



HOW TO OPTIMIZE YOUR AMAZON SALES PAGE TO SELL MORE BOOKS FOREVER


with Bryan Cohen

THE HIGHEST CONVERTING SALES PAGE IN THE WORLD

Look inside


HOW TO WRITE A
SIZZLING
SYNOPSIS

A Step-by-Step System for Enticing New Readers,
Selling More Fiction, and Making Your Books Sound Good



BRYAN COHEN

Follow the Author

 Bryan Cohen

+ Follow

How to Write a Sizzling Synopsis: A Step-by-Step System for Enticing New Readers, Selling More Fiction, and Making Your Books Sound Good Kindle Edition

by Bryan Cohen (Author)

★★★★★ 204 customer reviews

> See all 2 formats and editions

Kindle

\$0.00

Read with Our Free App

Paperback

\$9.99

1 Used from \$2.34
1 New from \$9.99

Struggling to find new readers? Learn how a compelling synopsis can make your book fly off the digital shelves!

Do you hate writing blurbs? Do you wish there was an easier way to summarize your novel and get more sales in the process? Author and copywriter Bryan Cohen's book descriptions have hit both the Kindle Store's Top 50 and the USA Today Bestseller list. Let him show you exactly how to craft the copy.

Read more

Length: 122 pages Word Wise: Enabled Matchbook Price: \$0.00 What's this?

Kindle Regular Price: \$2.99
Kindle MatchBook: \$0.00
Save \$2.99 (100%) because you've purchased the print edition.

Read Now

You already own this item. Read anytime on your Kindle apps and devices.

Buy for others

Give as a gift or purchase for a team or group. Learn more

Quantity: 1 Buy for others

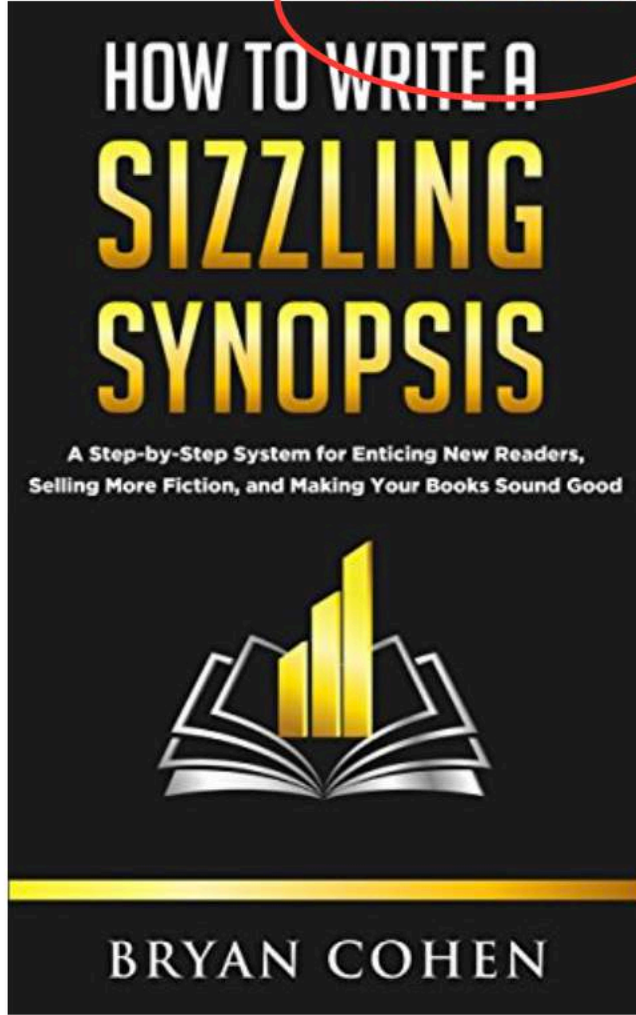
Add to List

Add to Baby Registry

Enter a promotion code or Gift Card

Share

AMAZON HAS DONE MOST OF THE WORK FOR YOU



Look inside ↓

HOW TO WRITE A SIZZLING SYNOPSIS

A Step-by-Step System for Enticing New Readers, Selling More Fiction, and Making Your Books Sound Good

BRYAN COHEN

How to Write a Sizzling Synopsis: A Step-by-Step System for Enticing New Readers, Selling More Fiction, and Making Your Books Sound Good Kindle Edition

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[Read more](#)

Length: 122 pages Word Wise: [Enabled](#) Matchbook Price: **\$0.00**
[What's this?](#)

Kindle Regular Price: ~~\$2.99~~
Kindle MatchBook: **\$0.00**
Save \$2.99 (100%) because you've purchased the print edition.

[Read Now](#)

You already own this item. Read anytime on your Kindle [apps](#) and devices.

Buy for others
Give as a gift or purchase for a team or group. [Learn more](#)

Quantity: 1 [Buy for others](#)

[Add to List](#)

[Add to Baby Registry](#)

[Enter a promotion code or Gift Card](#)

Share [✉](#) [f](#) [t](#) [p](#) [<Embed>](#)

SO, WHAT'S LEFT FOR YOU TO DO?

- Make sure browsers know the book is for them
- Make sure potential customers see social proof
- Make sure readers know it sounds like a good read

HOW DO YOU PULL THAT OFF?

- A recognizable and genre-appropriate cover
- A title and subtitle that resonate with your target audience
- Between 10-100 reviews from like-minded readers
- A captivating book description that makes them click Buy Now

WHEN YOU OPTIMIZE YOUR SALES PAGE

- Traffic to your book's page will convert higher
- All future marketing dollars will be better spent
- Any podcast or media appearances will result in stronger sales
- Amazon will be more likely to promote your book itself

YOU'RE IN THE RIGHT PLACE IF...

- You write fiction or nonfiction books
- You're thinking about writing fiction or nonfiction books
- You know your books are good enough to sell more copies
- You say to yourself, "So many other authors seem to have figured out the secret. Tell me what it is right now!"

HERE'S WHAT YOU'LL LEARN TODAY

- How to make sure you have the ideal title, subtitle, and cover for your book
- The best way to get more positive reviews for your book
- The foolproof system for writing a captivating book description

MAKE SURE YOU STAY UNTIL THE END

- I'll give you a PDF of the webinar slides
- I'll also share a special offer for my Done-For-You Service
- But first, let's start at the beginning...

ONCE UPON A TIME...



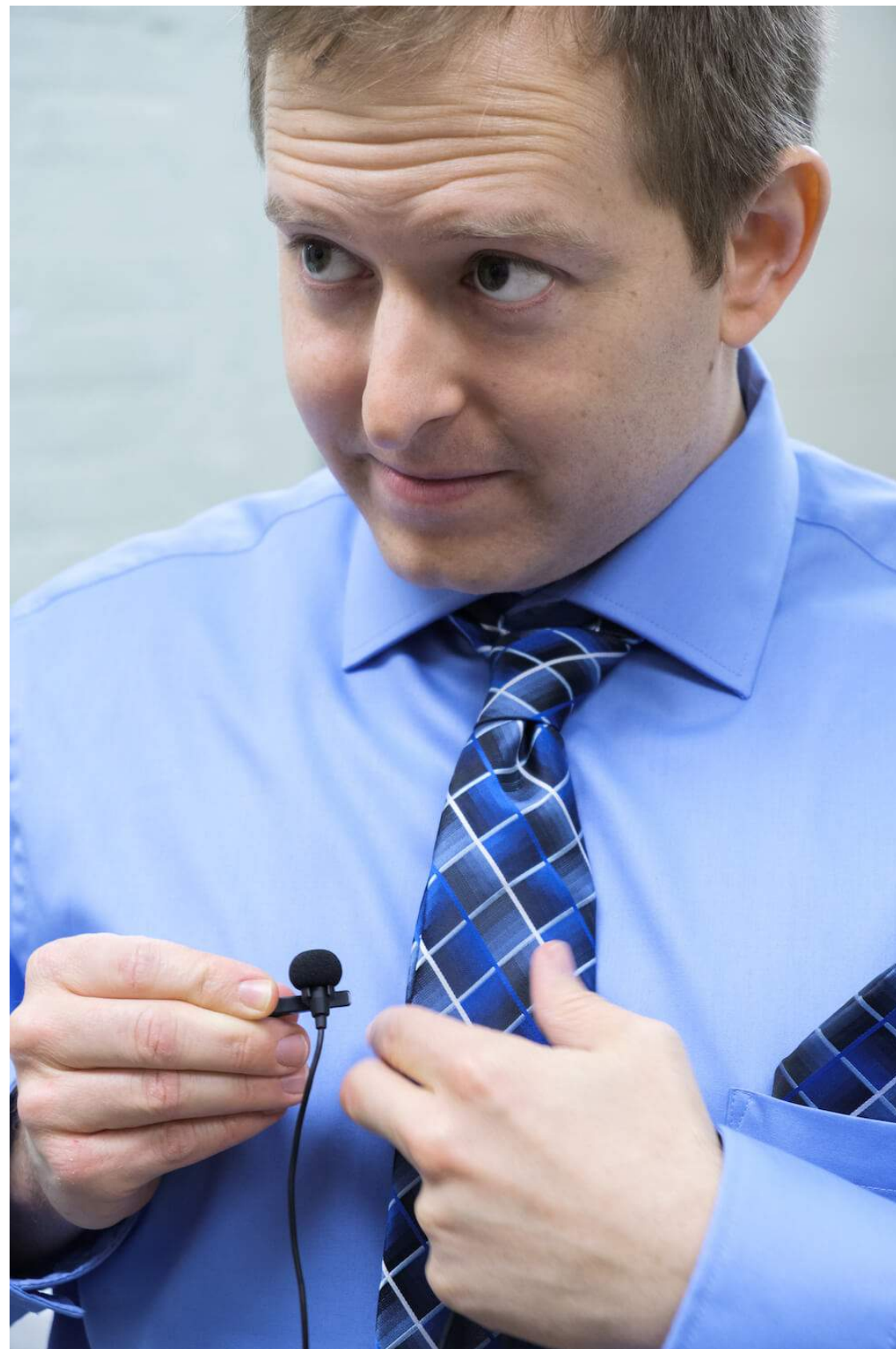
- I was a first-time author with zero sales
- When I started publishing, I had no idea what I was doing
- I bought all the courses and tried all the tricks
- Since nothing worked, I wondered if I should just give up

