



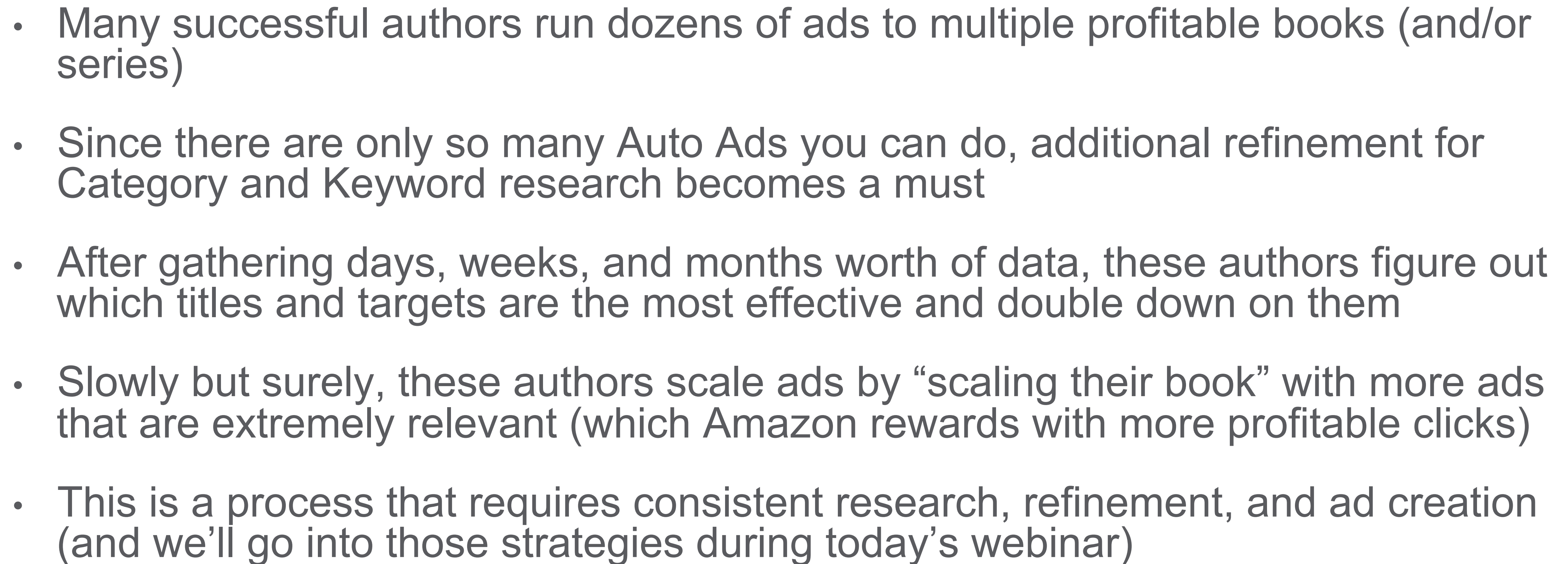
**BEST PAGE
FORWARD**

ADVANCED AMAZON ADVERTISING & PRIZE GIVEAWAY PARTY

with Bryan Cohen, Founder of Amazon Ad School



THE HABIT OF ADVERTISING

- Many successful authors run dozens of ads to multiple profitable books (and/or series)
 - Since there are only so many Auto Ads you can do, additional refinement for Category and Keyword research becomes a must
 - After gathering days, weeks, and months worth of data, these authors figure out which titles and targets are the most effective and double down on them
 - Slowly but surely, these authors scale ads by “scaling their book” with more ads that are extremely relevant (which Amazon rewards with more profitable clicks)
 - This is a process that requires consistent research, refinement, and ad creation (and we’ll go into those strategies during today’s webinar)
- 




WHAT YOU'LL LEARN

- Why your ads may be even more successful than you think
- How to get more profitable Clicks and Sales without upping your Bid
- How to use existing target data as clues to create hyper-focused 2nd and 3rd Generation Ads




WHAT YOU'LL NEED

- Your full attention
 - 60 minutes for the teaching and 30-60 minutes for the Q&A session
 - A sense of accomplishment for all that you've done so far
- 

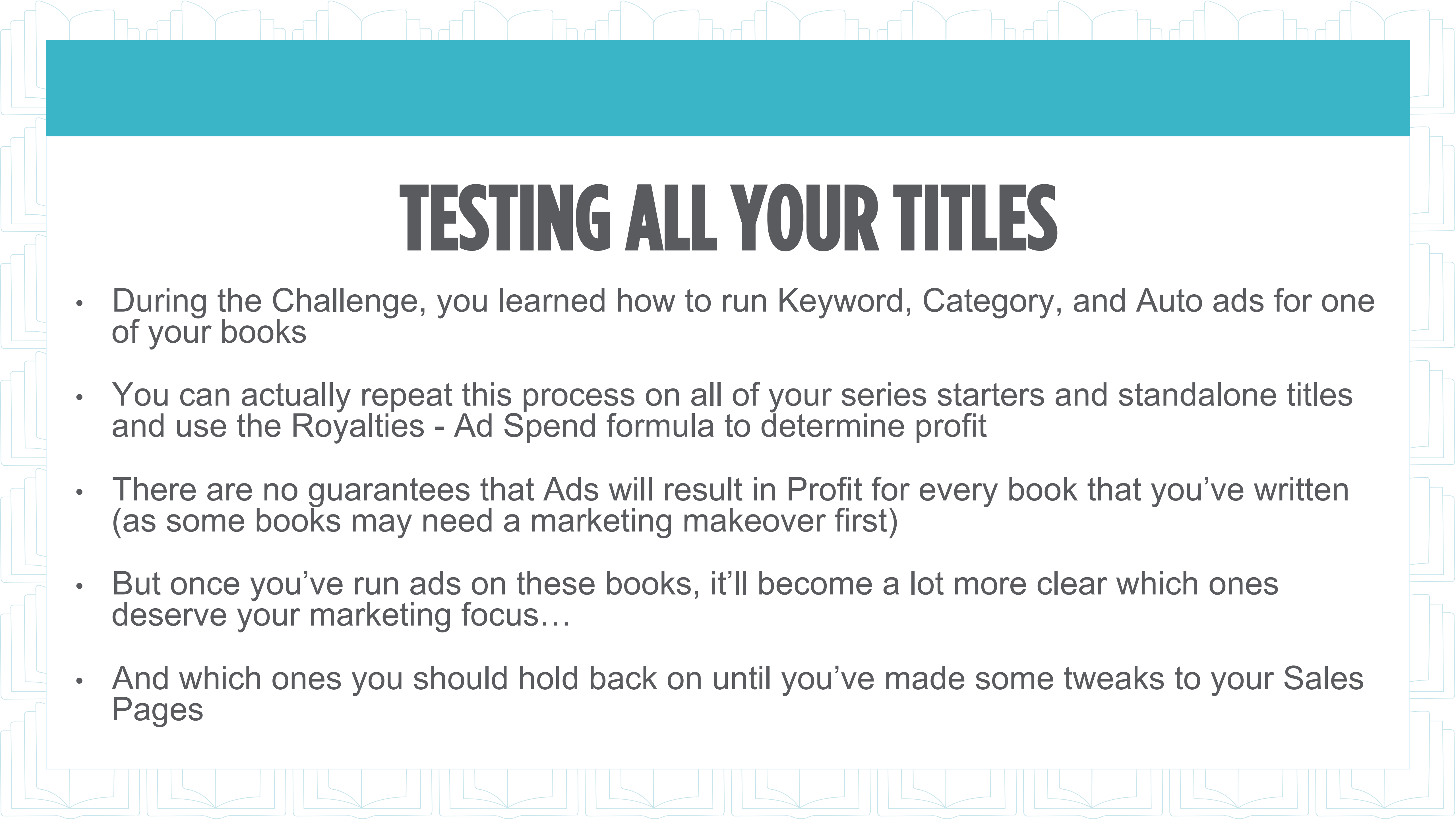


I HOPE YOU'LL STICK AROUND

- I'll give you the slides at the end
 - We'll be giving away three big prizes throughout the Q&A session at the end (and you'll need to be here to get them)
 - But before the Q&A, we'll give you a special offer full of fancy bonuses to join Amazon Ad School
- 



TESTING ALL YOUR TITLES


- During the Challenge, you learned how to run Keyword, Category, and Auto ads for one of your books
 - You can actually repeat this process on all of your series starters and standalone titles and use the Royalties - Ad Spend formula to determine profit
 - There are no guarantees that Ads will result in Profit for every book that you've written (as some books may need a marketing makeover first)
 - But once you've run ads on these books, it'll become a lot more clear which ones deserve your marketing focus...
 - And which ones you should hold back on until you've made some tweaks to your Sales Pages
- 

