

Day 5: Sales Copy

What is sales copy?

Sales copy is the collection of words that appear on the back cover of a paperback, the inside flap of a hardcover dust jacket, or the “description” area of your book’s page on Amazon.

After your cover, your sales copy is the next step for shoppers deciding whether they want to buy your book or not.

How do you recognize good sales copy?

If you’re getting traffic to your sales page and your cover is rockin’, but you’re not getting sales, the cause is probably ineffective sales copy.

Good sales copy does a few things:

- Captures _____ immediately with a strong _____
- Leads shoppers to _____ the rest of the description
- Highlights the book’s _____—what’s _____ about this book and why it’s the one to buy
- Leaves shoppers wanting to _____ the book and ready to take action
- Includes the _____ you’ve chosen (but only in a natural way) to help Amazon recognize your book’s relevance

What goes wrong

Here are a few mistakes people often make in writing their sales copy:

- Starting with anything but an attention-grabbing _____
- Trying to include too much _____
- Summarizing too much of the _____ of the book
- Failing to generate _____
- Including anything that _____

Sales copy for Non-Fiction

If you're writing non-fiction, here's the structure I recommend:

1. _____ that highlights the outcome or transformation they'll get as a result of reading your book.
2. **Attention-grabbing** _____ that paints a picture of the problem your book solves.
3. Briefly discuss _____
Consider including a story here. You want to meet them where they are, connect with them, show that you understand, and present a view of the better future they can have as a result of reading your book.
4. Briefly highlight _____

If you're not sure how to transition to this, "How do I know? I'm [name], and I [experience]" can work well.
5. Include a _____ of the juiciest, most intriguing, and/or most useful things they'll learn in your book.
6. End with _____

Sales copy for Fiction

With fiction, it's tempting to try to explain your whole plot, give too much detail, or introduce too many characters. You've just spent 80,000+ words telling this story, so how are you supposed to fit it into a few hundred for the sales copy?

Here's the good news: **you're not**. All you need to do is capture the hook. They'll get the rest of the story in the book. In fact, they *want* to get the rest of the story in the book. Your goal in the sales copy is to give them just enough to help them know why they want to read the book.

Here's a structure that can help.

1. _____ based on the book's hook
2. Introduce the _____ in a short sentence containing his/her name plus one fact.
3. Establish the _____ for that character by writing one or two sentences about _____
4. Escalate _____ for this character.
5. Repeat for one to three more _____. Then bring the characters together in a phrase.
6. Raise the stakes even higher.
7. Put the characters in danger of failing, dying, not falling in love, etc. Consider ending with a question (ex. ...but can they do it in time to save the world?)

For more details on this process, check out [How to Write a Sizzling Synopsis by Bryan Cohen](#).

Formatting your sales copy to stand out

Here's a great tool to do the formatting for you: [Kindlepreneur Book Description Tool](#)

Enjoying the program?

I'd love to keep going after the live challenge is over! We're offering an mastermind program to support authors like you in launching or re-launching your book to bestseller. It will include:

- **All of the recordings** from the live challenge—yours to keep for the life-time of the program
- **Summary handouts** (like this one but with all the blanks filled in) for quick reference as you work on your book
- **Weekly Q&A calls**, so you can get your questions answered about your specific situation
- **Weekly accountability check-ins** to help you stay on track and beat procrastination, so you can have your book ready to re-launch for Christmas, New Year's, or in our community launch bonanza in January (\$125 value)
- Participation in our **group launch**, so you can multiply your impact with cross-promotions and group publicity (priceless!)

The program will start November 11. You can learn more [here](#)