THAT'S WHEN I REALIZED

- With Amazon's time-tested sales page...
- I needed to get a few things right to sell more books
- I honed my skills on 50+ reference books, workbooks, and novels
- I tested what improved conversions with over \$40,000 spent on Facebook and Amazon ads



WHEN I GOT THIS RIGHT



- My books were downloaded 500k+ times, my email list grew beyond 30k, and I became a USA Today bestselling author
- I also developed a six-figure business from my books
- In short, my life changed for good
- If I can do it with a few small changes...
- You'll be able to do it too (and probably better than I have)

LET'S START WITH THE COVER

- Minimum Viable... Cover?
- I'm all about bootstrapping to save costs
- But after eight years of mainstream self-publishing
- Your cover needs to pass the quality bar

THE ULTIMATE COVER DESIGN HACK

- Search "Amazon Top 100 (your category)" on Google
- Figure out which ones are self-published, selling well, and have covers you like
- Email the author to ask who their designer is
- Hire that designer to do your cover too

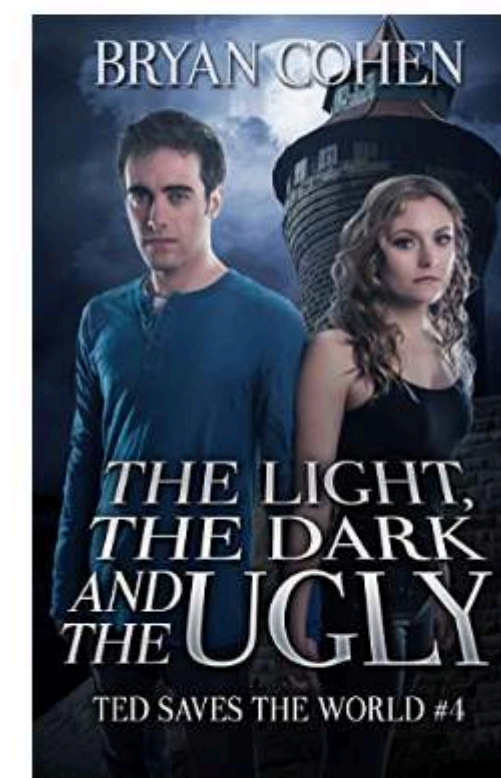
MY FICTION SERIES BEFORE...

\$14,460.03

earned between July, 2014 and June, 2017

by those 5 books.

Top Earners-



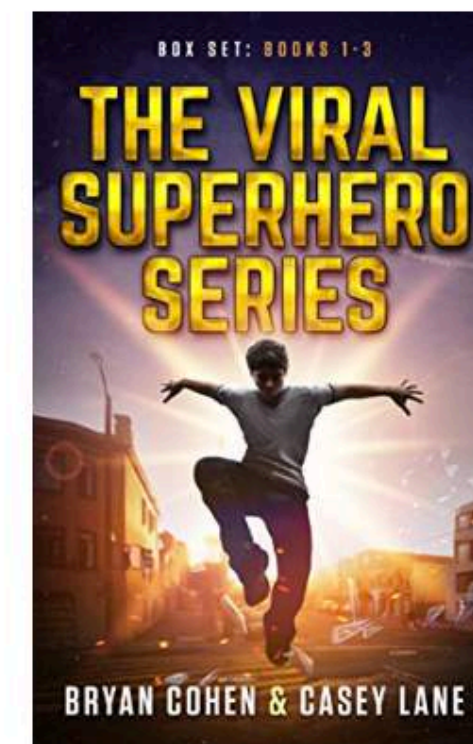
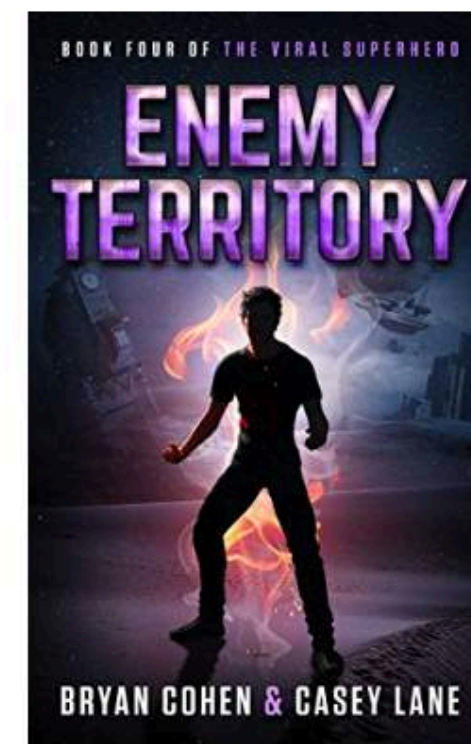
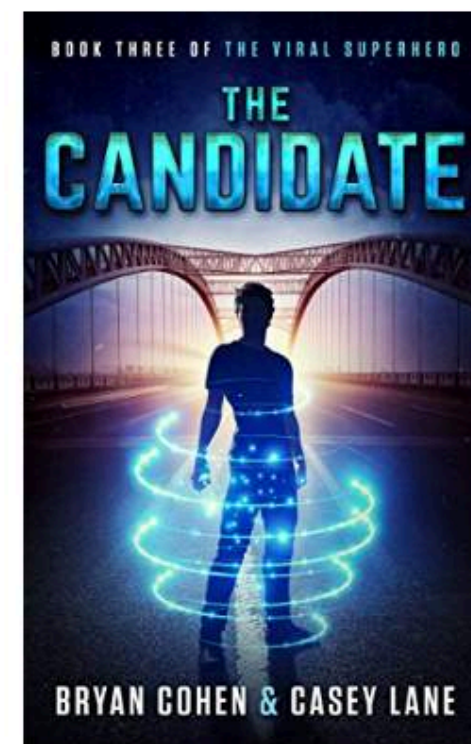
AND AFTER FOLLOWING THE HACK!

\$23,143.40

earned between April, 2017 and July, 2018

by those 9 books.

Top Earners-



IF YOUR DESIGNER CAN'T “COVER TO MARKET”

- Ask for a refund and find a new designer
- If you can't afford the designer who will create the cover you need...
- Then save up and consider just getting a strong cover on the first book in your series (and use later royalties for the others)
- There is a very small margin of error between an awesome cover and one that doesn't quite work

HOW ELSE DO READERS JUDGE YOUR BOOK?

- The cover is extremely important
- But it's still just one key component
- If we could only tell what readers are looking at on your Amazon sales page...