BOOK IN KU? CHECK YOUR RANK

- If you're running ads to a Book in Kindle Unlimited and it looks like you have a Loss, it's a good idea to check your Sales Rank (in Author Central)
- Books in KU may see royalties on a delay because you don't start getting paid until a buyer starts reading...
- But the second that KU user borrows your book, you will see an improvement in Sales Rank (the number goes lower, low is good like golf)
- This requires waiting a little bit longer to see if ads have resulted in a better Sales Rank (which could lead to more Royalties in 2-4 weeks time)
- The Zen Lemur (our Challenge mascot) preaches patience on this and all matters of Advertising




FACTORING IN READTHROUGH

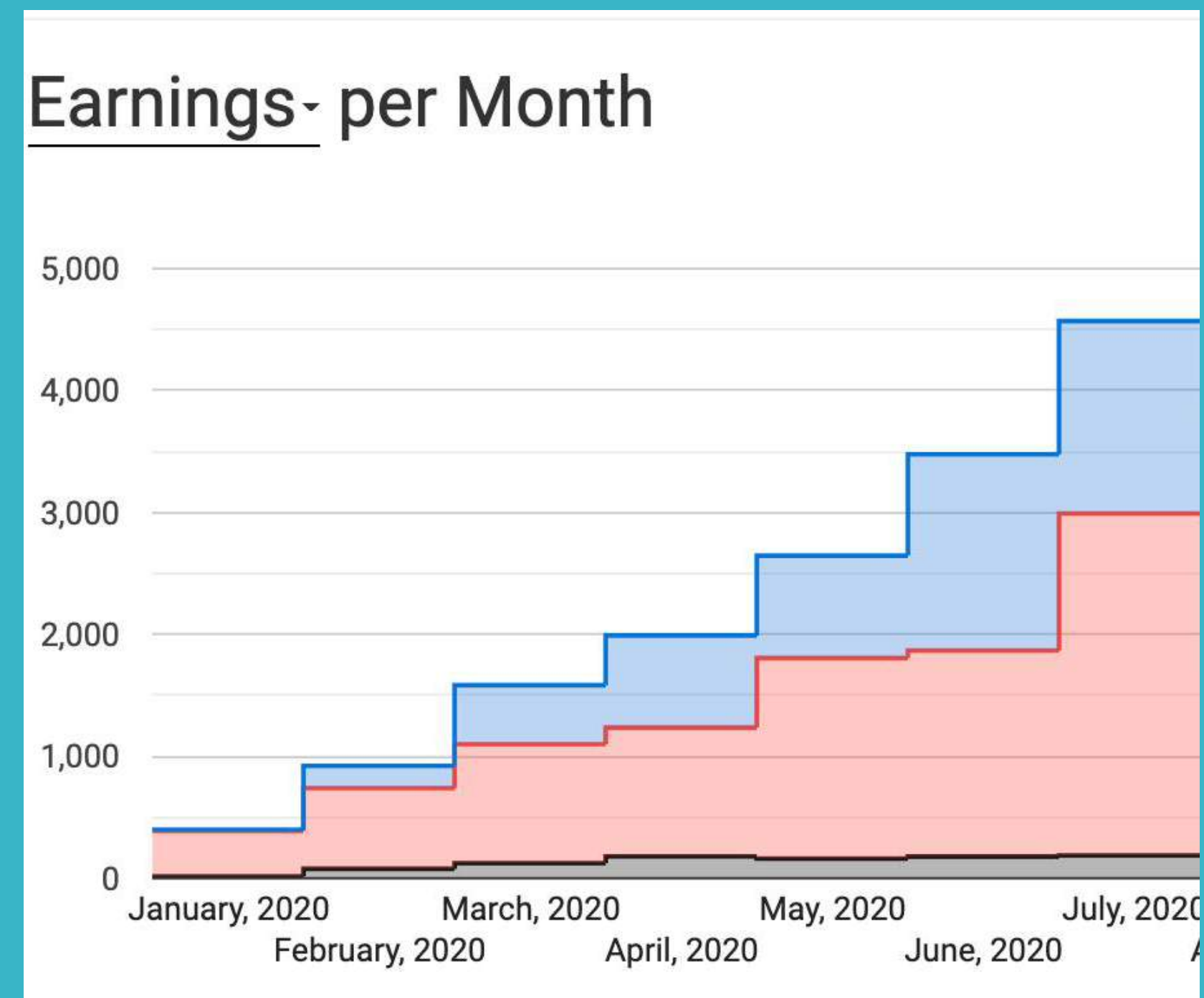
- When you advertise the first book in a series, you will actually earn more than the Royalties for your sale of the book
 - Some percentage of readers will go on to buy Books 2, 3, and so on (i.e. 50% of Book 1 readers could read Book 2, etc.)
 - Frequently, authors who've rarely advertised their series starter begin to see Sales of later titles after a few weeks (and even longer with series in KU)
 - Because it takes readers time to actually make it through your books (and to the next one), it's helpful to look at your numbers over a several week (or month) period...
 - And at that time, you can factor in Royalties from Books 2 and beyond as having come from the ads too
- 



WHICH BOOK WINS?


- Once you've factored in Sales Rank and Readthrough, you will be able to see if you have a winner for book or series with the best chance for profitability
 - At this time, we recommend focusing most of your "new ad creation" attention on this book or series rather than trying to work on "all of them at the same time"
 - We don't just want you to have more profit, but we want you to use your time more wisely (a la The One Thing and The 80/20 Rule)
 - In late 2019, I tried to advertise all of my books equally and got totally burned out from the process
 - Moving in 2020, I focused completely on my most profitable series and saw thousands of dollars in additional profit (and I hope you'll do the same)
- 

THE PROFIT STAIRCASE






THE POWER OF PORTFOLIOS

- A Portfolio is essentially a folder that helps to organize your ads (and allows you to put a maximum budget cap for the campaigns in that folder)
 - When you're testing multiple titles to see which book is the most profitable, you can put your ads for each one into a separate Portfolio
 - Between Book Report's easy functionality to look at one title's Royalties at a time and the Portfolio's simple sorting...
 - You can more easily evaluate Profit AND find the most successful Targets that are worth following up on
- 



1ST GENERATION AND BEYOND

- When you're looking at fewer ads and just one book at a time, it's a lot easier to evaluate what's working well
 - In fact, you can click into a given Campaign to see which Keywords/Categories have resulted in the most Impressions, Clicks, and perhaps even Tracked Sales (reminder, some Sales from ads go Untracked)
 - Fortunately, the Sales or KU Reads that ARE tracked can be very valuable for creating new ads
 - We call the ads you create through General Research in the Challenge your 1st Generation Ads
 - When you create brand new ads based off of a single successful Keyword or Target, it's called a 2nd Generation Ad (and doing this may lead to ads that are even more relevant)
- 

ANALYZING SEARCH TERMS

- We have two ways to dive deeper into the Keywords/Titles that received Clicks
- The first is to look at our Search Term Report which you can set to download every single month to see what Targets inside each ad received Clicks and Sales (can be overwhelming to see all at once)
- The second is to look inside each of your ads individually to see which Search Terms received Clicks and Sales (only shows one campaign at a time)
- I recommend checking the main Search Term Report at least once a month to spot the most effective Targets (more on this in the next slide)
- But if you have a Campaign that's getting the majority of your Clicks, then you can look into that campaign's Search Terms each week to help generate new 2nd Generation Ads

SIMPLY THE BEST SEARCH TERMS

- The ideal Search Term is one that has logged multiple Tracked Sales and/or Tracked KENP Pages (because this confirms the ad has led to multiple Buys or Borrows)
- Since those terms can be in short supply in the beginning, you'll want to look for Relevant Keywords that have gotten at least 1 Tracked Sale or KENP or 5+ Clicks
- And if you don't have ANY Targets that meet that criteria, then you should keep running 1st Generation Ads until you get more traction on your existing Ads
- Even months into your advertising, 80% or more of your ads will likely be 1st Generation while you wait for existing ads to "start cooking"

MY BEST AD OF ALL TIME

AMAZON SAYS I'M LOSING MONEY...

Spend × \$7,055.51 TOTAL	Sales × \$737.68 TOTAL	ACOS × 956.4% AVERAGE	Impressions × 12,725,400 TOTAL
--	--	---	--

\$21,261.42
 earned between December, 2016 and December, 2019
 by that 1 book.

SHOULD I LISTEN?

