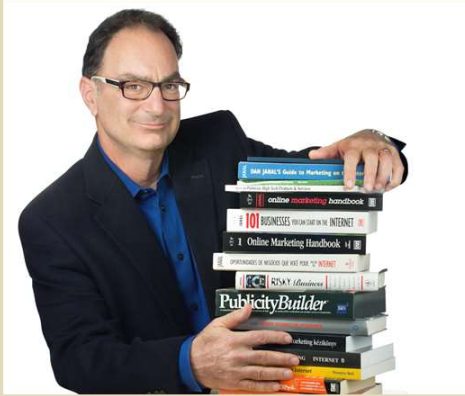


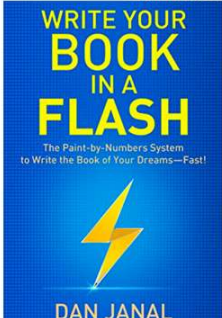
Sell More Books with Amazon Advertising



Dan Janal

- Book Coach
- Developmental Editor
- Ghostwriter
- Author of more than 12 books

What's new with "Flash"



Look inside

WRITE YOUR BOOK IN A FLASH

The Paint-by-Numbers System to Write the Book of Your Dreams—Fast!

DAN JANAL

Write Your Book in a Flash: The Paint-by-Numbers System to Write the Book of Your Dreams—FAST! Kindle Edition

by Dan Janal (Author) [+ Follow](#)

★★★★★ 33 customer reviews

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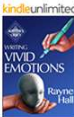

What's new with "Flash"

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in Editing Writing Reference

Top 100 Paid Top 100 Free

 <p>Write Your Book in a Flash: The Paint-by-Numbers Guide to Writing a Novel - Dan Janal Kindle Edition \$0.99</p>	 <p>Show, Don't Tell: How to write vivid descriptions, dialogue, and action - Sandra Gerth Kindle Edition \$0.99</p>	 <p>The Elements of Style - William Strunk Jr. Kindle Edition \$0.99</p>	 <p>How To Write That Scene: Professional Techniques for Fiction Writers - Rayne Hall Kindle Edition \$4.99</p>
 <p>MLA Handbook The Modern Language Association of America</p>	 <p>Writing Vivid Characters: Professional Techniques for Fiction Writers - Rayne Hall</p>	 <p>Writing Vivid Emotions: Professional Techniques for Fiction Writers - Rayne Hall</p>	 <p>5 Editors Tackle the 12 Fatal Flaws of Fiction Writing - P. K. L. L. L.</p>

Agenda

- What Amazon Advertising is and how Amazon Ads work
- Why you need to use Amazon Advertising to promote your book
- Why Amazon Advertising is more effective than Facebook ads
- Step-by-step instructions for creating effective Amazon Ads
- How to save money when buying Amazon Ads
- Important "don'ts" you must sidestep and avoid when running Amazon Ads
- **PLUS**, answers to #1 questions you've asked during registration

Why do you need to Use Amazon Advertising to promote your book?

- Sell more books
- Make good use of your time and money
- Get more visibility
- Reach people who don't know you are alive
- "I see you everywhere"
- If you sell more books, Amazon will help you sell more books by giving you better "end cap" placement on their display pages
- Keeps your marketing campaign going long after you burned out on the launch
- Set it, test it, perfect it, put it on autopilot

Why are Amazon ads more effective than Facebook ads?

- People go to Amazon to buy books
- People go to Facebook to see pictures of their friends and watch cat videos
- Who do you think is more likely to buy your book on Six Sigma best practices?

Of course, there are exceptions...

- Rebecca writes: I am interested in the comparative value of Amazon vs Facebook ads. I have 600,000 social media followers, the vast majority on Facebook. Does this alter your recommendation and if so, how?

The media is noticing Amazon...

- Amazon is committed to grabbing a BIG share of the \$88 billion online advertising marketing, with Google and Facebook in their sights:

<https://www.nytimes.com/2018/09/03/business/media/amazon-digital-ads.html>

Brands are switching to Amazon Advertising in droves:

<https://www.forbes.com/sites/jeanbaptiste/2018/09/20/amazon-is-now-the-3-digital-ad-platform-in-the-u-s-behind-google-and-facebook-says-emarketer/#26bf675e3926>

eMarketer has Amazon Advertising pegged as #3 in the marketplace, and surging:

<https://www.cnbc.com/2018/10/08/google-search-losing-some-advertising-business-to-amazon-ad-sources.html>

People are sitting up and taking notice:

<http://fortune.com/2018/10/08/amazon-advertising-business-platform/>

There are MANY good reasons why - including better access to actual BUYING data and less concerns about security and privacy:

<https://www.usatoday.com/story/money/markets/2018/10/02/amazon-contender-digital-advertising-sales/37920325/>

They're showing up in a BIG way, too:

<https://www.recode.net/2018/9/10/17797720/amazon-is-stuffing-its-search-results-pages-with-ads>

Creative

Custom text ⓘ

Wit meets murder in this collection of classic crime capers. Will Sherlock save the day?