THE EYES HAVE IT



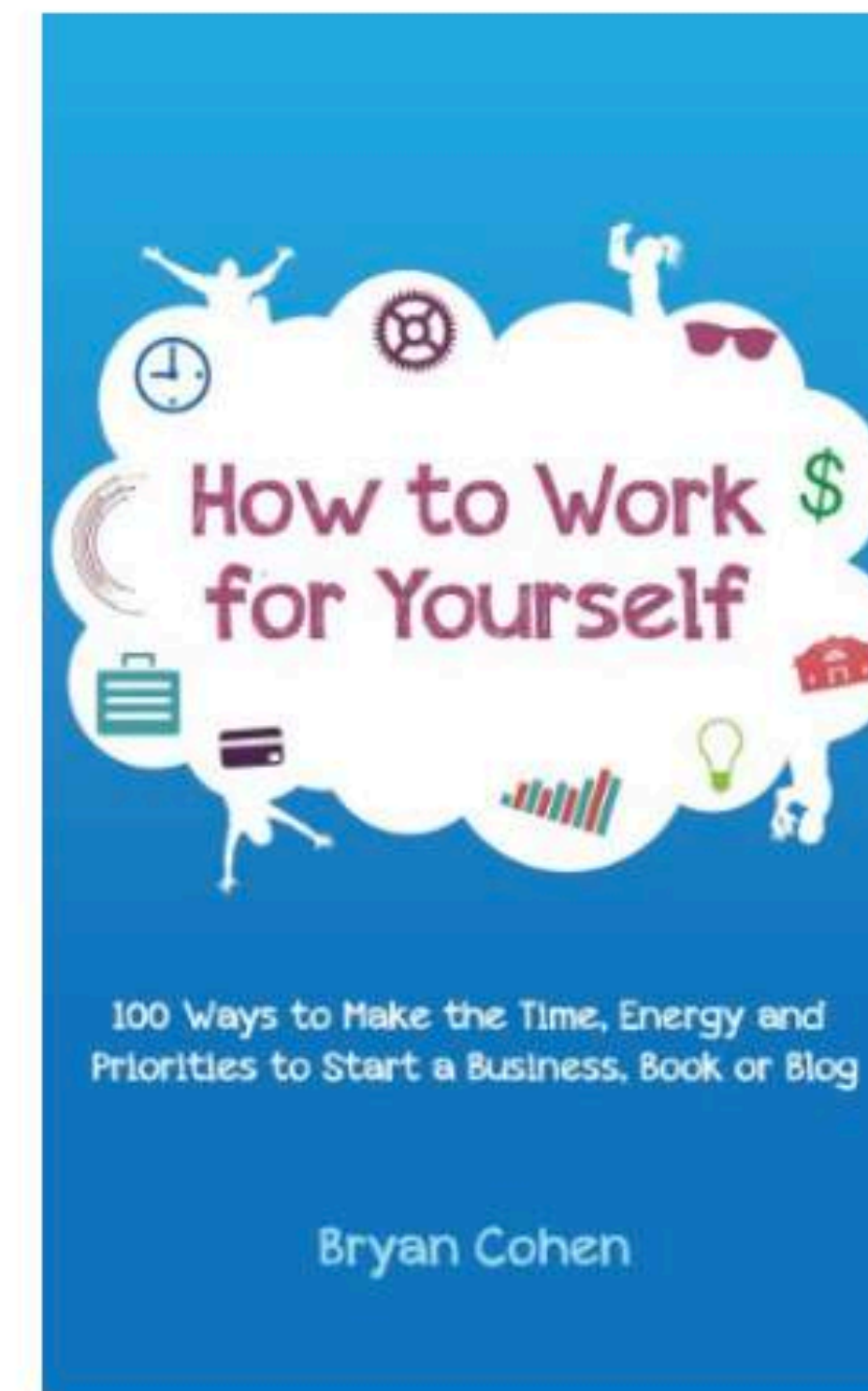
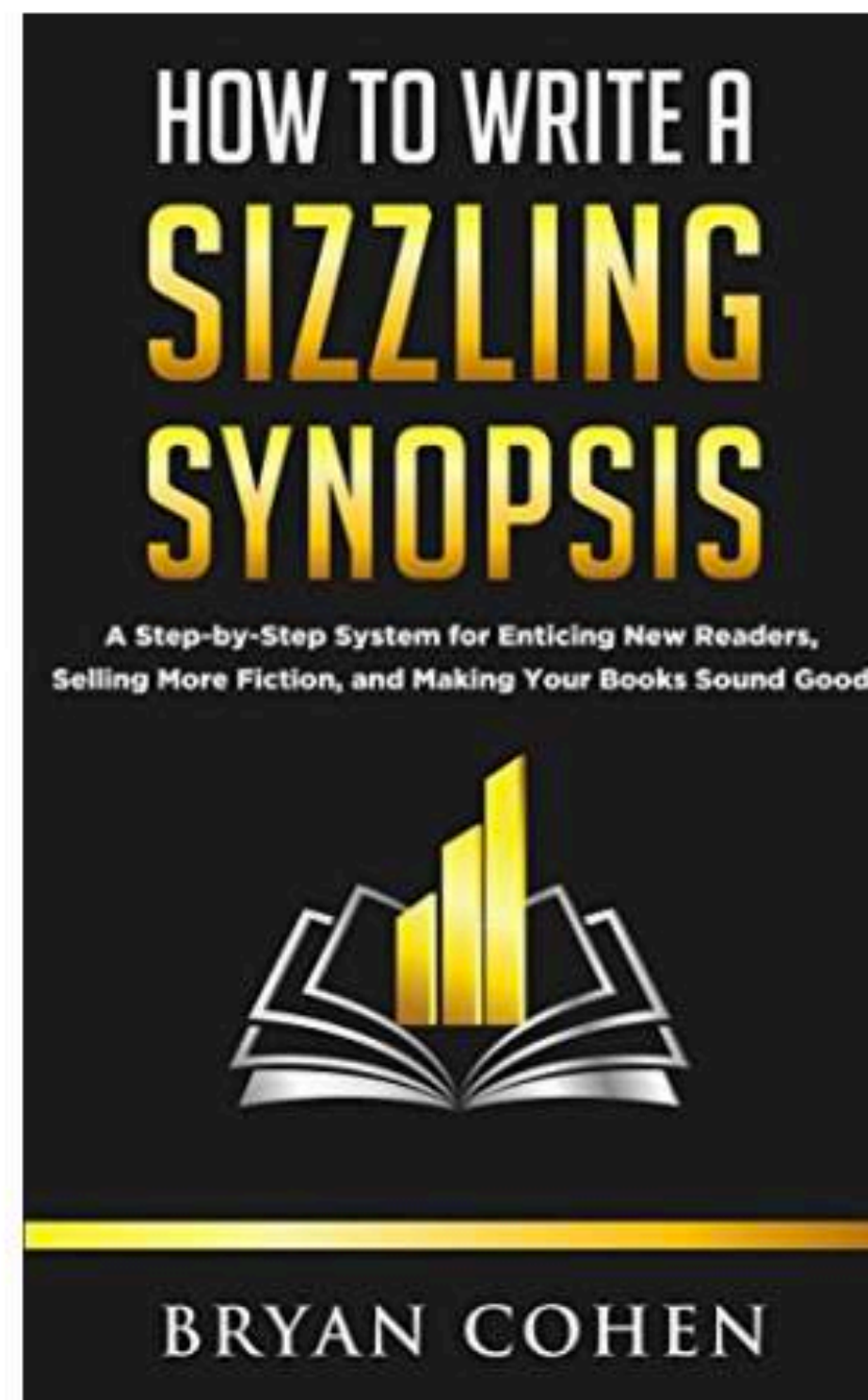
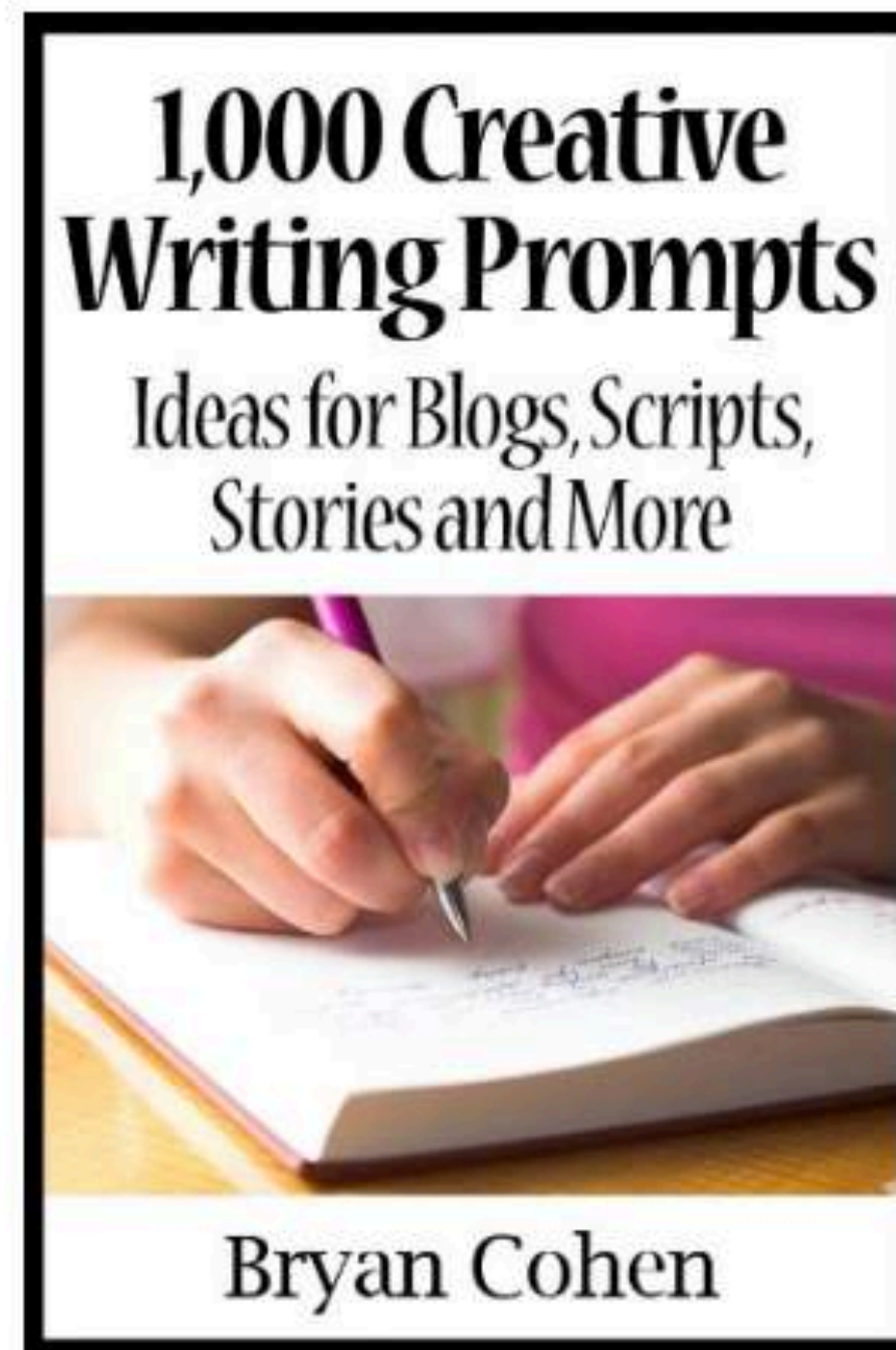
NAILING YOUR TITLE