2ND GENERATION AND RELEVANCY

- The Targets that you've deemed worthy of a 2nd Generation ad will likely be relevant and effective
- So, we can conduct research on these individual targets (like hunting down also bought or seeking out relevant search terms) to generate 100 new keywords
- This Ad with 100 new keywords based on your successful Target is a 2nd Generation Ad
- It will likely take 30-60 days for you to have enough strong Targets to start creating 2nd Generation Ads
- But because these ads are built on some of your best targets, these campaigns may start to serve effectively even at low Bids because of their high relevancy

2ND GEN CATEGORIES & AUTO ADS

- As you can see, 2nd Generation Ads that you generate through Research are Keyword Ads, but you can “upgrade” Category and Auto ads as well
- Negative Targeting is a section available on each Campaign that lets you put in Titles and ASINs of books you don’t want the ad to target
- In theory, putting in irrelevant terms into the ad can make Auto & Category ads even more relevant and doing this over time can make the campaigns more effective
- In practice, this attempt to turn your Auto and Category ads into 2nd Generation ads can also stall the campaigns (so proceed with caution)
- It may be best to test this with campaigns that aren’t your most successful to help turn them into winners (rather than modifying your best Category & Auto ads)

HOW SCALING (SLOWLY) WORKS

- Each week, you research and create 5-10 new ads (80% or more of which should be 1st Generation Ads) for your most profitable title/series
- As you collect more data, you start to take note of effective Targets that could serve as the centerpiece for a 2nd Generation Ad
- Over the course of weeks and months, you look for the best Keywords in your most effective 2nd Generation Ads...
- And consider putting the best-of-the-best 2nd Gen Targets into a 3rd Generation Ad of 25 or fewer keywords (usually after Month #3 of your advertising journey)
- And while an advertiser with \$500+ in Profit may want to consider raising your Bid on 3rd Generation Ads, it is not required as many authors stay with lower bids forever

STAYING CONSISTENT

- Slow and steady creation of 5-10 campaigns per week is more effective than creating 100 ads and then doing nothing for weeks on end
- It's helpful to put one Ad Research session and one Ad Creation session on your Calendar each week (that's one reason we have our weekly Ad Sprint in Amazon Ad School)
- We recommend scheduling these sessions away from your creative writing time as it's still important to keep creating more books
- The most effective advertise consistently run profitable ads while launching one or more books a year to keep cumulatively growing their Royalties
- If you are an “all or nothing” kind of person who needs to focus on one thing at a time, then you can post-date your ads by creating more than 10, but only setting 5 to go live each successive week (some on January 31st, some on February 7th, etc.)

POSSIBLE PITFALLS

- **Slow Starters:** 70-80% of ads don't turn on right away, but you can keep the bid the same and increase the Budget by \$1 to wake up sleepy campaigns
- **Ignoring the Numbers:** Trying to "Scale Up" ads on a book or series that isn't Profitable will only keep you losing money, so we recommend figuring out your Conversion Rate on these titles and trying to improve your Sales Pages first
- **Falling into Irrelevancy:** As you create more ads, you still must strive to make these keywords as similar to your book as possible (and if that means creating fewer ads, then so be it)
- **Trying to Go Too Fast:** Not everybody will listen to me (or the Zen Lemur) on this, but this is not a platform that will yield good results if you try to go twice as fast as I recommend (you must take your time, wait for numbers to come in, and use the data to make logical decisions)

The background is a solid teal color. It is framed by a decorative border of white line-art icons of open books. The books are arranged in rows along the top, bottom, and sides of the teal area.

**I LOVE TRYING TO BREAK LIVE
WEBINARS WITH SCREEN SHARING?**

SO, LET'S GIVE IT A SHOT!


TESTING, CHOOSING, SCALING

- When you do all of the steps in the right order based on your current level of Profit...
- You can spend more money on Amazon Ads to earn higher Royalties and eventually Profits
- And using these techniques, I've seen authors use a platform that is notorious for not spending their money...
- To Profitably spend \$50, \$100, and even \$250 a month to yield hundreds of additional dollars in Royalties
- As long as you stay Patient and look to the numbers to guide what you should do next...
- Then you're likely to succeed, even if it takes you a little longer than you'd like to reach your desired Profit


WHO WON THE CONTEST?


- With 7,436 total entries (including people who got bonus entries from sharing the giveaway)...
- The winner of the Amazon Ad School Mastermind is Robin Trent!
- But I was SO IMPRESSED by folks who shared this class far and wide, I'm going to give a copy of Amazon Ad School to our top sharer
- With 7+ total entries accumulated, Connie Lafortune wins the ticket to Ad School. Thanks for sharing!

FIRST TIMERS

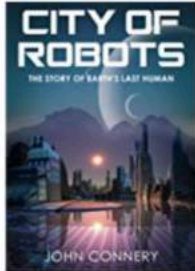
 **Karen Kubicko**
January 12 at 2:22 AM · 🌐

I am excited to be part of this class! Thank you for providing me with the courage to place that first ad!
[#karenkubicko](#) [#jan21vid0ec2](#)


 **Sponsored**
Life Is Just Another Class: One Soul's Journey Through Past L... Aug 14, 2014
by Karen Ann Kubicko
WHY are we here again? Through Free Will we are COMPLETELY responsible for our LIFE. Journey through 10 of Karen's past lives & afterlife to see how... ★★★★★ 18
Paperback
\$14.44 to buy


 **Jon Brown**
5d · 🌐

[#jan21vid0](#) I love the idea of investing \$1 and getting a 25% return on my investment. So my goal is to scale my ads up to big ad buys so I can focus on just writing.
[#jcscifi](#)

 **Sponsored**
City Of Robots: The Story Of Earth's Last Human Oct 21, 2020
by John Connery
City Of Robots is the first installment in a character driven Future Science Fiction trilogy. ★★★★★ 7
Kindle Edition
\$4.95 to buy

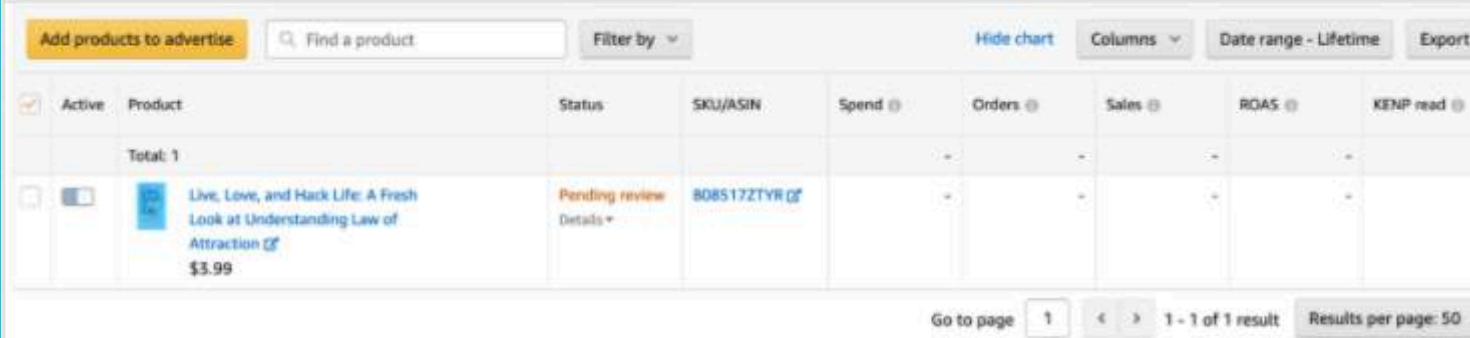
[View Insights](#) 27 Post Reach >

 3 1 Comment


 **Jennifer Teske**
January 17 at 3:57 PM · 🌐

[#jan21vid0](#) [#jan21vid0ec1](#) [#jan21vid0ec2](#) [#jenteskeauthor](#)


A little late to the game here. I just finished the intro video.
#1 goal for the challenge: learn how to place ads. I've never done it before
I have off tomorrow so I plan on watching all of the videos that have been posted to date and getting caught up.
New line of copy:
Live, Love, and Hack Life is a step-by-step personal development book for getting what you want.
Screen shot of first ad:



[View Insights](#) 53 Post Reach >

 3 3 Comments

SMALL VICTORIES

**Lizzie A. Williamson**
January 16 at 2:24 PM · 🌐

[#jan21vid3ec1](#) [#lizzieW](#)


Again, could have done more, but stopped at 5 for now. IDS + Listopia on Goodreads is a gold mine.


	Book 1	Book 2	Book 3	Book 4	Book 5
📌	📌	📌	📌	📌	📌
📌	📌	📌	📌	📌	📌
📌	📌	📌	📌	📌	📌
📌	📌	📌	📌	📌	📌
📌	📌	📌	📌	📌	📌

[View Insights](#) 54 Post Reach >

👍👍 Katerina Degratte, Cathy MacRae and 1 other 2 Comments

👍 Like 💬 Comment

**Cathy MacRae**



**Jim Moreton**
1h · 🌐

The numbers are in!

