



Use Amazon Advertising Like a Pro

by [Keri Barnum](#)

Over one million books are published on KDP (Kindle Direct Publishing) each year. While we collectively celebrate the growth and success of the indie publishing community, the sheer number of new titles coming out each year can also be intimidating. When your book is literally one in a million, what can you do to make it stand out? Certainly, an eye-catching cover, snappy title and great description help, but first you must work to get your book to show up in Amazon searches. Arguably the best way to make that happen is with Amazon advertising.

Maybe you've heard horror stories of authors sinking hundreds of dollars into Amazon ads with little to no return. It's true that paid Amazon advertisement will not work well for every book. However, savvy authors and publishers know that if a book isn't seen, it

June 10 via Zoom

can't be bought. Don't let your book get buried under the competition; learn how to "Use Amazon Advertising Like a Pro."

Discover insider tips and tricks from a book marketing expert on how to:

- Drastically increase the visibility of your book
- Find the best keywords to use in your ads
- Choose optimal days to run your Amazon ads
- Decide when to increase – or decrease – ad spend
- Determine if your ads are truly profitable
- And much, much more...

If you're ready to dive in, be sure to **join us during the St Louis Publisher's Association meeting on June 10, at 7:00pm on Zoom.**



Keri-Rae Barnum is the new Executive Director of New Shelves Books. With more than 15 years of experience in marketing, Barnum formerly served as the Marketing Director at New Shelves, where she

worked directly with clients, ensuring their books were poised for maximum exposure and profit. She is an expert in Amazon and social media ads, creating profitable ads that are high-impact and, more importantly, duplicable for clients to use in the future. Along with her team, Keri works with hundreds of authors and small publishers each year, helping them gain exposure in the online, library and bookstore markets. Her ultimate goal and passion is to help clients find their unique voice in the ever-evolving world of book marketing. Visit Kerri at newshelves.com/barnum.

How to Write a Sizzling Synopsis

by [Bryan Cohen](#)

Struggling to find new readers? Learn how a compelling book description can make your book fly off the digital shelves! **Join the St. Louis Publishers Association on July 8 for our next monthly Zoom meeting and learn "How to Write a Sizzling Synopsis," featuring [Bryan Cohen](#).**



and helpful examples in a variety of genres, Bryan's upcoming presentation will give you the tools you need to get a steady stream of online book browsers to click the 'Buy' button every single day.

During this presentation, you'll discover:

- How to simplify your plot to create a short, engaging synopsis
- Why using certain words can make customers fall in love with your story
- How to shed unnecessary subplots and make writing your blurb a joy instead of a chore
- Why you need a synopsis cliffhanger, and much, much more!

Do you hate writing blurbs? Do you wish there was an easier way to summarize your novel and get more sales in the process? Author and copywriter [Bryan Cohen's](#) book descriptions have hit both the *Kindle Store's Top 50* and the *USA Today Bestseller list*. Let him show you exactly how to craft the copy you need to hook new readers.

After writing hundreds of book descriptions for other authors and helping thousands with informative training, Bryan has learned what all the best book descriptions have in common. Through easy-to-follow tips

If you like informative presentations, plenty of examples, and a touch of humor, then you'll love Bryan Cohen's look behind the scenes at how he creates copy that sells. **Zoom meeting ID will be provided on our website in July.**

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ZOOM INSTRUCTIONS:

Sign-up is free. You can join from your smartphone, computer or tablet. If you've used Zoom before, it should connect right away. If it's your first time, simply sign up, follow the prompts and allow it to access your camera and microphone. Click on this link for the meeting: <https://zoom.us/j/86782144399>. Meeting id is 867 8214 4399. Password is 668448.

UPCOMING EVENTS

via ZOOM

June 10, 7:00 – 8:30pm
Use Amazon Advertising Like a Pro

with [Keri Barnum](#)

<https://zoom.us/j/86782144399>

July 8, 7:00 – 8:30pm
How to Write a Sizzling Synopsis

with [Bryan Cohen](#)

(meeting ID link will be posted on website in July)

Bryan Cohen is the founder of *Best Page Forward*, a copywriting agency for authors, and has written over 2,500 book descriptions for the author community. He's also a self-published author, with eight novels and over 100,000 copies sold. He's the co-host of the "Sell More Books Show," a podcast with over one million downloads. Visit him at bryancohen.com.