- For fiction, look to the words used in your genre (love, soldier, faerie, etc.)
- For nonfiction, clue in the reader that your book solves his or her problem

YOUR NEW TITLING PROCESS

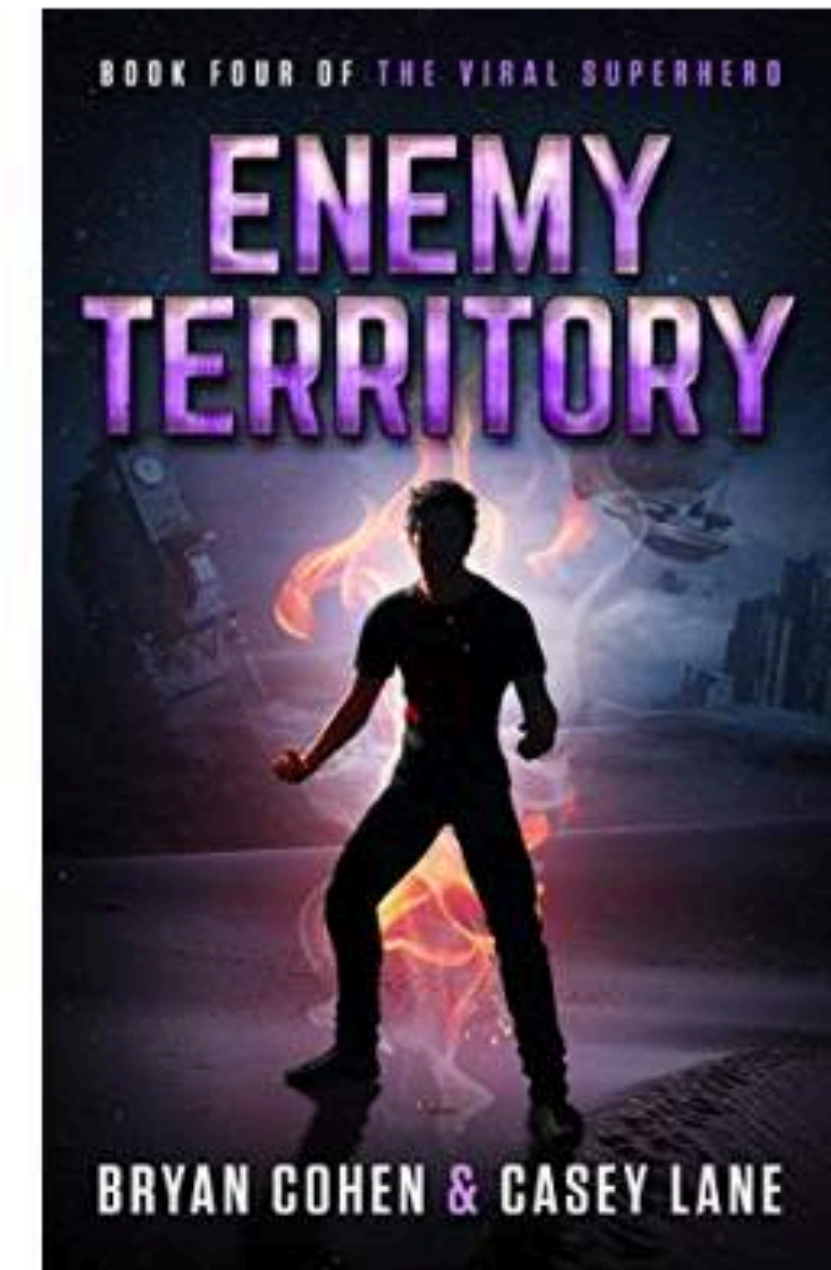
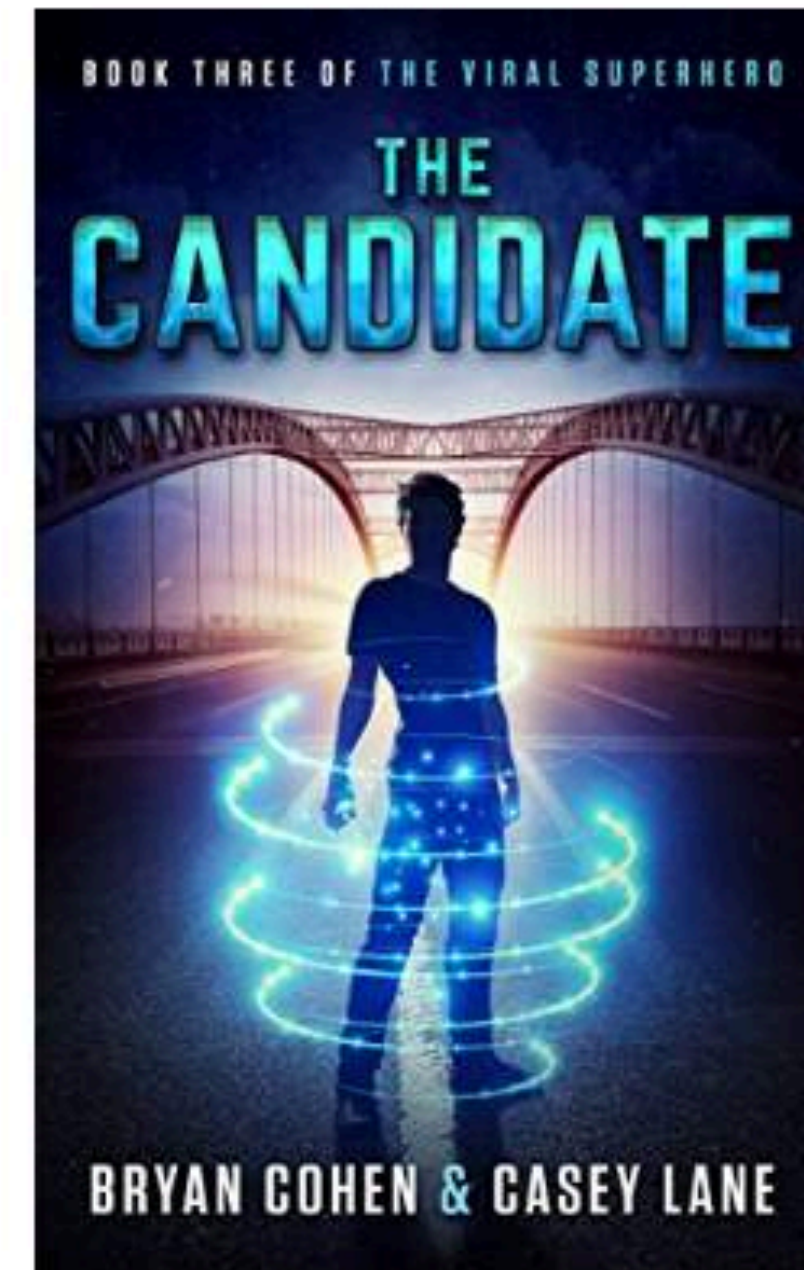
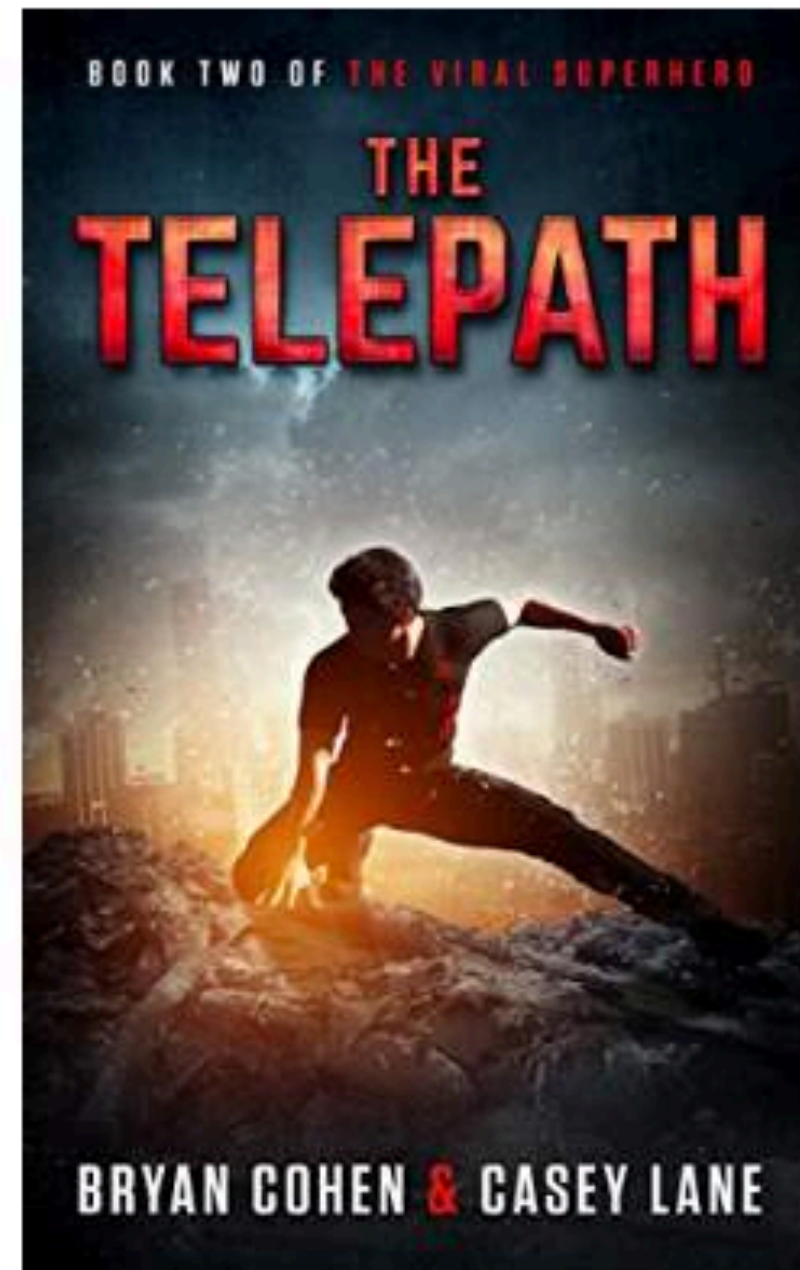
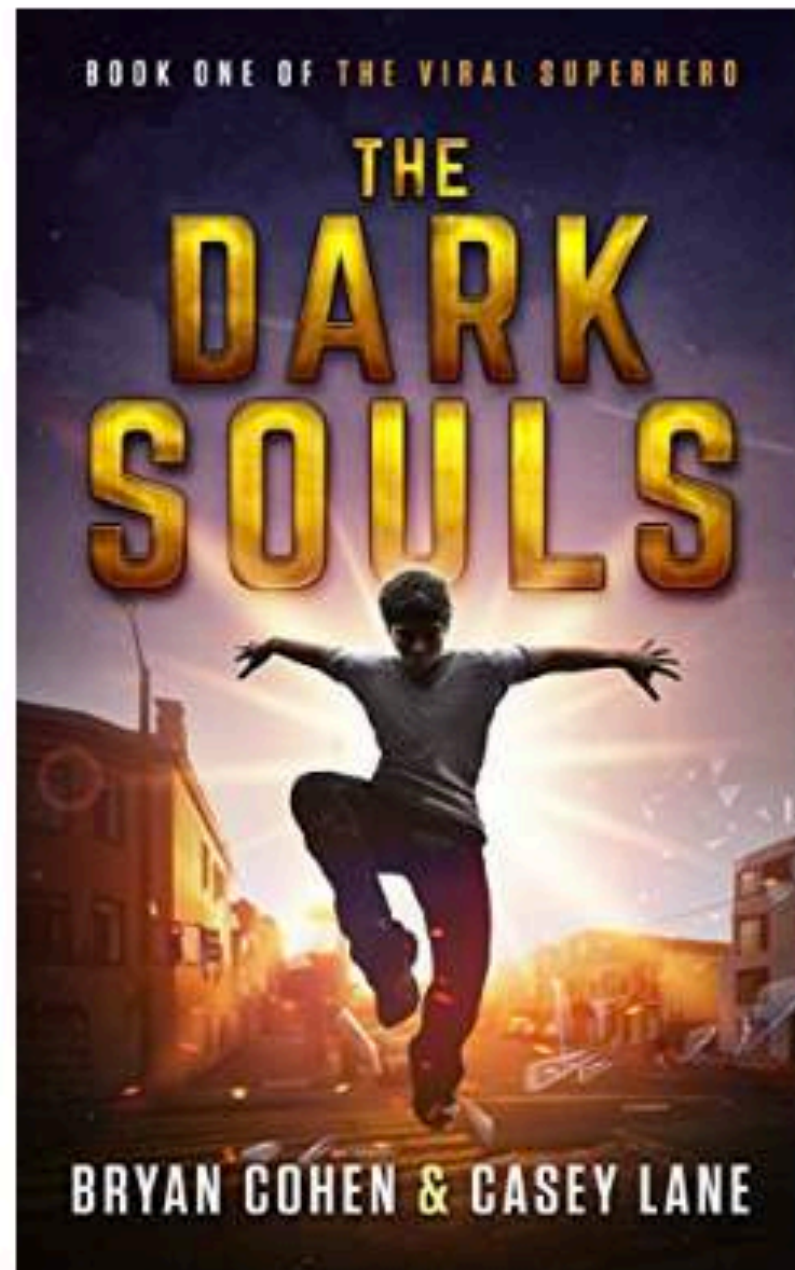
- Look at the bestsellers in your genre
- Brainstorm 15-20 titles that answer these questions:
- What is your book boiled down to its essence?
- What problem does this solve for your ideal reader?
- What distinguishes your book from other books?