Spend so far: \$1.11

Impressions: 2763


Clicks: 5

Profit on the advertised book: \$5.74

Profit on 3-book series: \$13.28

I was not expecting that!! I genuinely had the impression it was break-even at best going by the Amazon dashboard! BIG LESSON - Ignore the "sales" column in Amazon and always go by BOOKREPORT 🙏

[#jan21vid4](#) [#jdm505](#)

**Lissa Knowles**
January 15 at 9:56 PM · 🌐


[#jan21vid3ec1](#) [#lissaknowles](#)

I found over 1000 new key words and put them all in an excel spreadsheet. Then I created 5 new SP ads using selected keywords from my new list (tried using Author names as well for one ad).

[View Insights](#) 41 Post Reach >

👍👍 Chez Churton and 2 others 2 Comments

👍 Like 💬 Comment

**Chez Churton**
👍 Great job!

Like · Reply · 3d

HUGE WINS



Jim Doty

3h · 🌐

Been running ads since the July 2020 challenge. With about 250+ ads running I'm now making \$700/mo. royalties, with about a \$40/mo. ad spend.



Jeffrey Glass

January 16 at 8:54 PM · 🌐



Sam Nash ▸ The 5-Day Amazon Ad Profit Challenge

3 hrs · 🌐

THANK YOU, BRYAN! I have learned so much and actually made a small profit this week. You are my superhero.

x



7

2 Comments



Cathe Swanson

New Member · 19h · 🌐

#jan21vid4 #CatheSwanson

I have spent \$3.30 on ads so far, and my income (per Book Report) is \$24.28. That is more than I usually make in that time period, so there is profit!

The Amazon ad dashboard shows me 20 clicks and 2 orders. 501 KENP pages read.

The ad that is converting best is the first one, with the automatic categories.

[View Insights](#)

96 Post Reach >



Scarlett Braden Moss and 8 others

8 Comments



Kate Baucherel

2h · 🌐

#jan21vid5ec1 #simcavalier

This week was five days well spent. I did my homework, understood what was going on, and came out with a reliable set of figures, some very cool hooks and copy, a miniscule but real profit, and the confidence to move forward. The 5-Day Amazon Ad Challenge has given me a springboard for future success.

#jan21vid5ec2 - posted 😊

[View Insights](#)

35 Post Reach >



Chez Churton and 1 other

3 Comments

THIS ADVICE IS VERY UP TO DATE



Caz Woolley

 **New Member** · 14 hrs



So Video/ Day #4 Homework, EC 1 & EC 2

For the three books I was focusing on (FATE, A Thief in Stickleback Hollow and Rising Empire: Part 1) and doesn't include readthrough.

So my baseline was \$43.78

my spend was \$155.52

my sales as of today are \$504.48

Profit is \$305.18

For a comparison on when I did the challenge back in Janaury,

My spend was \$4.39

My sales were \$18.21

So this is month 4 of me running ads using the methods Bryan teaches. My sales are the result of both copy and non-copy ads and the figures are just from the US dashboard. I have hundreds of ads running and a wide range of keywords now, the result of sticking with the marketing and spending an hour per week day working on it. For me it was worth the time investment for the results I am seeing and will continue to see. Adding in doing 10 copy ads for each of my books with copy into my current marketing time is easy to do and should continue to see good results.

PLEASE, PLEASE REMEMBER...

All-time ▼

All books ▼

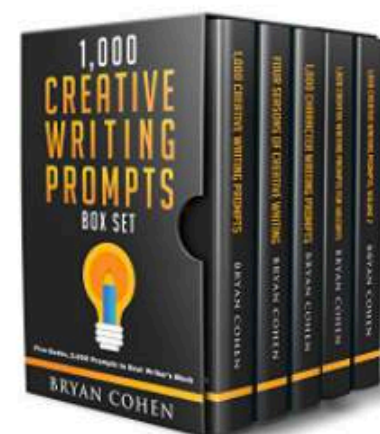
All marketplaces. ▼

\$223,443.71

earned between October, 2010 and January, 2021

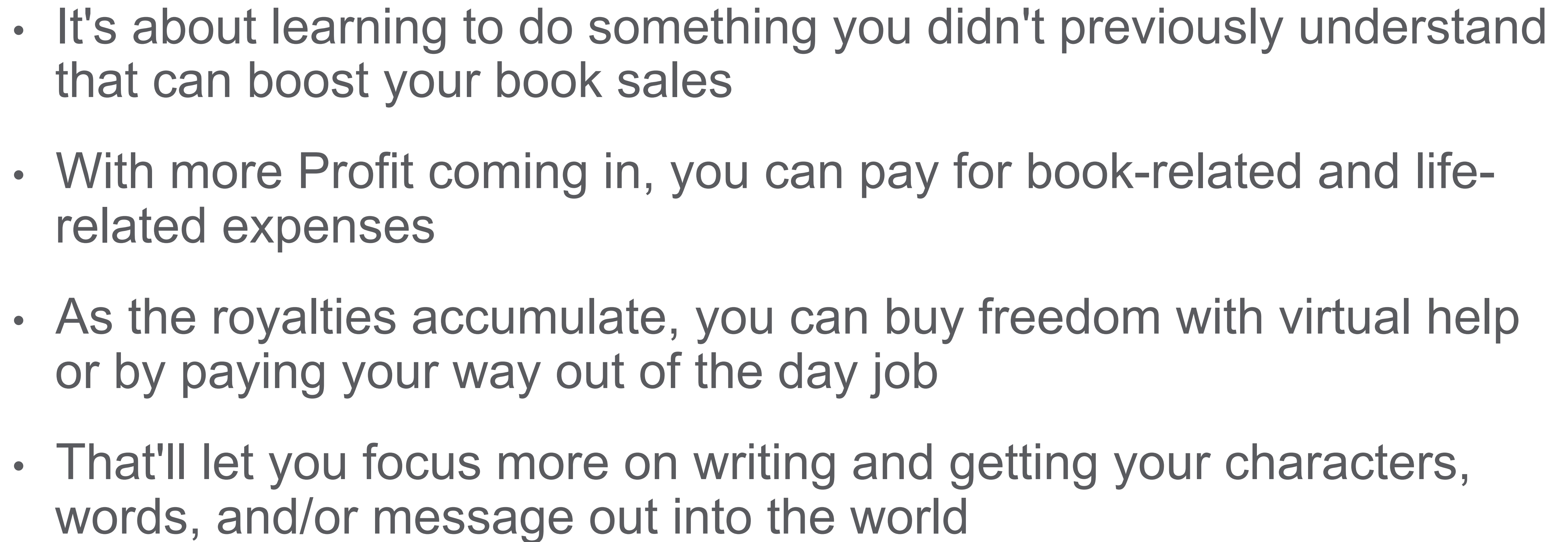
by those 107 books.

Top Earners▼





SO, WHAT'S THIS ALL ABOUT?


- It's about learning to do something you didn't previously understand that can boost your book sales
 - With more Profit coming in, you can pay for book-related and life-related expenses
 - As the royalties accumulate, you can buy freedom with virtual help or by paying your way out of the day job
 - That'll let you focus more on writing and getting your characters, words, and/or message out into the world
- 

I'M NOT SURE WHY YOU DID THE CHALLENGE

- Maybe it sounded like fun or you really wanted to give ads one last shot
- But I hope you "get" the concepts of Profit, & Conversion
- I hope you understand the need to ignore aspects of the Ad Dashboard to give your books the best chance of success
- If you become consistent with these marketing strategies, you'll sell more books
- This is absolutely something YOU can do to level up your author career



YOU GAVE ME A WEEK

- It's been 8 days since the first Challenge video dropped
 - Since then, you've created more ads and either earned an outright profit...
 - Or you've seen how this could be a primary or a secondary marketing method for your books
 - Some of you made major discoveries about your categories
 - Others pushed through fear or a lack of knowledge to envision an exciting future in marketing your novels or nonfiction
- 




THAT ALL HAPPENED IN JUST 8 DAYS.

**IMAGINE WHAT I COULD TEACH YOU IF
YOU GAVE ME THE YEAR ?**



THERE'S SO MUCH MORE

- I want to show you how to dive deeper and research a ton of additional keywords quicker and more efficiently
 - I want to help you scale up your ads to increase your royalties and profits
 - I want to share what I'm doing with my own ads every single week, so that I can show you what's working right up to the moment
 - And I even want to help you with Custom Copy ads (potentially having my Best Page Forward team write them FOR YOU)
- 

THE CHALLENGE IS CLOSING

- Yes, you've heard, the videos are coming down from public access on January 25th (including the 5 Q&A videos and this webinar)
- But I'm also shutting down posting and moving all my resources back to my Amazon Ad School group and students
- Some folks said that they learned more this week than in previous entire years
- You have the choice of learning from other teachers and/or continuing to learn from me

SO, HERE'S THE NEXT ESSENTIAL QUESTION...

- How do I stick with Bryan and continue to use the power of the community to help me take my sales to the next level?
- You always have two options
- You can do it **slow** using trial and error and some of what I've taught you this week
- Or you can do it **quickly** with lifetime access to the Challenge, a ticket into my next two Challenges, and my premium program
- But I want your permission before I let you know the details. Type YES if you want to hear more.

