



Book Descriptions That Sell: Learn Killer Strategies for Writing Book Descriptions to Make Bestselling Books! Tempt Readers to Buy NOW! (Self Publishing Skills Series 2)

By Gary Webb

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BOOK DESCRIPTION

Do You Know the 12 Proven Steps To Write Book Descriptions to Make Your Book Sell?

Nonfiction authors often neglect being creative when writing book descriptions.

They imagine that the great content inside the book will make it a success. What a joke!

Writing book descriptions is a form of copy writing — it's advertising! You are not just telling what is inside the covers. You are telling the potential reader why they should buy the book. You are telling them in a way that appeals to both their reason and emotions. It is literally an art form of its own, but you can learn to do far better than most of the descriptions on the Net.

In this 12-step book, you'll learn everything you need to write compelling, interesting, and persuasive book descriptions.

As a result:

- You'll have more initial sales of your books than you would have had without it.
- You will have fewer bad reviews because your readers will know in advance what they are getting.
- You will understand your competition and write better descriptions than they have.
- You will attract more readers to your book page through the words included in the description.

- You will learn how to close the sale through an effective call to action.

Look at the book descriptions on Amazon! Most of them are poorly organized and unattractive. Most don't answer the reader's most important question, "What's in it for me?" This book is your first step in mastering the fine art of book descriptions that sell.

This book will pay for itself by helping you with your book promotion and sales. It will also help you to write those short blurbs that most promotion sites want. It will help you know what to say on the back of your printed books. What can I say? You NEED this book!

Don't waste more time! ACT NOW! Scroll to the top of this page. Get your copy today! Just click that orange **BUY** button so you can boost your sales starting today!

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Editorial Review

Review

"Practical, incisive, packed with great ideas and incredible value for money. I'm no stranger to Dr. Webb's work, so I have to confess that I'm a fan. Here's a very talented individual who makes every word count but, more importantly, he has a rare knack for making everything easy to understand.

"I've been using his books to increase my sales and this latest volume on how to write book descriptions has arrived at the perfect moment for me. I was wondering how to take my turnover up another couple of notches and here's the answer.

"The fact is that self-publishing is made up of a number of key components and you need to master all of them if your writing is going to reach a wider audience. Dr. Webb will show you how to do that. He does so with flair, enthusiasm, and an obvious desire to spread the news to every aspiring author. He is the most thorough resource on successful writing that I've ever found, and I recommend him wholeheartedly to everyone." - **Beran Parry, bestselling author in nutrition, fitness, and dieting.**

From the Author

Over the past three years, I've written hundreds of book descriptions, including more than 100 last year. I've also had the privilege of interacting with authors who were tweaking various parts of their marketing to boost their sales. Let's face it, even a small increase over a year's time can mean a significant rise in your bank balance.

Here is my perspective on how to invest your time and money for max sales:

1. **Get a good, professionally designed cover.** I didn't do that for my last two books or this one because I want to keep the price low and would be unlikely to get a real return on investment. If you are using the book to increase your income, this is the most important option.
2. **Choose a compelling title.** Make it something that stirs enough curiosity to get people to look at your book page more seriously.
3. **Collect reviewers.** Throughout your writing process, start contacting potential reviewers and building a list of prospective reviewers. Contact them for a free advance copy at least three weeks from the book release.
4. **Write a killer book description.** Make sure that it contains the keywords you want to use to draw more people to your book. Use good formatting. Use power words and action sentences. Show how the book will benefit readers, not just a list of its contents.
5. **Make sure your "Look Inside" feature contains what you want it to have.** It is only about 10% of your content, but it can have a lead magnet to get them on your mailing list. It should give a good overview of the book and the full table of contents. Make sure your chapter titles give clues but not complete action steps.

This book is not a comprehensive guide for writing descriptions for all kinds of books. That would be almost impossible. However, it will help with book blurbs and back cover content as well as giving reliable instructions for writing nonfiction book descriptions, along with some tips for novelists. If you have additional questions or would like other content included, please contact me at gary@mgwebb.net. I will do my best to provide the kinds of answers that you need and also add it to be the book for the benefit of others.

From the Back Cover

Wouldn't you love to talk to potential readers about how your book could make their lives better - more interesting, or more fulfilling? Before they leave without buying your book, wouldn't you love to be able to influence their reasoning or stir their emotions about what they will miss if they don't read your book?

"You do have those opportunities if you write compelling sales copy for your book descriptions.

"But, many authors spend just a few minutes, even seconds, writing a quick intro instead of a solid sales presentation. Is that you?

"Let's face it. Most of the book descriptions on Amazon really suck. They are boring and read like a table of contents instead of an advertisement. Don't allow yourself to fall victim to such poor habits. Read *Book Descriptions That Sell* and stop sending your buyers away!"

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Users Review

From reader reviews:

Dorothy Waddell:

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Joyce Johnson:

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Kevin Lewis:

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