SOME OF MY NONFICTION TITLES



SOME OF MY FICTION TITLES

Top Earners



A decorative border of stylized open books is arranged in a grid-like pattern around the central text area. The books are white with black outlines, and their pages are slightly curved to give a three-dimensional effect. They are positioned along the top, bottom, and sides of the image, framing the central teal rectangle.

WHEN IN DOUBT...

**ASK PEOPLE WHO WILL NEVER BS
YOU FOR THEIR TRUE THOUGHTS.**

WE'RE COVERED AND TITLED

- We have our familiar, professional-looking cover
- We have a title that is exactly what our customers are looking for
- Next, readers crave the social proof of book reviews

GETTING MORE REVIEWS

- The best way to get more social proof...
- Is to give your book away free to some or all of your current subscribers/customers
- While these reviews won't show up as Verified
- They'll still influence a reader's decision to buy

The image features a large teal rectangle in the center, containing white text. This rectangle is surrounded by a decorative border of stylized, light blue open books. The books are arranged in rows along the top, bottom, and sides of the teal area. The text is written in a bold, sans-serif font and is centered within the teal box.

**BUT BRYAN, WON'T I
LOSE MONEY?!**

NOT IF YOU PLAY THE LONG GAME.

LONG-TERM BOOK SUCCESS

- Unless you have 10,000+ subscribers...
- The money is in getting strangers to buy your books
- And random browsers won't buy unless there's social proof

HOW TO BUILD YOUR "STREET TEAM"

- Invite readers to your team as part of your automatic email sequence
- Give them Advanced Review Copies of your book 2-3 weeks before launch
- Email them at least one reminder and on the day the book comes out

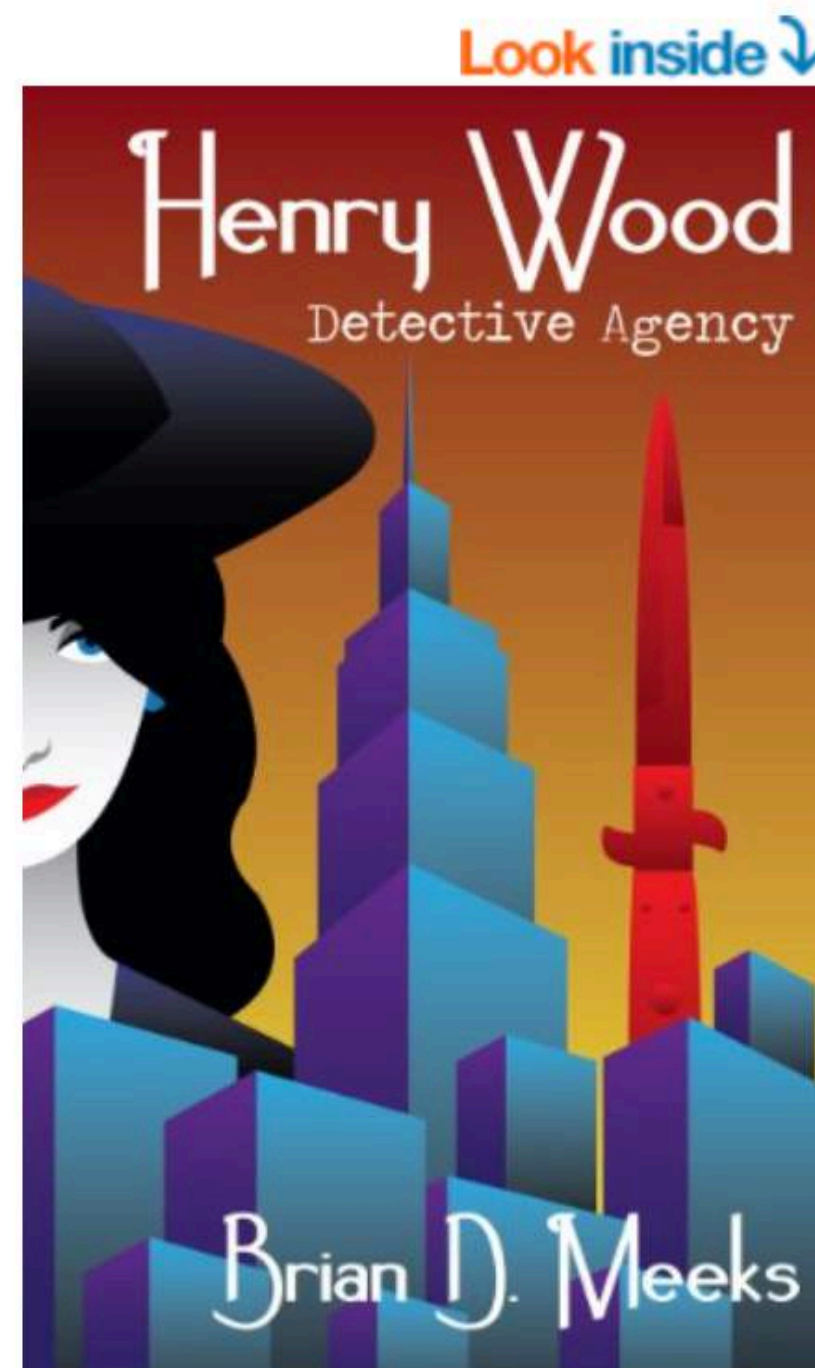
OTHER REVIEW HACKS

- Use a software program like the AMC Reviewer Grabber
- Use a service like Book Review 22
- Use a list-building service like BookSweeps or Author Platform Rocket to get more street team members
- Join or organize a group BookFunnel giveaway to grow your reviewer list (it's OK that they won't necessarily be buyers)