BECOME GREATER

FORGET WHAT WE
BECAME. FOCUS
ON WHAT WE'RE
CAPABLE OF
BECOMING.

ANIEKEE TOCHUKWU EZEKIEL

INTRODUCING...



AMAZON
AD SCHOOL

A COURSE FOR AUTHORS

WHAT IS AMAZON AD SCHOOL?

- A laser-targeted course about applying a simpler Amazon Ads strategy for fiction and nonfiction authors
- A collection of step-by-step modules, workshops, and Student-Only Challenges focused on helping you run ads that produce a positive ROI
- The easiest way to go from ads that aren't working...
- Into campaigns that sell you more books and get you new readers
- And it's the only way to get Lifetime Access to this and every public ad challenge I put on going forward

IT HELPS YOU UPGRADE FROM THIS . . .




TO THIS . . .





WHAT'S INCLUDED IN THE CLASS?

- 5+ modules on how to discover your most profitable book/series and use less ad spend to earn higher royalties
 - Live student-only Challenges to provide the energy, positivity, and community feel to help you complete the material with flying colors
 - Special workshops and office hours on International Ads, Tracking Kindle Pages Read, and Improving Your Conversion Rate to deepen your learning
 - Access to our Friday Marketing Sprints, where you work together with your fellow students to create more ads in less time
 - A premium Facebook Group with a full-fledged support team to keep the community energy strong, and much, much more!
- 

AMAZON AD SCHOOL MODULES

- Module #1: Focused Advertising for Profit: Learn how to separate out your Royalties by book and series and use your data to discover your most profitable opportunity (so you can delightfully double down on it)
- Module #2: Creating Faster, More Relevant Ads: Discover how to take the lessons from the Profit Challenge to the next level by researching and starting twice the number of relevant ads in half the time
- Module #3: Maximize Profit with Better Read-Through: Explore the tactics that have worked for other Ad School members to get stronger Sell-through/Read-through to make your advertising even more valuable
- Module #4: Pairing Amazon Ads with Discount Promotions: Discover how to run successful discount promotions every quarter (or even every month) to get even more profit from your Amazon Ads
- Module #5: Advanced Data for Ad Scaling: Determine the right levels of Profit and Conversion you need to Scale Up your ads through the use of the Maximum Bid concept and your Projected Readthrough Royalties

AUTHORS LOVE MY TEACHING

“Worth every penny - and more. For the past few years I felt lucky if my monthly book royalties reached \$100 - and then I found Amazon Ad School. (Now), my book royalties are increasing every month. Last month, I reached \$600 plus and this month, I'm on my way to \$900. It's incredible. This is an investment you want to make!”

- Author Nancy N. Wilson



SOME HAVE HAD BIG RESULTS



“Before the course, I'd spend \$3,000 only to make \$1,000 in return. Once I found Amazon Ad School, we went from \$200 per month to \$7,200 a month in just one year.”

- Author Scott Gilbert

YET MORE PRAISE

"I was a hair's breadth from quitting altogether. After nine years, I never made a profit... until now. Ad School is without a doubt the best thing I've done for my writing career. In a few weeks, I went from in-the-negative to 65 books sold, 34,000 pages read, and \$180 in profit. Bryan is caring, personable, and truly wants to help authors. My books are on the right path to success thanks to Bryan Cohen's Amazon Ad School."

- Author Susan Jennings



AMAZON AD SCHOOL SUCCESS



Blaine Moore

★ **Rising Star** · August 6 at 7:01 PM

Just ran the numbers for July:

Spent \$1525.16 and made a gross profit of \$3004.00 (assuming a static page read of \$0.0046420 from June's numbers...though even if that changes, it won't really impact our sales much since most of our income is off of paperbacks anyway.)

Net income totals for each book:

Book 1: 202.2% ROI for \$77.27

Book 2: 190.55% ROI for \$107.01

Book 3: -55.2% ROI for -\$544.80

Book 4: 333.3% ROI for \$430.13

Book 5: 492.96% ROI for \$40.11

Book 6: 296.79% ROI for \$74.03

Book 7: 246.75% ROI for \$167.51

Book 8: 527.23% ROI for \$1,127.58



Lee Dunning

August 1 at 8:57 PM

Well, I have completed a month of running my first ads. I'm allowing the manual keyword ad to continue running, as well as the manual category ad. I killed the auto category ad as I got a total of one click out of it.

Now for the weirdness.

I had the best month ever of sales and read thrus. Plus I got a second new review just before the month ended (last night). Between sales of all three books and pages read of all three books, I brought in about \$130 and spent about \$50.



Laura Domino

July 13

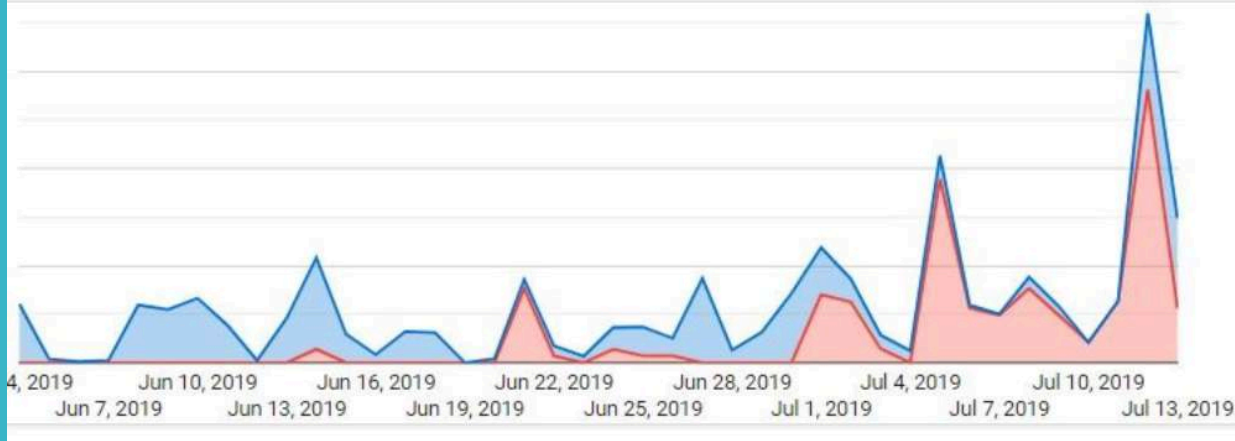
Short-Term View VS Long-Term View

I've been on enough roller coasters to know that it's only terrifying for a small part of the ride. Marketing your book or series will have ups and downs. But it's also like the weather in Texas. If you don't like what's happening, you have two options.

1. **Do something about it.** (Weather: Go inside) Change your book cover or book description or obey Bryan's advice in the modules.

2. **Just wait.** (Weather: The rain clouds will pass through, and it ...

[See More](#)



David Blaze, Children's Author

August 5 at 10:40 AM

July numbers are in after first full month with Bryan's system: I spent \$1400 in Amazon ads and will get \$3392 back (Amazon, Audible, Ingram Spark) for a profit of \$1992. The ad spend was more than I expected (not really, it's been up since April), but with all the new ads I expected it to go up as I culled the kws (yes, even in the hyper ads). Trying to bring the spend down to 1k as we go into the school year but I'm more than happy to spend 5k to get 5k in profit back. The reason these numbers are significant is because I've never made more than \$1500 in July (and June, 3 years of records), as my books do very well throughout the school year. My profit has gone up 39% with this system - YAY! I can safely attribute it



Amy Shojai

June 20

Thursday is my day to check ads. HOLY CATS, BATMAN! Still no traction on fiction, but on the nonfiction:

Thurs June 13: spent \$54.85, sold \$60.94

June 14: spent \$36.68, sold \$91.86

June 15: spent \$47.41, sold \$80.88

June 16: spent \$53.36, sold \$149.35


June 17: spent \$49.88, sold \$132.86

June 18: spent \$57.76, sold \$155.96

June 19: spent \$47.30, sold \$197.66




IN SHORT

- Instead of struggling to to get your ads to run or earn a return on investment
 - You'll get the step-by-step instruction you need to succeed
 - No matter what your ad question, it'll be answered in the course or in the course-only Facebook Group
- 



ONE MORE THING

- For everybody who signs up in the next six days
 - We'll also be providing 30 days of Direct Email Support
 - You email us your ad question and we'll answer it in 48-72 hours
 - You can also post all of your questions in the Ad School Facebook Group
- 

HOW MUCH IS AMAZON AD SCHOOL AND HOW DO I GET STARTED?