SLPA members: Let's Connect!

For the past couple months we've continued our monthly meetings on Zoom, with great attendance and helpful information. Since we're meeting virtually, our [SLPA Facebook Discussion Group](#) is a great opportunity to network and start meaningful conversations, right at your fingertips. Use it not only to post announcements and upcoming events, but also to share how you connect with readers, ask questions, and network with others in the St. Louis writing community. Beyond that, when interesting topics or questions arise, keep the conversation going.

The more people share information and respond to questions, the greater benefit you'll experience as a member of SLPA. We look forward to seeing your comments and joining the conversation at facebook.com/groups/STLPublishers.



LAST MONTH'S RECAP: Relaunch! How to Recharge Older Books to Boost Sales Today

Thanks again to SLPA member **Dean Klinkenberg** for sharing details of the relaunch for his book during our monthly Zoom meeting held on May 13. Visit Dean at deanklinkenberg.com.



For the initial release of *Rock Island Lines*, the first book in his Frank Dodd mystery series, he had no marketing plan, wrote his own book description, didn't hire an editor, and used friends and family as beta readers, resulting in a number of problems. On top of trickling sales, he realized the cover from that first book didn't relate at all to the second one in the series, so it was time for a reset. Investment in the re-release of that book started with a targeted marketing strategy, including hiring professionals to transform his book into its absolute best version and using helpful resources to reach readers who were interested in his genre.

Is relaunching a book right for you? That depends on the amount of effort (work, time, and money) you're willing to commit, but it is definitely recommended if that book is part of a series.

MARKETING STRATEGY

1. Clearly define your niche audience
2. Do your research to select correct book categories
3. Hire professionals for these tasks:
 - a. Editing until it shines
 - b. Blurb descriptions that sell your story

- c. Cover design that's genre-specific and complements the interior
4. For valuable feedback, seek reviews from people who are fans of your genre
5. **Social Media:** Promote your work. Focusing your efforts on 1-2 sources where your audience members gather provides the best opportunity for them to find you.
6. **Blogging:** Maintain consistency in the frequency of your posts to connect with readers. It can be about topics and/or events related to your genre or posts about personal interests
7. **Prioritize** your time, efforts, and money. You can't do it all. Start with the basics and build from what works for you.

RESOURCES

Buffer

- social media accounts management app
- post to multiple social networks and measure content performance

Draft2Digital

- online book distributor,
- offers free ebook downloads (print production is in the beta phase of D2D Print)

Goodreads

- world's largest site for readers and recommendations.
- helpful when your book is placed on member's "what to read" list

Publisher Rocket

- provides hard data to help sell more books on Amazon
- keyword search and best niche categories to choose the right descriptions

KUDOS CORNER

SLPA Member: **Warren Martin**

An adjunct professor of business and leadership related courses for both Norwich University and Bryan University, SLPA President **Warren Martin** is also a retired veteran of the U.S. Army. His initial work as an author focused on crime thrillers, mysteries and Cold War related genre, including his first book, *Till The Cows Come Home* (Farmerville Series). However, Warren's newest release is *Grandman Dean Goes "Big Shopping,"* the first in a children's book series with "Pop Pop & The Grandmen," highlighting adventures with his grandsons. Most recently, Warren was the featured guest during the St. Louis Writers Guild's meeting about book marketing held on June 6.



Visit Warren at <https://www.warrenmartinbooks.com/> and <https://adventureswithpoppop.com/blog>

"Writing is easy, all you have to do is cross out the wrong words."

— Mark Twain



Meetings on the second Wednesday of the month

In-person gatherings for monthly meetings are suspended due to COVID-19 restrictions. All meetings will be held online until further notice.

Monthly Meetings Admission

- FREE for Members
- Annual Membership – \$60 per year

SLPA NEWS & VIEWS

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