WE'RE ALMOST SET FOR SUCCESS



THE MYSTERY OF BRIAN MEEKS



Audible Sample

Henry Wood Detective Agency (Henry Wood Detective series Book 1) Kindle Edition

by [Brian Meeks](#) (Author)

★★★★☆ ▾ 470 customer reviews

Book 1 of 4 in [Henry Wood Detective series \(4 Book Series\)](#)

► [See all 3 formats and editions](#)

Kindle

\$0.00 [kindleunlimited](#)

This title and over 1 million more available with [Kindle Unlimited](#) \$4.99 to buy

Paperback

\$11.95

8 Used from \$11.78
20 New from \$11.84



Audiobook

\$13.97 or 1 credit

or 1 credit

Henry knew one thing...

Dames were trouble.

Would this client be the exception?

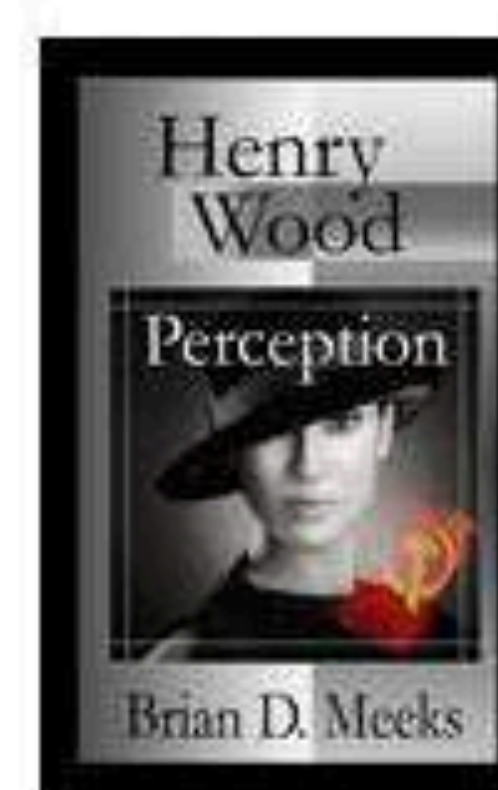
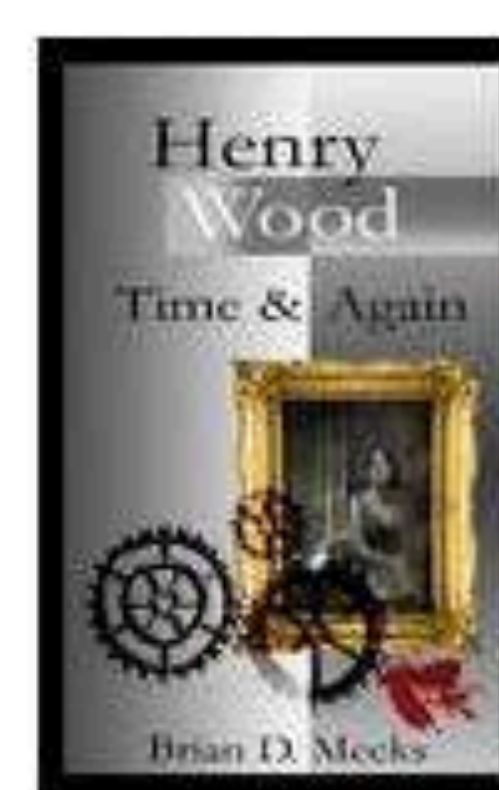
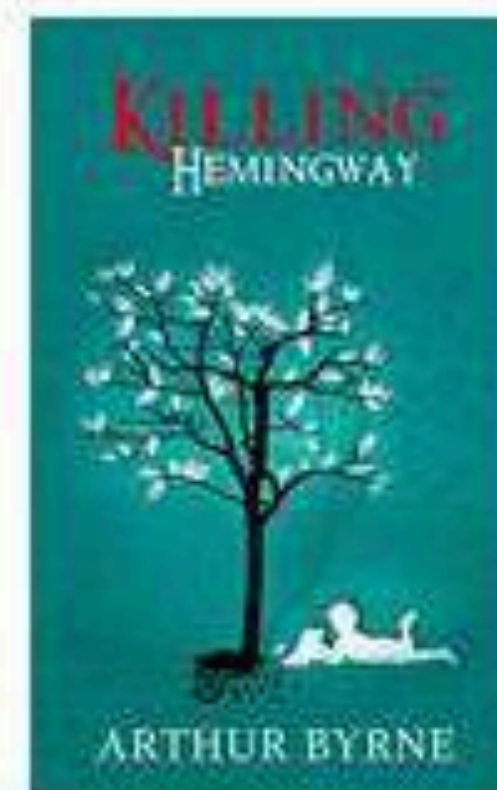
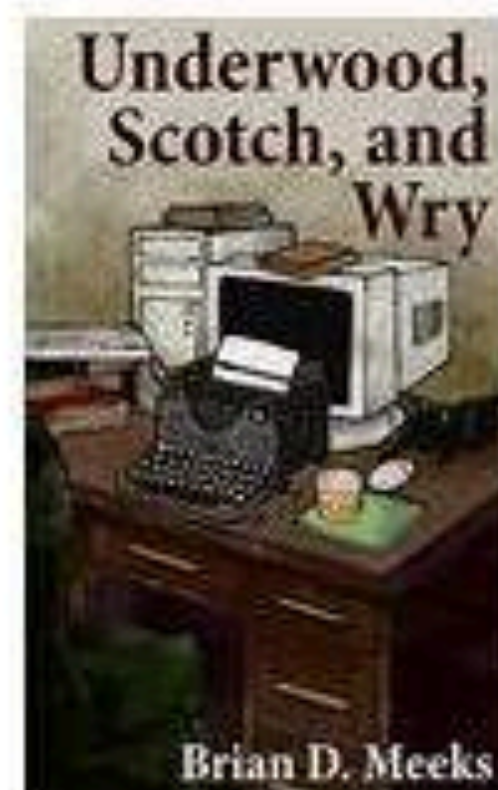
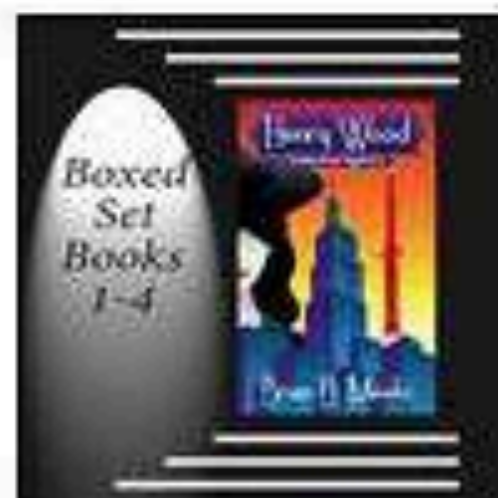
BROWSERS BECAME BUYERS

\$169,210.20

earned between October, 2010 and February, 2017

by those 16 books.

Bestsellers



EVEN MORE EVIDENCE

- Mark Dawson's 10,000 reader survey
- Nearly 5x as many readers found him through his book descriptions compared to his covers
- So if you're wondering why your book is tanking despite nailing the other 3 sales page factors...
- The book description could be the #1 reason!

COPY IS YOUR CLOSER

- The cover draws readers to your page (from an ad or a social media post)
- The title and the reviews keep them there long enough to read
- The book description seals the deal!
- If they like your description, they'll buy the book
- So we better get our description right!

THE BEST PAGE FORWARD DESCRIPTION FORMULA

- Headline/Hook
- Expertise (NF Only)
- Synopsis
- Transformational Benefits (NF Only)
- Selling Paragraph
- Call to Action

EACH STEP TAKES PRACTICE

- Instead of taking 20 slides to go into all the details...
- How about I show you the process in action?!

HOOKS FOR BOOKS (PART 1)

- Thriller: *The Bestseller Murders*
 - A book at the top of the charts. An international race against time. One retired agent is all that stands between millions and mayhem.
- Nonfiction for Writers: *Publish Every Month*
 - Worried you aren't writing fast enough? Discover a three-step system to get more words on the page and sustain your career.