- Trial and error with Amazon Ads could cost you **\$400** just to figure out what you're doing
- Taking a course on all types of advertising just to learn Amazon Ads could run you **\$700+**
- Getting an industry expert to run your ads for you could cost you **\$1,000+ per month** and **\$10,000+ per year!**

INVEST IN YOUR SUCCESS

- You can order the Amazon Ad School for just (~~\$397~~) **\$297** or three easy payments of **\$125**
- OR you can bundle the course AND a custom book description/ Amazon Ad copy from Best Page Forward for just (~~\$694~~) **\$497** or three payments of **\$199**
- Go to **AdSchool2021.com** to order your Bundle today!

GET MORE PERSONAL ATTENTION...

- Now, I've also had a few questions about my **Amazon Ad Mastermind**
- Which includes Ad School, a Book Description, and much, much more!
- You'll get four small group coaching sessions and two one-on-one sessions with an Amazon Ad School Certified Coach
- The next session starts in early February and you can join today for just **\$1,097** or 3 payments of **\$400**
- **Just go to AdSchool2021.com to order today!**

HERE ARE YOUR OPTIONS

Amazon Ad School	Course & Description Bundle	Mastermind & Description Bundle
Three easy payments of \$125	Three easy payments of \$199	Three easy payments of \$400

Visit adschool2021.com to order your bundle today!

The background is a solid teal color. It is framed by a decorative border of white line-art icons of open books. The top border consists of a row of book spines. The bottom border consists of a row of open book pages. The left and right borders consist of a vertical stack of open book pages.

AND IF YOU BUY NOW . . .

**YOU'LL GET THESE
SPECIAL BONUSES!**

LIFETIME ACCESS TO THE CHALLENGE

- Amazon Ad School's five value-packed modules (value \$397)
- Lifetime access to the 5-Day Amazon Ad Profit Challenge videos and Q&A sessions (value \$197)
- **That's a value of \$594 for just \$297 or 3 payments of \$125**
- Just go to AdSchool2021.com to order today!

THE OTHER CHALLENGES

- Amazon Ad School's five value-packed modules (value \$397)
- Lifetime access to the 5-Day Amazon Ad Profit Challenge (value \$197)
- Entry into the premium Series Success Challenge & the Amazon Ad Scaling Challenge (value \$397)
- **A total value of \$900+ for just \$297 or 3 payments of \$125**
- Just go to AdSchool2021.com to order today!

DIRECT EMAIL SUPPORT FROM THE TEAM

- Amazon Ad School's value-packed program (value \$397)
- Lifetime access to all three challenges (value \$594)
- 30 days of direct email support about your ads (value \$197)
- **A total value of \$1,100+ for just \$297 or 3 payments of \$125**
- Just go to AdSchool2021.com to order today!

WORKSHOPS, OFFICE HOURS, SPRINTS & MORE

- Amazon Ad School's value-packed workshops (value \$397)
- Lifetime access to all three challenges (value \$594)
- 30 days of direct email support about your ads (value \$197)
- Workshops on a variety of topics like International Ads, office hours with members of the Support Team, and weekly Friday Marketing Sprints (value \$397)
- **A total value of \$1,200+ for just \$297 or 3 payments of \$125**
- Just go to AdSchool2021.com to order today!

WHEN YOU BUY THE BUNDLE

- Amazon Ad School, 3 Challenges, Email Support, and Workshops (value \$1,200+)
- A custom book description from Best Page Forward (value \$297)
- Bonus: Unlimited Revisions of Your Blurb (value \$197)
- Bonus: Facebook & Amazon Advertising Copy (value \$197)
- **An \$1,800+ value for just \$497 or 3 payments of \$199**
- Go to **AdSchool2021.com** to order today!

WHEN YOU BUY THE MASTERMIND BUNDLE

- Amazon Ad School, 3 Challenges, Email Support (value \$1,200+)
- Custom book description, unlimited revisions & ad copy (value \$690+)
- Bonus: Four group coaching sessions led by an Amazon Ad School Certified Coach (value \$1,780+)
- Super Bonus: Two one-on-one sessions your Coach (value \$790+)
- **A total value of \$4,400+ today for just 3 payments of \$400**
- Go to **AdSchool2021.com** to order today!

The background is a solid teal color. It is framed by a decorative border of white line-art icons of open books. The top and bottom borders consist of a row of book spines, while the left and right borders consist of a column of open book pages.

BUT THAT'S NOT ALL!

IF YOU ORDER IN
THE NEXT 6 DAYS...

ONE FREE MONTH OF READERLINKS

- The ultimate sales and marketing resource that combines the KDP Beta Dashboard and the Ad Dashboard tracking into one site
- Allows you to create country-specific links, track promos, and (most importantly) compare your ad spend to your profit
- We'll get you 30 free days of this tool along with a coupon code that can get you up to 50% off an annual subscription
- This **\$120 value** is included when you order any package in the next 5 days

WHEN YOU ADD READERLINKS

- Amazon Ad School + Readerlinks (value \$1,200+) for **\$297**
- Course + Blurb + Readerlinks (value \$1,900+) for **\$497**
- Course + Blurb + Mastermind + Readerlinks (value \$4,500+) for **\$1,097**
- Go to **AdSchool2021.com** to order today!

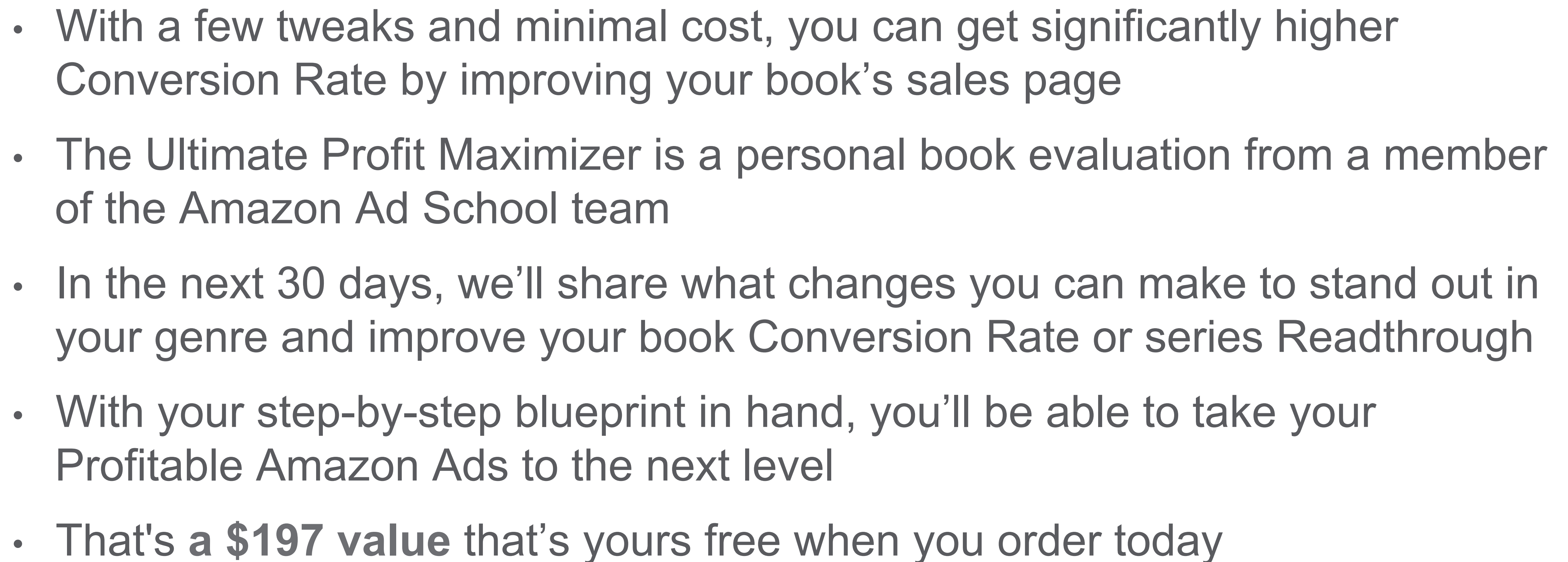
The background of the entire image is a solid teal color. It is decorated with a repeating pattern of white line-art icons of open books. These icons are arranged in a grid-like fashion, with some appearing as full-page spreads and others as smaller, simplified versions. The icons are most prominent along the top and bottom edges, framing the central text area.

