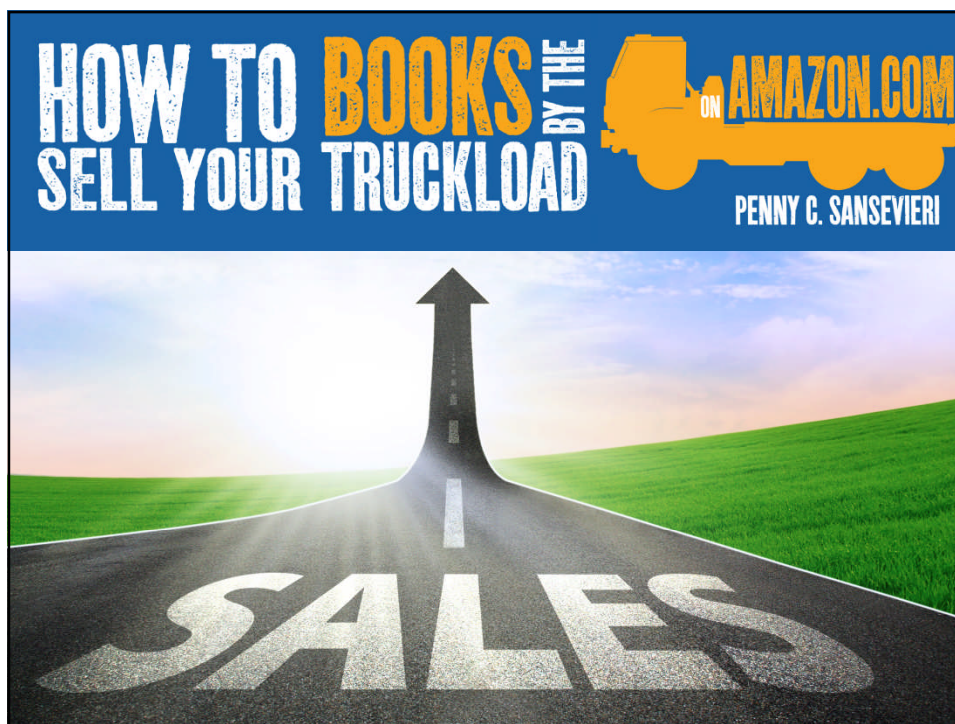




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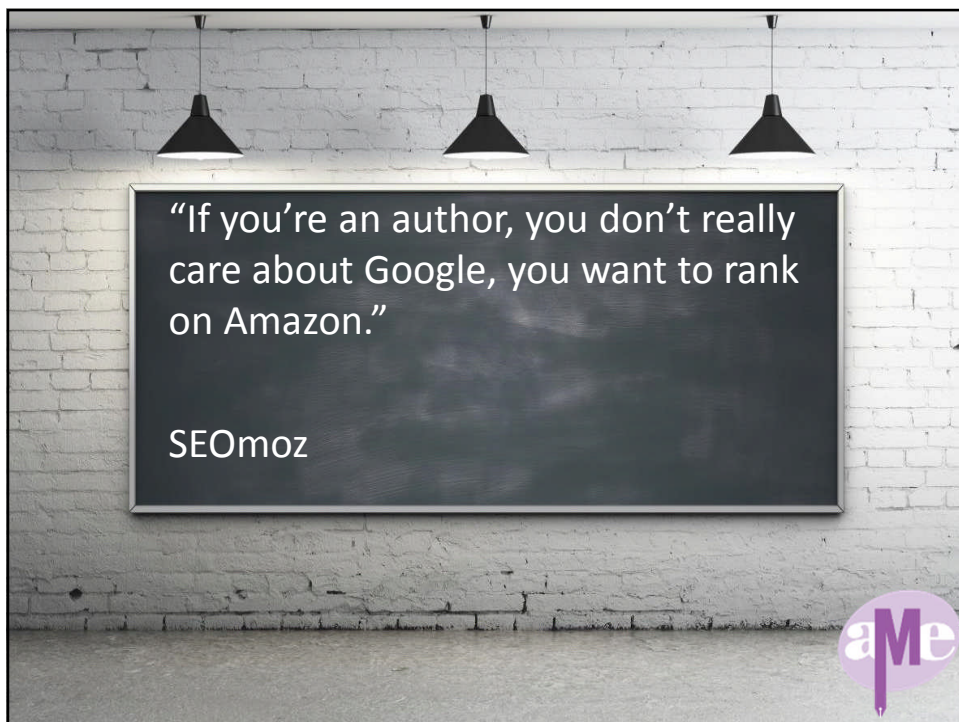
<http://bit.ly/amazon-checklist>

