



AMAZON AD SCHOOL

A COURSE FOR AUTHORS

How to Write Amazon Ad Copy for Fiction & Nonfiction: The Cheat Sheet

Note: Nonfiction authors can skip to Step 1b.

Fiction

1a. Create your First Draft Ad Copy by writing down what your protagonist Wants (which often changes after the book's Inciting Incident), what's in their Way, and the life or death (or love) Consequences of not getting what they want

2a. With the help of an online Thesaurus, shorten the Ad Copy by Trading Down larger phrases and sentences (i.e. trading from 8 words down to 6) looking to add more meaning and nuance as you use fewer words (and fewer than 149 Characters).

3a. Rephrase your edited Ad Copy to ensure the final word or concept has the highest possible stakes of Death or Love (or Enlightenment in literary fiction or memoir).

Note: Fiction authors can skip to Step 4.

Nonfiction

1b. Create your First Draft Ad Copy by writing down the Problem your reader is trying to solve expressed as a Positive Result (usually in question form), followed by framing your book as the Solution to this problem.

2b. With the help of an online Thesaurus, shorten the Ad Copy by Trading Down larger phrases and sentences (i.e. trading from 8 words down to 6) looking to avoid repeating the same terms over and over again as you use fewer words (and less than 149 Characters).

3b. Rephrase your edited Ad Copy to ensure the final word or concept of the Problem and the Solution are both as strong and emotionally evocative as possible.

Both Fiction & Nonfiction

4. Using your First Draft Creative Brain, rewrite your Ad Copy in 15-20 different ways by changing up your sentence structure, using synonyms of certain words, or simply letting yourself try the most off-the-wall ideas you can think of.

5. Create a post or survey by numbering your 15-20 different Ad Copy options and asking your Target Readers (or other Authors, but Readers are best) for their opinion of their Top 3.

6. Use the Ad Copy voted #1 in your next set of ads and consider placing it as the first line in your Book Description.

7. Repeat the process over again for each book you've written or plan to write!

Want to learn how to create effective and profitable Amazon Ad Campaigns? [Click here to register for our next Live Challenge.](#)