**WANT TO MAKE SURE YOUR BOOK IS SET UP
FOR PROFITABLE SUCCESS?**

**IF YOU ORDER IN
THE NEXT 30 MINUTES...**



THE ULTIMATE PROFIT MAXIMIZER BOOK EVALUATION

- With a few tweaks and minimal cost, you can get significantly higher Conversion Rate by improving your book's sales page
 - The Ultimate Profit Maximizer is a personal book evaluation from a member of the Amazon Ad School team
 - In the next 30 days, we'll share what changes you can make to stand out in your genre and improve your book Conversion Rate or series Readthrough
 - With your step-by-step blueprint in hand, you'll be able to take your Profitable Amazon Ads to the next level
 - That's a **\$197 value** that's yours free when you order today
- 

IF YOU'RE WATCHING THE REPLAY

WEBINAR REPLAY:

How to Optimize Your Amazon Sales Page to Sell More Fantasy Books Forever

6

DAYS

10

HOURS

51

MINUTES

30

SECONDS



HERE ARE YOUR OPTIONS

1 Book Description Package	2 Book Description Package	3 Book Description Package
\$267 One-time	\$737 One-time	\$1,067 One-time
<p>How this one-time package</p> <ul style="list-style-type: none"> • Save \$100 off our standard price • Customized one-time package includes everything you need! • Revisions (unlimited) until Approved (30-day limit) • Extra 1 day to re-approve (30-day limit) • 10 rewrites for the amazon description (30-day limit) • Revisions (unlimited) until Approved (30-day limit) • Completed for you in just one week <p>Total Value = \$800!</p> <p>ADD THIS (1)</p>	<p>How this one-time package</p> <ul style="list-style-type: none"> • Save \$100 off our standard price • Customized one-time package includes everything you need! • Revisions (unlimited) until Approved (30-day limit) • Extra 1 day to re-approve (30-day limit) • 10 rewrites for the amazon description (30-day limit) • Revisions (unlimited) until Approved (30-day limit) • Completed for you in just one week <p>Total Value = \$800!</p> <p>ADD THIS (1)</p>	<p>How this one-time package</p> <ul style="list-style-type: none"> • Save \$100 off our standard price • Customized one-time package includes everything you need! • Revisions (unlimited) until Approved (30-day limit) • Extra 1 day to re-approve (30-day limit) • 10 rewrites for the amazon description (30-day limit) • Revisions (unlimited) until Approved (30-day limit) • Completed for you in just one week <p>Total Value = \$800!</p> <p>ADD THIS (1)</p>

Go to SellingForAuthors.com/Romance19 or click the link/button to order your custom description today!

Email us your screenshot or email us the time listed to claim your bonus!

WHEN YOU ADD “PROFIT MAXIMIZER”

- Amazon Ad School + Readerlinks + Profit Maximizer (**value \$1,300+**) for **\$297**
- Course + Blurb + Readerlinks + Profit Maximizer (**value \$2,000+**) for **\$497**
- Course + Blurb + Mastermind + Readerlinks + Profit Maximizer (**value \$4,600+**) for 3 payments of **\$400**
- Go to **AdSchool2021.com** to order today!




**BRYAN, YOU'RE TEMPTING ME WITH THAT
BIG KAHUNA COACHING OFFER.**

**WELL, IF YOU DECIDE TO GO ALL-IN
WITH THE TOP PACKAGE...**



I WILL CREATE TWO MODULES JUST FOR YOU

- During two small-group LIVE implementation sessions, I will walk you through any parts of the advertising process you need extra help with
 - By sharing my screen and walking you through the basic, intermediate, and advanced aspects of advertising...
 - You'll gain the confidence you need to push past any roadblocks and unlock your books' potential
 - This **\$497 value** is included when you order the Mastermind Option in the next 6 days
- 

WHEN YOU ADD “MODULES FOR YOU”

- Course + Blurb + Mastermind + Readerlinks + Profit Maximizer + Modules for You (**value \$5,000+**) for 3 payments of **\$400**
- Go to **AdSchool2021.com** to order today!

BRYAN COHEN'S SELL MORE BOOKS OR YOUR MONEY BACK, NO HASSLE GUARANTEE

- My Best Page Forward service comes with a 100% lifetime, money back guarantee and my courses come with a 30-day money back guarantee. You will finally get the sales your books deserve. Your peers will envy seeing your creations shoot up high in the Amazon sales rankings, and your mailing list will continue to grow month after month. You'll love the results you get from this program or we'll make it right, guaranteed.

Go to AdSchool2021.com to order today!



TO SUM UP...

- If you want to get more sales without beating your head against the wall, this is one heck of a bundle deal
- This EXACT combination of course and service would've saved me hundreds of hours of learning ads and copywriting
- You're getting Amazon Ad School, the Challenges, the Email Support, and all of the bonuses!

Go to AdSchool2021.com to order today!



RIGHT NOW

- Go to AdSchool2021.com right now.
 - Or **click the button** below if you're watching the replay
- 

HERE'S WHAT YOU DO

- Scroll down and click Add Course under the package you'd like to purchase!

Amazon Ad School	Course & Description Bundle	Mastermind & Description Bundle
Three easy payments of \$125	Three easy payments of \$199	Three easy payments of \$400
<p><u>Best for first-time online advertisers</u></p> <ul style="list-style-type: none">→ Save 25%+ off the standard price→ 5+ modules on how to discover your most profitable book series and use less ad spend to earn higher royalties (\$297 value)→ Live student-only Challenges to provide the energy, positivity and community feel to help you complete the material with flying colors (\$297 value)→ 30 days of email support and year-round FB group support (\$497 value)→ Access to our Friday Marketing Sprints, where you work together with your fellow students to create more ads in less time (\$97 value)→ Special workshops and office hours on International Ads, Tracking Kindle Pages Read, and Improving Your Conversion Rate to deepen your learning (\$97 value)→ Custom, done-for-you book description (\$97 value)→ Unlimited reviews (\$97 value)→ Premium formatting with Amazon HTML code (\$97 value)→ Copy for one Facebook direct sales ad (\$97 value)→ 10 headlines for Amazon advertising copy (\$97 value)→ Bonus: completed for you in just one month <p>Total Value = \$1,400+</p> <p>Add Course</p>	<p><u>Perfect for experienced author/publishers</u></p> <ul style="list-style-type: none">→ Save 30%+ off the standard price→ 5+ modules on how to discover your most profitable book series and use less ad spend to earn higher royalties (\$297 value)→ Live student-only Challenges to provide the energy, positivity and community feel to help you complete the material with flying colors (\$297 value)→ 30 days of email support and year-round FB group support (\$497 value)→ Access to our Friday Marketing Sprints, where you work together with your fellow students to create more ads in less time (\$97 value)→ Special workshops and office hours on International Ads, Tracking Kindle Pages Read, and Improving Your Conversion Rate to deepen your learning (\$97 value)→ Custom, done-for-you book description (\$97 value)→ Unlimited reviews (\$97 value)→ Premium formatting with Amazon HTML code (\$97 value)→ Copy for one Facebook direct sales ad (\$97 value)→ 10 headlines for Amazon advertising copy (\$97 value)→ Bonus: completed for you in just one month <p>Total Value = \$2,200+</p> <p>Add Bundle</p>	<p><u>Best value</u></p> <ul style="list-style-type: none">→ Save 40%+ off the standard price→ 5+ modules on how to discover your most profitable book series and use less ad spend to earn higher royalties (\$297 value)→ Live student-only Challenges to provide the energy, positivity and community feel to help you complete the material with flying colors (\$297 value)→ 30 days of email support and year-round FB group support (\$497 value)→ Access to our Friday Marketing Sprints, where you work together with your fellow students to create more ads in less time (\$97 value)→ Special workshops and office hours on International Ads, Tracking Kindle Pages Read, and Improving Your Conversion Rate to deepen your learning (\$97 value)→ Custom, done-for-you book description (\$97 value)→ Unlimited reviews (\$97 value)→ Premium formatting with Amazon HTML code (\$97 value)→ Copy for one Facebook direct sales ad (\$97 value)→ 10 headlines for Amazon advertising copy (\$97 value)→ Bonus: completed for you in just one month→ Four-session Amazon Ads Group Coaching Mastermind (\$997 value)→ Two one-on-one sessions with an Amazon Ad School Certified Coach (\$700+ value)→ Two ad implementation sessions with Bryan (\$700+ value)→ Bonus: The After Challenge Accelerator (\$117 value) <p>Total Value = \$4,800+</p> <p>Add Mastermind</p>

Go to AdSchool2021.com to order today!

ENTER YOUR INFO

- Enter Your Name and Email Address



SECURE
CHECKOUT



SATISFACTION
GUARANTEED

Contact information: _____

Your first name

Your last name

Your email address

Go to AdSchool2021.com to order today!

CHECKOUT

- Enter your information and click “Complete Order”

Payment information:

☒ Credit card  ☐ PayPal 

16-digit card number

CVC

07 July

2018

☐ Get Your Blurb Twice as Fast!

Special offer: \$99.

Do you want your book description right away? Click the box above to get your blurb in two weeks instead of four.