How This Program Was Created

- Unknown author
- Fiction book
- Tested +12 months

Amazon





Demystifying Metadata

- Keywords associated with your book
- Book categories

Amazon



Amazon by the Numbers

- 4,500 books published daily
- 4 million
- eBooks hard to track



@bookgal

Understanding Amazon

Amazon Does Not Discriminate

- Old vs. New



How the Algorithms Work

- Categories
- Search term
- Reviews

Categories & Keywords



Keyword Tools

1. Ubersuggest.org

Categories & Keywords



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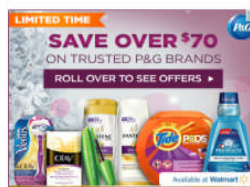
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Categories & Keywords

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Book Description

Book Description

Publication Date: April 24, 2013

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Do you know that Amazon has a secret algorithm, and if you trigger it, they will actually help you sell books?

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- How to get your book ranked #1 in your category

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Categories & Keywords



The Importance of Amazon Categories

- Narrow categories are the best
- Getting to #1 triggers more promotion

Categories & Keywords



The Importance of Amazon Themes

- Themes are search keywords
- They vary by category

Categories & Keywords



Categories

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Categories & Keywords



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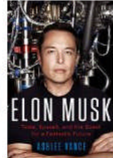
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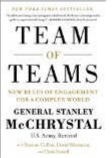
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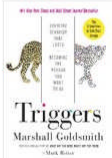
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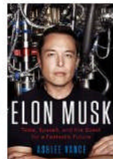
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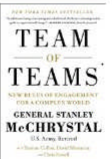
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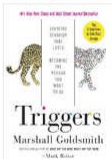
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- ☐ Disturbing (1,278)
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- ☐ Gory (248)
- ☐ Humorous (10,726)
- ☐ Racy & Risque (3,570)
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Characters

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Settings

- ☐ Beaches (984)
- ☐ Islands (1,077)
- ☐ Mountains (759)
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- Category flipping
- Find a narrow market within two broad categories

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Christina George



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I've worked in publishing for twenty years (give or take). Here's what this book isn't. It's not a slam against publishing (though it is broken) and it's not a slam against authors (though some of them are crazy). This book is not autobiographical though many of the stories are true. No you won't know which ones, hell it's more fun to guess, right? I continue to work in publicity and help authors because at the end of the day I do love books. I love publishing.



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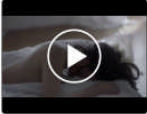
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Author Updates



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2 weeks ago [Read more](#)

Mac's Blue Christmas
December. What happened to the rest of the year. I don't know. But, here I am in my office looking out over all of the holiday decorations and lights below, and wondering how many December I have spent in my...

