, maybe no, but Michael helps you make an intelligent decision. Ditto for descriptions. Michael stays focused on his primary goal: How to sell your kindle books within the ecosystem. I appreciate that he stayed on point throughout the book. An interesting feature of this new offering is the associated research data. He has compiled lists of the most common searches for specific genre. It looks like, as the purchaser of any of his books on selling fiction on kindle, you get access to ALL of the research results. That's a good approach. The research results, as of this writing, seem a bit thin on the ground. On the other hand, I've not really begun using the results. There may be a lot more meat in there than I realize.

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