Complete Order ➔

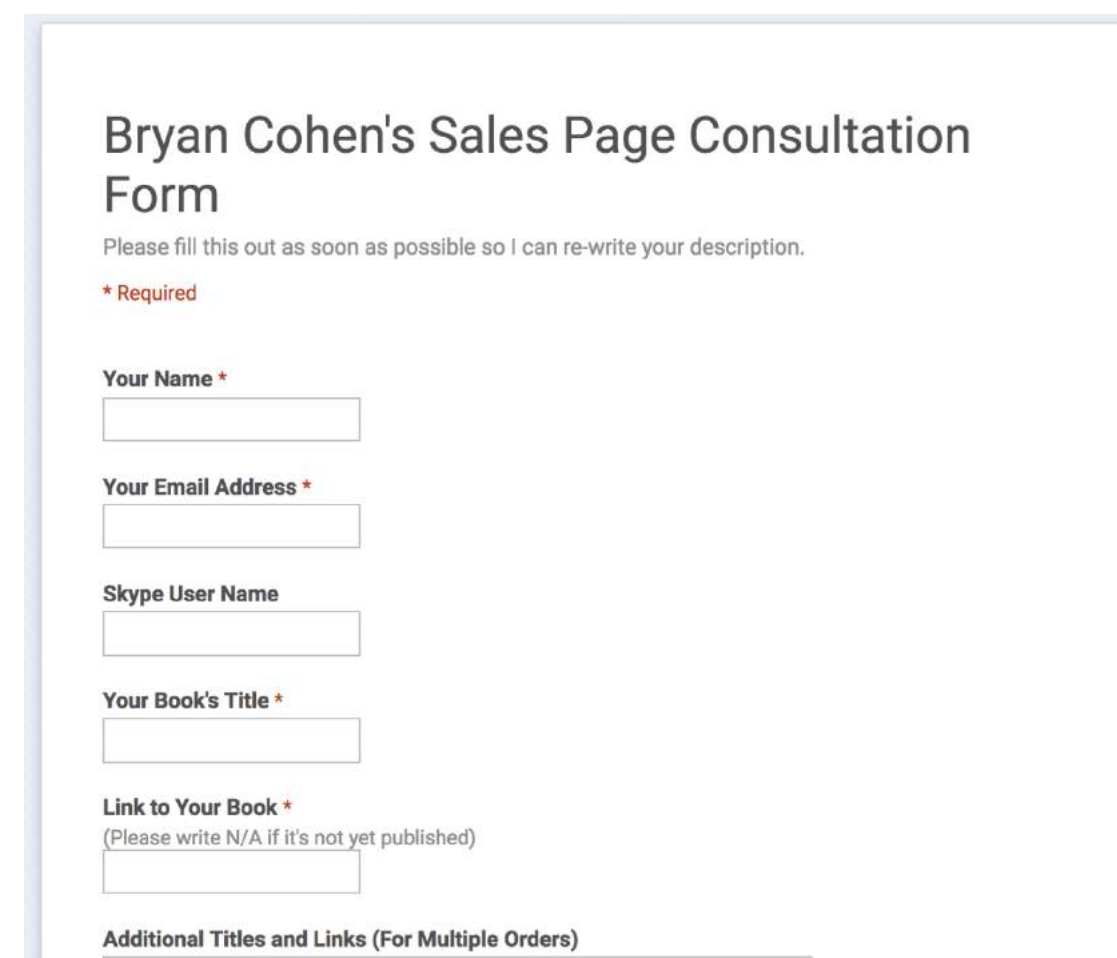


100% safe & secure

Go to AdSchool2021.com to order today!

PROVIDE YOUR INFO

- You'll get your confirmation right away & if you ordered a book description bundle, you'll get your intake form link



Bryan Cohen's Sales Page Consultation Form

Please fill this out as soon as possible so I can re-write your description.

* Required

Your Name *

Your Email Address *

Skype User Name

Your Book's Title *

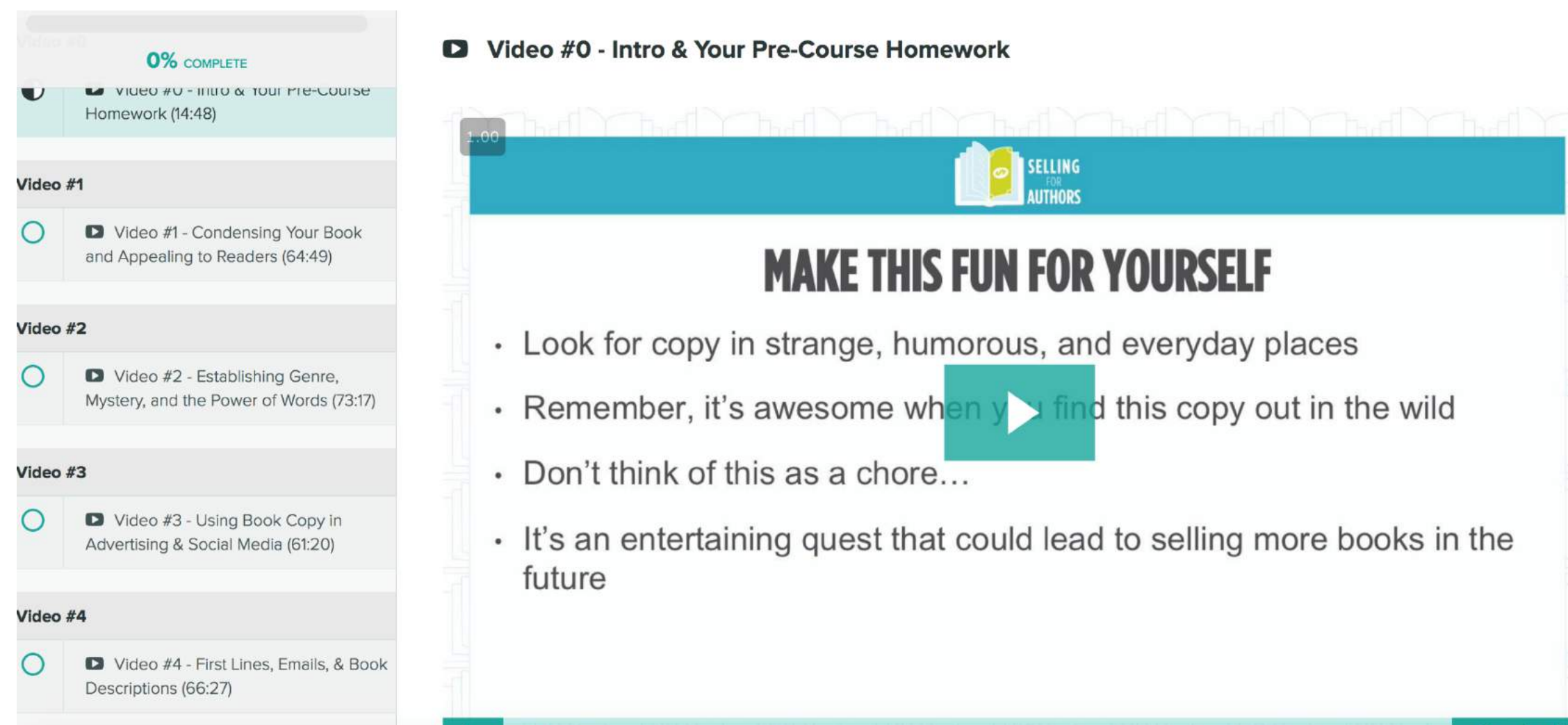
Link to Your Book *
(Please write N/A if it's not yet published)

Additional Titles and Links (For Multiple Orders)

Go to AdSchool2021.com to order today!

AND YOU'RE SET!

- You'll get access to Amazon Ad School!



Go to AdSchool2021.com to order today!

IF YOU BUY THE BUNDLE...

- And in just one month, you'll get your new blurb!



Bryan Cohen <bryandavidcohen@gmail.com>

to Neil ▾

Dear Neil,

I've finished your new description! I've attached it in a Word document in both text description box (not Author Central). Please let me know if you have any question

I've also included some Facebook Ad and Amazon Ad copy for you as well.

Thanks!

Sincerely,



Go to AdSchool2021.com to order today!

AND IF YOU BUY THE MASTERMIND...

- Then we'll schedule our first coaching calls very soon!



Go to AdSchool2021.com to order today!



**AND NOW IT'S
TIME FOR . . .**

THE Q&A

CLICK THE LINK/BUTTON TO GET YOUR BUNDLE

ENROLL IN AMAZON AD SCHOOL TODAY!		
Amazon Ad School	Course & Description Bundle	Mastermind & Description Bundle
Three easy payments of \$125	Three easy payments of \$199	Three easy payments of \$400

"This course has changed how I create ads, research for keywords, calculate ad profitability and taught me how to harvest relevant data for creating ads. Amazon Ad School is a game changer for authors!" Heather Hobbs, Teen & YA Author

Go to AdSchool2021.com to order today!

GET THE SLIDES

- Enter this URL get the slides:
BestPageForward.net/Jan21Slides

Click the link/button to order your custom description today!