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Breaking News: Exclusive VIP Super Fan Page to Launch!
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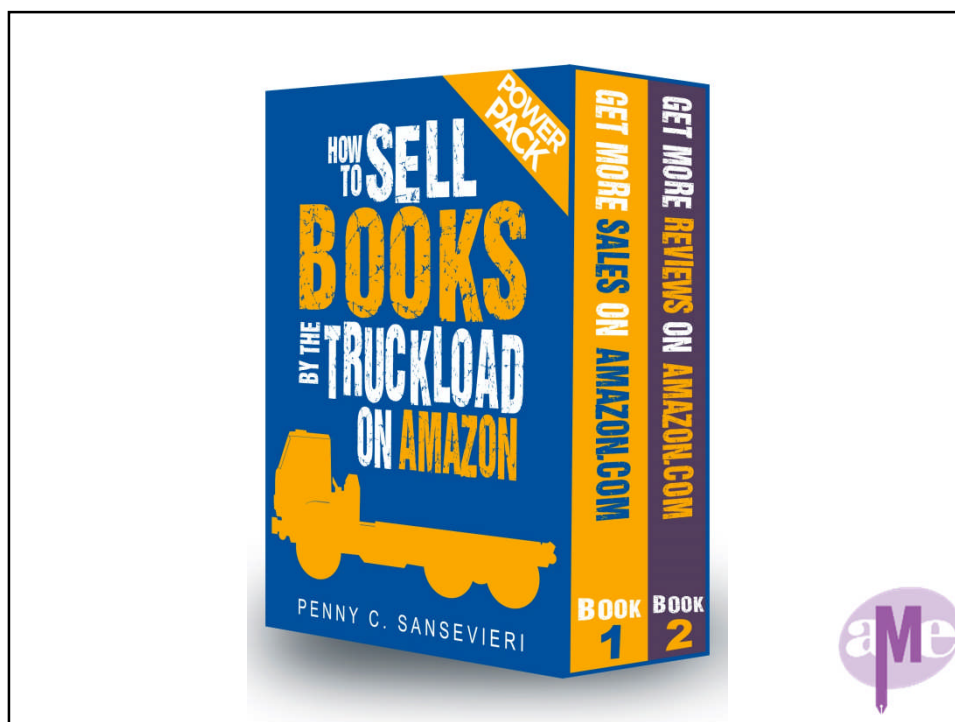
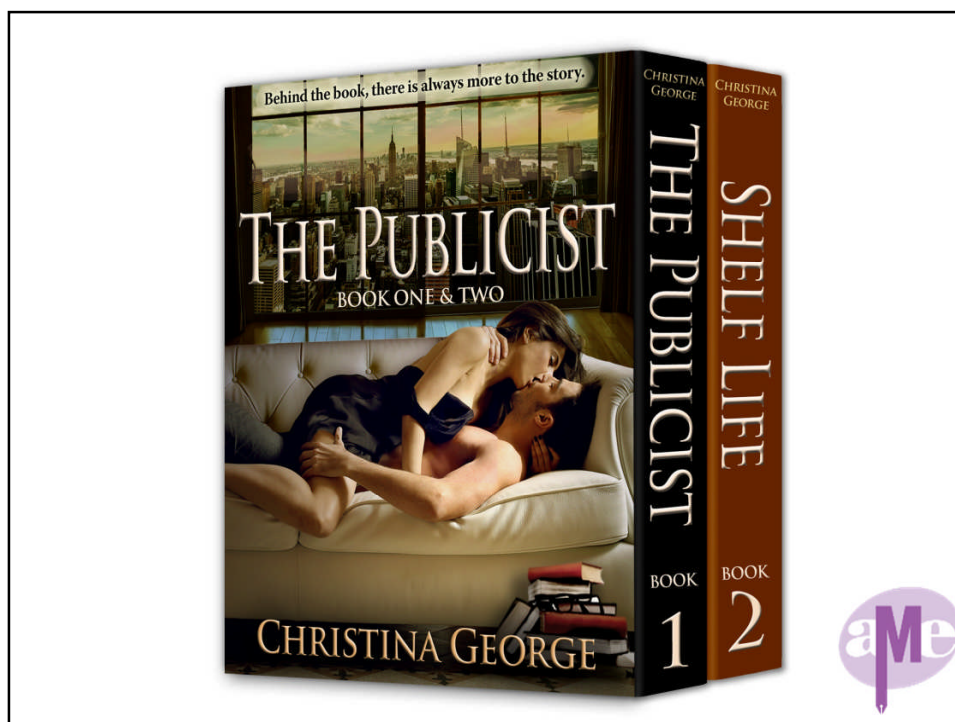
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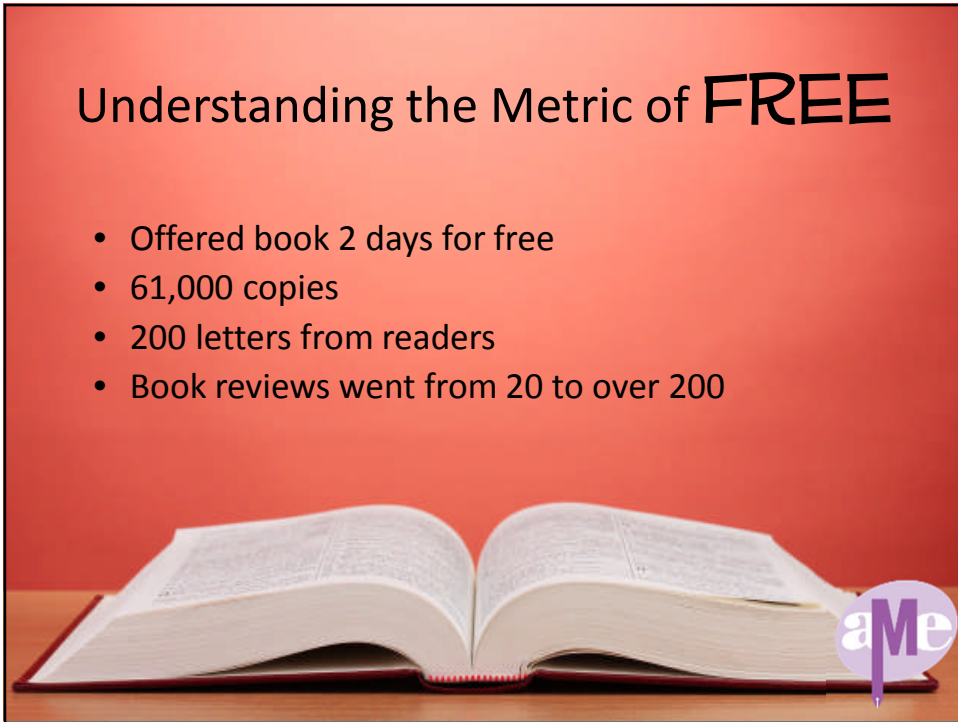


