

# MAKING THE MOST OF YOUR AMAZON KINDLE PROMOTION

A GUIDE TO BEST PRACTICES FOR BEST RESULTS

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**PRICING TO SELL**

**PRESENTATION**

**CHANGING CATEGORIES**

**DEALING WITH REVIEWS**

## PRICING TO SELL

### BETTER TO SELL LOTS OF BOOKS THAN AIM FOR ROI

- We **strongly encourage you** to consider changing your Kindle book price to **99 cents** for your Amazon promotion. This is because readers who subscribe to mailing lists to receive information about new books on Amazon usually prefer to buy books at a bargain price, and ultimately, will buy more if the book is priced low.
- We do not accept prices higher than \$2.99 in any case without a supplemental charge. The highest price we accept (with a supplement) is \$4.99. This is because readers will not buy the book if it is priced higher than the normal bargain prices on Amazon, and it will be very time-intensive for us to market your book at these prices.
- We advise you to price at 99 cents as an optimal price because that way you will sell the most books and get the most reviews possible during your promotion. We would say that you will still achieve your goal easily at \$2.99, but maybe you won't get as many sales as at 99 cents. (It is better to sell 100 books at 99 cents than 30 books at \$2.99!)
- If your book is priced higher it will sell the minimum amount of copies and get the minimum amount of reviews. The supplement payable will negate any profit you perceive you might make by pricing higher in any case.
- The promotion should be seen as an investment in your book's future on Amazon, not as a product. You are not 'buying' reviews. You are improving your exposure and kudos within the Amazon algorithm by getting exposure in the Best Seller Charts and garnering Verified Reviews naturally from the promotions we do for your book. We are offering a service (of promotion), not a product (reviews).

## PRESENTATION

BE HONEST. IS YOUR AMAZON BOOK PAGE AS GOOD AS IT CAN BE?

# DID YOU GET A PROFESSIONALLY-DESIGNED BOOK COVER?

If not, it is **highly advisable** to look into getting one before your promotion starts because readers are more likely to buy your book if it looks polished and well-thought-out. If you have no design eye, ask us for our opinion.

As readers become more demanding with the quality of the books they buy, this is an important element for selling as many books as possible during your promotion.

## OPTIONS FOR A FAST AND ECONOMICAL COVER (STARTING AT \$5)

[TOP FIVERR BOOK COVER DESIGNERS](#)

[TOP 99DESIGNS BOOK COVER DESIGNERS](#)

[TOP UPWORK BOOK COVER DESIGNERS](#)

[READY-MADE BOOK COVERS](#)

[JOANNA PENN'S RECOMMENDED DESIGNERS](#)

# AMAZON BLURB, AUTHOR PHOTO, BIO

Have you written the best synopsis possible for your book? Have you marketed yourself as a fantastic author? If not, claim your free Author Central profile now, and start adding the elements before your promotion starts: <https://authorcentral.amazon.com/>

## HELP WITH YOUR AMAZON PAGE

- [AMAZON REVAMP SERVICE/AMAZON BLURB REWRITE SERVICE AT SPR](#)
- [EDITORIAL REVIEWS AT SPR \(TO ADD TO YOUR AMAZON BOOK PAGE\)](#)
- [ARTICLE ON AMAZON BOOK PAGE BEST PRACTICES](#)

## CHANGING CATEGORIES

### WHY DO WE ASK YOU TO CHANGE CATEGORIES?

Because we know which categories are best in your genre to sell the maximum amount of books, and we need you to be in those categories to achieve your goals.

### WE WILL **ONLY** ASK YOU TO CHANGE CATEGORIES IF:

- Your book is in the wrong sort of category for your book and we know that in that category, it won't sell.
- Your book has very broad categories in which it is impossible for you to sell enough books to get to a Best Seller position.
- Your book has no categories listed/you have not sold a book in the categories listed.

We may ask you to also add a keyword or age group if the new category is one in which Amazon makes it compulsory to add either a mandatory keyword or age group (for children).

[LINK TO INFORMATION ON SPR - CHANGING CATEGORIES ON AMAZON KDP](#)

## DEALING WITH REVIEWS

YOU SHOULD WAIT 1-7 WEEKS TO GET ALL OF YOUR REVIEWS BEFORE CONTACTING US.

### NEGATIVE REVIEWS

If you receive a negative review, do not engage with the reviewer. Your comments will show you up as a sore loser and could be seen as harassment or an attempt to influence an impartial reviewer.

We advise you leave it well alone, and consider the critique given.

### BAD REVIEWS

A bad review, as opposed to a negative one, comes poorly written, is usually very short, and appears as if the reader did not read your book. Although you do have an option to report a review, you must consider what is considered 'bad' by Amazon. You can only report a 'bad' review to Amazon for removal if the review contains hate speech, offensive language, or personally insults the author.

If the review is otherwise poor quality, let us know and we will advise you. It is rare, however, that you would receive a bad review with our service as all reviews are from reviewers who are prolific on Amazon, and genuinely enjoy reading.

### UNEXPECTED REMOVALS

Once or twice a year, Amazon will temporarily remove a review. This may be for a number of reasons that we are not privy to. If this happens to you, wait at least a week to see if it is reinstated. In any case, if this happens, you will not be able to reinstate the review yourself if you contact Amazon. The only person who can appeal is the reviewer, and we do not have contact with reviewers at SPR, so you will not be able to bring it back by asking us. However in most cases the review will come back online within hours or days.

To ensure you keep all reviews, you can paste them into a Word document so that you have the option of copying them into your Editorial Reviews section should this happen to any of your reviews. We do not make copies of any of the reviews you receive through our promotion.

Permanent review removal is extremely rare, and with the reviewers we market to you should not worry about this as a factor in your promotion. It is nearly always non-verified reviews that are removed. All of yours will be Verified only.

If you lose a review, we cannot 'replace' it, as we do not sell reviews, but the service of book promotion to garner reviews (We do not hire Amazon reviewers, nor can we ask them to review your book especially).

REMEMBER, EVERY VERIFIED CUSTOMER REVIEW WILL ADD TO THE NUMBER SHOWN AT THE TOP OF YOUR BOOK PAGE. EVERY REVIEW, BE IT GOOD, BAD, OR NEGATIVE WILL HELP YOUR BOOK IN THE AMAZON ALGORITHM AS IT SHOWS YOUR BOOK IS CURRENT AND ACTIVE IN THE CATALOGUE. SO THINK BEFORE ASKING FOR A REMOVAL!

#### GOODREADS REVIEWS

If you have asked us to promote the review to Goodreads, bear the following in mind:

- The reviewer may slightly change the wording of the review from Amazon
- The reviewer may change the star-rating from Amazon to a lower or higher rating

Why? Because that is their right, their business, and their impartial opinion. We have no control over who leaves you a review and how they rate your book on their own customer profile. And neither do you...

YOU SHOULD **NEVER** CONTACT REVIEWERS TO ASK THEM TO CHANGE THEIR REVIEW IN ANY WAY. THIS COULD BE SEEN AS AN ATTEMPT TO MANIPULATE THE REVIEW AND COULD GET YOU BANNED FROM THE SITE.