HOOKS FOR BOOKS (PART 2)

- Fantasy: *Potions and Pages Read*
- An author with a magical secret. A fantastical world of danger. If she can't publish an incredible spell, an entire kingdom will perish.
- Nonfiction Personal Development: *Full-Time Freedom*
- Want to escape your prison-like 9 to 5 job? Discover an easy-to-follow process to create your dream calling.



MASTERING THE NONFICTION BOOK DESCRIPTION (PART 1)

Struggling to find new readers? Discover how a compelling book description can make your book fly off the digital shelves!

Do you hate writing blurbs? Are you having trouble getting readers to click the Buy button? Do you wish there was an easier way to summarize your book and get more sales in the process? USA Today bestselling author Bryan Cohen has developed a system for writing descriptions that has produced over 1,000 blurbs for authors in a variety of genres. Let him show you exactly how to craft the copy you need to hook new readers.

NONFICTION EXAMPLE (PART 2)

Mastering the Nonfiction Book Descriptions walks you through the process of choosing the right elements from your book to highlight in a product summary. Through easy-to-follow tips and helpful examples, you'll learn how to turn a steady stream of book browsers into buyers.

In Mastering the Nonfiction Book Description, you'll discover:

- How to simplify your contents to create a short, engaging synopsis
- Why using certain words can make customers fall in love with your book

NONFICTION EXAMPLE (PART 3)

- How to shed unnecessary info and transform the chore of writing your blurb into a joy
- The step-by-step system for writing and editing your description for clarity and momentum
- Why you need to establish your expertise, and much, much more!

Mastering the Nonfiction Book Description is the guidebook you need to sell more books. If you like detailed writing guides, helpful examples, and a touch of humor, then you'll love Bryan Cohen's powerful path to creating copy that sells.

Buy Mastering the Nonfiction Book Description to get new readers excited to buy your book today!

MARRYING THE BOOK BILLIONAIRE (PART 1)

A sexy romance author. A billionaire publisher bad boy. One simple contract could mean way more than royalties...

Erica Stein has room for one passion in her life: the saucy page-turners she sells to a small group of dedicated fans. But after a pen-stopping case of writer's block dries up her income, she has to find rent money in a hurry. When a publisher offers her control and a hearty advance, she barely notices the fine print. To claim the cash she needs, Erica may just have to wed the company's billionaire CEO.

FICTION EXAMPLE (PART 2)

David Doll wishes he could write his own Greatest American Novel, but the family business has him stuck publishing the steamy sequels of others. But the only way he can win controlling stake in his future is to tie the knot. The sassy, self-assured Erica seems like the perfect solution to both of their problems. Though as their wedding day approaches, he never expected to fall for the captivating woman behind the pages.

After an unseen addendum throws their plans into turmoil, can Erica and David find a way to end their sizzling story with a happily ever after?

FICTION EXAMPLE (PART 3)

Marrying the Book Billionaire is a red-hot contemporary billionaire romance. If you like four-alarm chemistry, believable heroines, and a dash of humor, then you'll love joining Bryan Cohen's 100,000+ satisfied readers.

Buy *Marrying the Book Billionaire* to turn the passionate pages today!

PUTTING IT ALL TOGETHER

- Your familiar, well-designed cover draws in the reader
- Your title helps browsers know this book is for them
- Your reviews serve as social proof
- Your book description convinces readers to click the Buy Now button

THIS ADVICE IS PERMANENT

- Marketing strategies will change from week to week...
- But as long as you're selling books, you're going to have a sales page
- If you want to improve your sales in the long term...
- You need a solution that attacks the problem at the source
- Like the tips you just learned

PLEASE, PLEASE REMEMBER...

- This is NOT just theory
- Fixing your sales page increases the number of people who buy your books
- It is exactly the same principle if you have one book or multiple books in any genre
- Improving my titles, covers, and book descriptions has helped me sell over 100,000 books

SO, WHAT'S THIS ALL ABOUT?

- It's about earning more money (and getting more clients) from your books
- More money gives you the freedom to spend your time how you want it
- That means getting rid of your soul-sucking day job and focusing on your passions
- It's also about spreading your message throughout the world

I'M NOT SURE WHY YOU SHOWED UP TODAY...

- I hope you really "get" the importance of your sales page
- An optimized sales page can increase your number of copies sold for the rest of your career
- Going on my journey and discovering the importance of the sales page turned my life around
- It's something YOU can do
- You can in a very short period of time have more sales too...

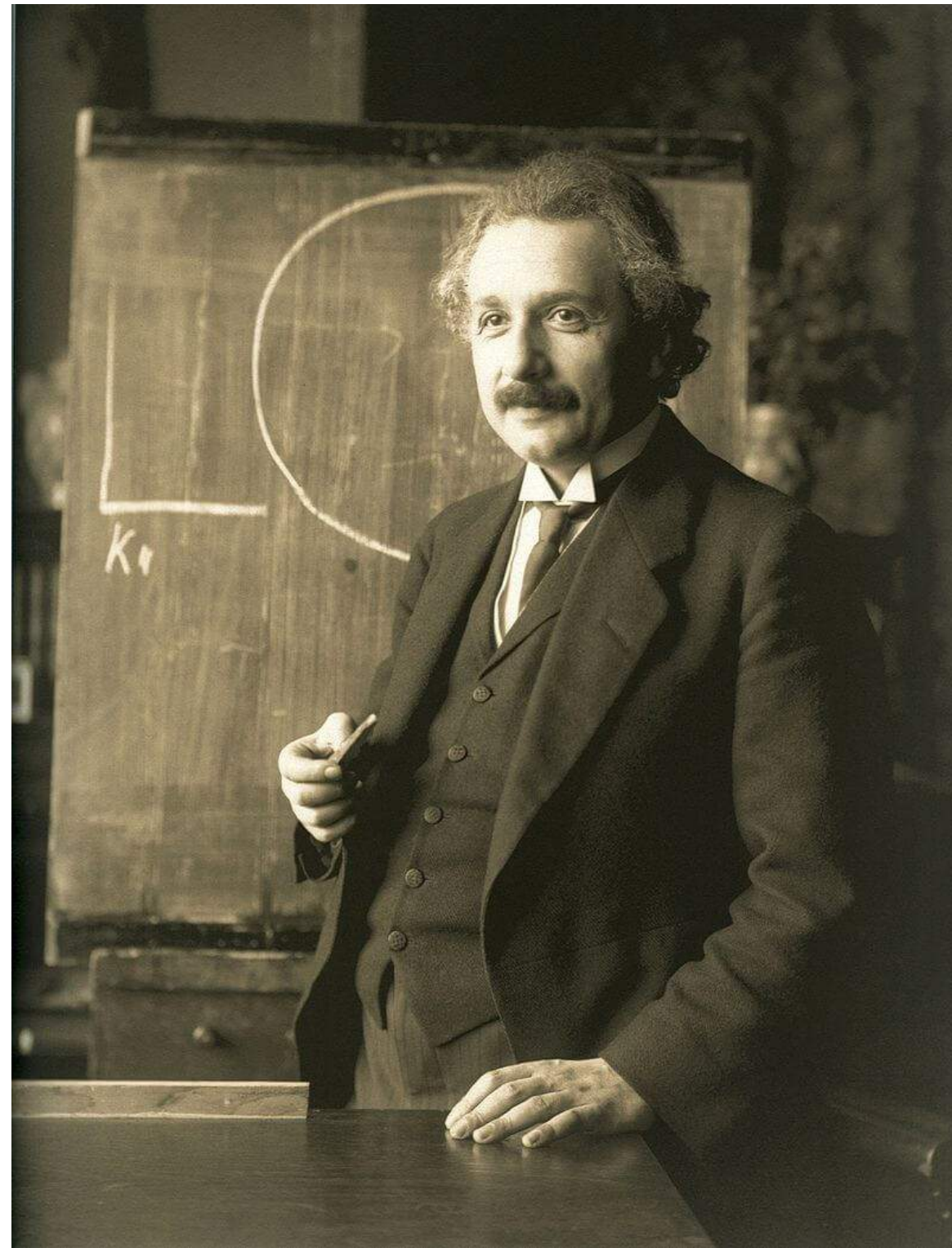
THE DESCRIPTION IS THE HIGHEST HURDLE

- Hiring a designer and brainstorming the right title is one thing
- But writing the perfect description takes time
- Many of the 1000s of authors I've worked with have said writing the description is harder than writing the book itself
- And since copy helps you close the sale, getting it right is essential!

SO, THE OBVIOUS QUESTION IS...

- How do I get a better description to close more book sales?
- You always have two options
- You can do it **slow** using trial and error and some of what I've taught here today
- Or you can do it **quickly** with my done-for-your service
- But I want your permission before I let you know the details. Type YES if you want to hear more.

GET SMART



“Everything should be made as simple as possible, but not simpler.”

- Albert Einstein

WHAT IS BEST PAGE FORWARD?

- My custom, done-for-your book description service
- The easiest way to go from a blurb that pushes browsers away...
- Into one that converts more strangers into paying customers
- And it's the quickest way to direct more people to the Buy Now button

IT HELPS YOU UPGRADE FROM THIS . . .



TO THIS . . .



WHAT DO I GET OUT OF THIS?