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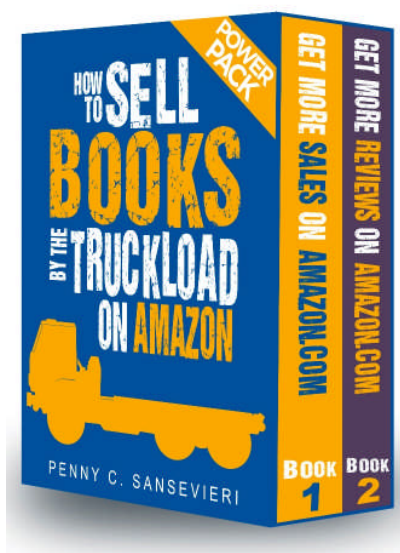
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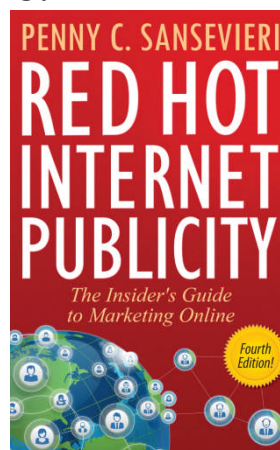
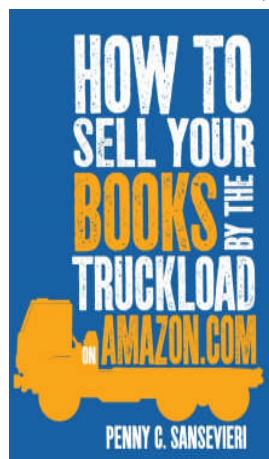


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Author Marketing Experts, Inc. (AME) is a full-service marketing and PR firm specializing in customized campaigns and Internet Marketing.

AME was the first book publicity firm to successfully implement the use of blogs, web sites, social networking platforms, and book video to promote authors.

AME has developed and implemented countless marketing and publicity strategies and has worked numerous bestselling titles including: The Answer, Green Goes with Everything, The Go Giver, Happy for No Reason, The Laws of Thinking, and Chicken Soup for the American Idol Soul. Numerous high-profile clients have sought their expertise as well: Guy Kawasaki, John Assaraf (contributor to The Secret), Sloan Barnett, renowned psychic and ghost buster, Jane Doherty, Barney Rosenzweig creator of Cagney & Lacey, Jac Flanders (of the original Fantastic Four) and Tammi Menendez, wife of Erik Menendez and the first eBay auction of a Princess Diana gown (lot "9" from Christie's New York). AME's clients have been featured on The View, CBS The Early Show, The Today Show, Entertainment Tonight, CNN, CNN Showbiz Tonight, National Public Radio, Something You Should Know, The Heloise Show and in Publishers Weekly, People Magazine, Reader's Digest, The Los Angeles Times, USA Today, The Wall Street Journal, Essence Magazine, More Magazine, The Bridal Guide, Entertainment Weekly, MSNBC... and many others.