CATEGORY AND PRICE CHANGE

FOR AMAZON PROMO CLIENTS

This document instructs you on how to implement the changes we require to promote your ebook with our Bestseller Packages.

Please note that if you do not change your categories or price in time, you will lose your booked date and go back to the end of the line.

SETTING YOUR PRICE

1. Log into your KDP account:
https://kdp.amazon.com/en_US/
2. Navigate to your book, and go through the Book Details until you get to the price, and change it to **$2.99**

ADDING KDP CATEGORIES

We will send you an email with 2 categories to change to in an email approximately 48 hours before your promo. They will look something like this:
Kindle Store > Kindle eBooks > ... > ...> ...
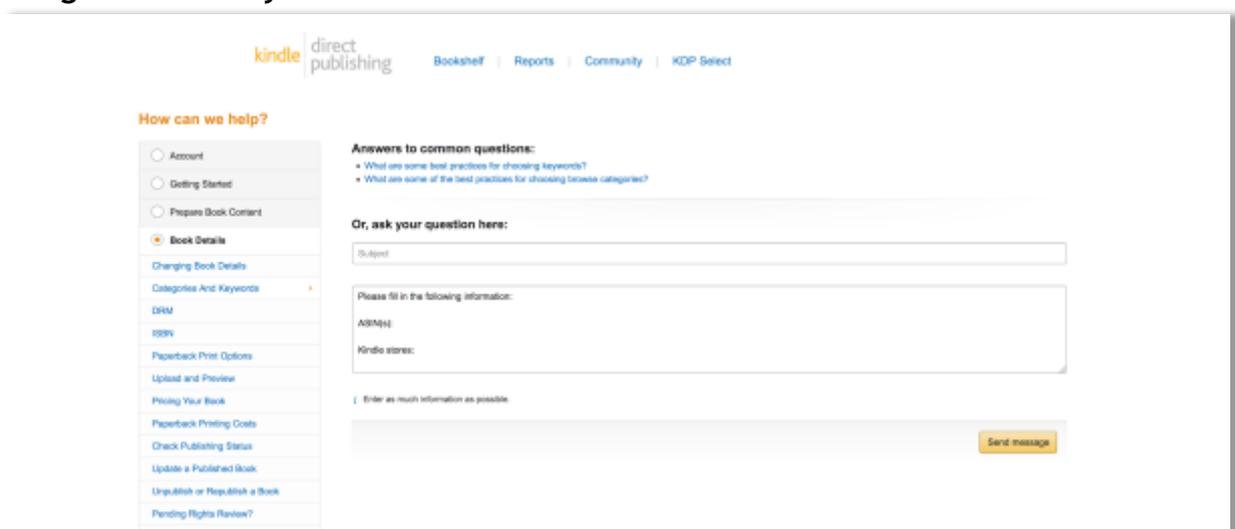Kindle Store > Kindle eBooks > ... > ... > ...
1. Log into your book admin account on Amazon KDP:
https://kdp.amazon.com/en_US/

2. Then go to:
https://kdp.amazon.com/en_US/contact-us

3. You will see as illustrated, you should choose **Book Description - Categories and Keywords**

4. Then fill out the contact form with your ASIN given on your book page:

Product details
File Size: 529 KB
Print Length: 177 pages
Simultaneous Device Usage: Unlimited
Publisher: Kwill Books (April 19, 2017)
Publication Date: April 19, 2017
Sold by: Amazon Digital Services LLC
Language: English
ASIN: B071XWBYQX
Text-to-Speech: Enabled
X-Ray: Not Enabled
Word Wise: Enabled
Lending: Enabled
Screen Reader: Supported
Enhanced Typesetting: Enabled

5. Write "All" or ".com" in "Kindle Stores"
6. Paste in your two categories as requested by the placeholders give in the form
7. Please let us know when Amazon KDP email you (to the same email you log into Amazon KDP with) to say it's done.

If your publisher/distributor refuses to do this because it is not a BISAC code, tell them this:

These categories start with "Kindle Store > Kindle eBooks" are UNIQUE to Amazon. Some publishers get a little crazy about changing categories because they are still thinking about books being in libraries and book shops. But this is an ebook on Amazon, and we have to adapt the listing.

To meet their requirements, tell them they can do this:

1.Match the first, broader part of the category given, e.g. Kindle Store > Kindle eBooks >Mystery, Thrillers, Suspense > Thrillers to their beloved BISAC code category
2. Use the rest of the category given as **keywords** in the Amazon KDP admin Keywords box. E.g. **Small Town, Murder**

This will map the book to the category as given, i.e. Kindle Store > Kindle eBooks >Mystery, Thrillers, Suspense > Thrillers>Small Town>Murder

Basically, it's quicker to send a 30-second message via the KDP Admin form *to get exactly the same result* in a fraction of the time, but some publishers/distributors insist this is outside their comfort zone because they have their systems and can get very defensive.

If they still refuse, you have 3 options:

1. Ask them for control over your KDP Book Admin and do it yourself
2. Let us know and we can convert your package into a sales/review-only package, and try and boost your book anyway, but you will *not* have the Bestseller status guaranteed if you cannot follow the terms and conditions. However, in some cases, the extra sales we will get in lieu of the Bestseller status may improve the ranking anyway.
3. Suspend your promo until you can argue it out with your provider.

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Questions? Contact us.