Characters remaining: 150

Ad preview ⓘ

Where will my ad show? ▾



Sponsored ⓘ

Reporters Are Looking for YOU! Sep 16, 2012

by Dan Janal

Your custom text here

★★★★★ 14

Kindle Edition

\$2.99 to buy

**Lyn asks: How do you do this inexpensively?
We're a small publishing house?**

- Set a budget
- Set a low budget
- Test, test, test
- Once you've gotten a winner, increase your budget

Casey asks: Our book is released. Our reviews are VERY positive, but how do we get the word out to people that will read it AND review it themselves on Amazon?

Rich asks: I have a very limited advertising budget. How do I control my costs so I don't overspend on advertising?

Beverly asks: How to design an eye catching, non-offensive ad?

- Very easily!
- Amazon creates your ad
- Your ad is your book cover
- If your book covers stinks, your ad will stink
- Can people read the text?
- Are the colors appealing?
- Does it present the image you want?
 - Professional?
 - Whimsical?
 - Spiritual?
- You can add 30 words of text to the add. What's in it for the reader?

Important “Don’ts”

- Don’t spend a lot of money until you have a winner
- Don’t trust your intuition. Trust Amazon’s algorithms
- Don’t forget to make your book page and author page as good as possible

You Don't Have to Do It Yourself!

7 benefits to working with a book coach or ghost writer, or co-author:

- Guidance
- Feedback
- Accountability
- Contacts and Referrals
- Save time
- Save money
- Learn from each other – Ken Blanchard



Should We Work Together?

- Dan wrote 13 books, including 8 books for Wiley
- Award winning daily newspaper reporter
- Business newspaper editor
- Northwestern University, BSJ, MSJ
- Interviewed President Gerald Ford, First Lady Barbara Bush
- Written thousands of newspaper articles, blogs



“Dan Janal, my Developmental Editor encouraged and guided me from the very beginning of my book proposal, through the entire manuscript. His kindness, expertise, and sage advice was essential.

For example, Dan read a story from the middle of the book and said to me, I think you have to lead with this story. And, I think it might even be your title. Thank you Dan for *Stretch Marks*. Genius.”

Amber Trueblood
“Stretch Marks”



“Working with Dan Janal has been like a master class in book writing. He is much more than a writing coach — he is a muse, teacher and friend, who makes the process enjoyable. This has been a great learning experience. I could not make this book happen without his expertise and support.”

Alan Cohen

Author, “The Connection Challenge: How Executives Create Power and Possibility in the Age of Distraction”



"I literally could not write this book without you. The reason is because although I know the subject backwards and forwards, the fact is life keeps getting in the way. Dan gives generously of his time and his talent. And he's a whole lot of fun to talk to. He sparked a lot of ideas I wouldn't have thought of."

Candy Campbell, RN

Author, Improv to Improve Healthcare: A System for Creative Problem-Solving



“What began as an engagement for a writing coach evolved into a full-fledged collaboration. Though the medical information and expertise is mine, the plot, format and characters are all Dan. Whatever makes this volume engaging and appealing is totally due to his skill and I am very fortunate to have a share in his art.”

Dr. Tom Davis, MD
Author, Telemedicine Confidential: Keeping Your Family Safe

When you have me as your coach

- You can bounce your ideas off me for an honest appraisal
- You can ask me anything about writing, editing, publishing and promotions
- You can be assured our conversations are private and I won't share your ideas with anyone else
- We meet every week
- 30 minutes
- 12 weeks

Act Now!

<https://www.WriteYourBookInAFlash.com/coaching/>

Take Action

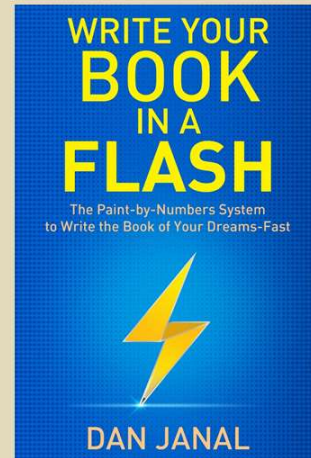
Schedule your free, 20-minute
“What’s Holding You Back”
coaching session” with Dan

- No obligation
- Please select a time on my schedule app

We can talk about:

- Book coaching
- Developmental editing

<https://www.WriteYourBookInAFlash.com/coaching/>



Thank You!

Time and space
are limited.

Act Now!



<https://www.WriteYourBookInAFIash.com/coaching/>