- We improve your copy
- Which increases your sales and Return on Investment
- And improves your chances of getting approved for promotions
- This recruits more reviewers and email subscribers
- And it accurately conveys the tone of your book as you intended

AUTHORS LOVE THIS SERVICE

"Writing a book was hard enough, but writing a clear and concise book description on Amazon that converts browsers into buyers is just as hard. I'm so thankful to have worked with Bryan and his team to help me craft a description that does the job and makes sales. Bryan and his team are worth every dollar spent, because you're more likely to make money back with sales of your books."

– Pat Flynn, Smart Passive Income and seven-figure entrepreneur



MORE PRAISE



“In my first book launch, I’ve sold nearly \$20,000 worth of books and received 175 four and five-star reviews in just five weeks. I can’t tell you how many of those reviews say they read the blurb and had to buy the book. I have Best Page Forward to thank for that. They have a client for life in me.”

- Jami Albright, Bestselling romance author

EVEN MORE PRAISE

“I get Best Page Forward to write my descriptions because the process is so simple. And also because their blurbs have been on books, box sets, and ads that have earned me six-figures, shot me into the USA Today bestseller list, and gotten me thousands of pre-orders. Enough said.”

- Mark Dawson, Seven-figure author

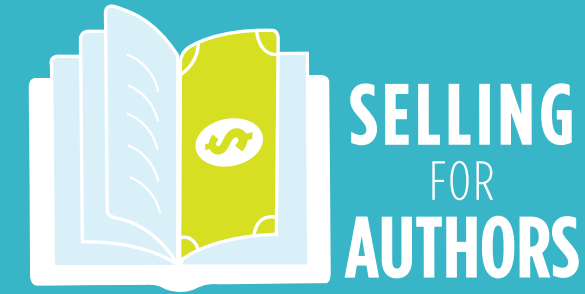


IN SHORT

- Instead of struggling to write your own book description
- My team will write it for you!

HOW MUCH IS BEST PAGE FORWARD AND HOW DO I GET STARTED?

- Most copywriters charge a minimum of **\$500** for sales page copy
- Writing and designing a standard sales page can cost upwards of **\$2,000**
- Consulting with an industry expert to get every word of your description right could cost **\$4,000+**



(LIMITED TIME OFFER) INVEST IN YOUR SUCCESS

- You can get started today for (~~\$297~~) \$247 to get your new description in one month
- Get a three-pack of descriptions for (~~\$891~~) \$647
- Or get a five-pack of descriptions for (~~\$1485~~) \$947
- **Click the button** to order your custom descriptions today!

HERE ARE YOUR OPTIONS

Standard Description Package

\$247

One-time

- Save **15%+ off** the standard price!
- Custom, done-for-you book description
- Premium formatting with Amazon HTML code
- Copy for one Facebook direct sales ad
- 10 headlines for Amazon advertising copy
- Unlimited revisions
- Completed for you in just one month
- Bonus: One year of Author Marketing Club

Add to Cart

Triple Description Package

\$647

One-time

- Save **25%+ off** the usual price
- Three custom, done-for-you book descriptions
- Premium formatting with Amazon HTML code
- Copy for one Facebook direct sales ad
- 10 headlines for Amazon advertising copy
- Unlimited revisions
- Completed for you in just one month
- Bonus: Ads, Hooks, and Headlines Course (plus Standard bonuses)

Add to Cart

Five Description Package

\$947

One-time

- Save **35%+ off** the usual price
- Five custom, done-for-you book descriptions
- Premium formatting with Amazon HTML code
- Copy for one Facebook direct sales ad
- 10 headlines for Amazon advertising copy
- Unlimited revisions
- Completed for you in just one month
- Bonus: Three Group Coaching Sessions with Chris Fox (plus Triple bonuses)

Add to Cart

Click the button to order your custom description 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, while the bottom, left, and right borders consist of rows of open book pages.

AND IF YOU BUY NOW . . .

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



FOR EACH BLURB YOU ORDER

- Bonus: Unlimited Revisions of Your Blurb (value \$197)
- Add that to your regular description of \$297...
- A total value of \$494 for each description!

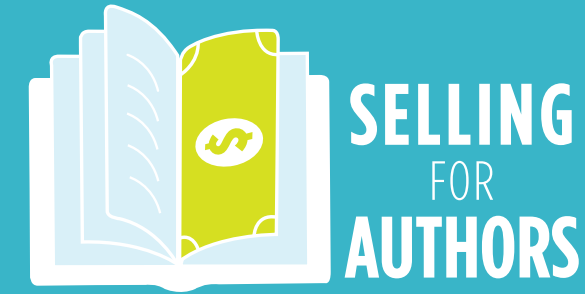
Click the button to order your custom description today!



FOR EACH BLURB YOU ORDER

- Bonus: Unlimited Revisions of Your Blurb (value \$197)
- Bonus: Facebook and Amazon Advertising Copy (value \$197)
- Add that to your regular description of \$297...
- A total value of \$691 for each description!

Click the button to order your custom description today!



FOR EACH BLURB YOU ORDER

- Bonus: Unlimited Revisions of Your Blurb (value \$197)
- Bonus: Facebook and Amazon Advertising Copy (value \$197)
- Bonus: Customized Amazon HTML Code (value \$97)
- Add that to your regular description of \$297...
- A total value of \$788 for each description!

Click the button to order your custom description today!

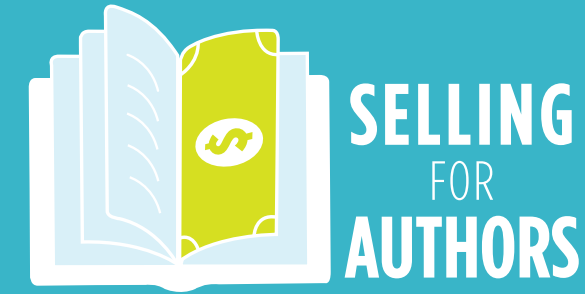
The background is a solid teal color. It is framed by a decorative border of white line-art icons of open books. The top border consists of a row of book spines, while the bottom, left, and right borders consist of a row of open book faces.

BUT THAT'S NOT ALL!

IF YOU ORDER ONE DESCRIPTION BY
FRIDAY, SEPTEMBER 7TH...

ONE FREE YEAR OF AUTHOR MARKETING CLUB

- The site includes the Author Marketing Checklist tutorials for formatting, email marketing, and going wide with your book
- Access to the **Reviewer Grabber**, the Enhanced Description Maker, and AMC Book Bundles
- 8 mini courses in the Author Marketing Academy including How to Sell Beyond Amazon and The Ultimate Guide to Launching a New Book
- This **\$149 value** is included when you order a description package before the end of the promotion



FOR EACH BLURB YOU ORDER

- Bonus: Unlimited Revisions of Your Blurb (value \$197)
- Bonus: Facebook and Amazon Advertising Copy (value \$197)
- Bonus: Customized Amazon HTML Code (value \$97)
- Bonus: One Year Free of Author Marketing Club (value \$149)
- Add that to your regular description of \$297...
- **A total value of \$937** for each description!

Click the button to order your custom description today!

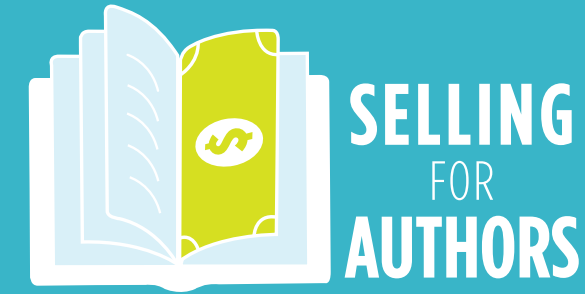
The background is a solid teal color. It is framed by a decorative border of white line-art icons of open books. The top border consists of a row of book spines. The left and right borders consist of a vertical stack of open book icons. The bottom border consists of a row of open book icons.

HOW ABOUT ANOTHER PERK?

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

BETTER DESCRIPTIONS, MEET BETTER EMAILS

- My new **How to Optimize Your Email List** course
- If you've started an email list without much success...
- This self-paced class will teach you how to write better emails, get more subscribers, and make stronger connections with your readers
- A \$197 value



FOR EACH BLURB YOU ORDER

- Bonus: Unlimited Revisions of Your Blurb (value \$197)
- Bonus: Facebook and Amazon Advertising Copy (value \$197)
- Bonus: Customized Amazon HTML Code (value \$97)
- Bonus: One Year Free of Author Marketing Club (value \$149)
- Bonus: How to Optimize Your Email course (value \$197)
- Plus your \$297 book description...
- **A total value of \$1,234! Click the button to order today!!**

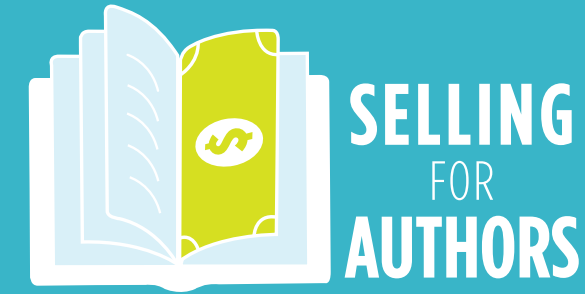
The background of the image features a repeating pattern of white line-art icons of open books. A large, solid teal rectangle is centered on the page, containing two lines of white text. The text is in a bold, sans-serif font.

**SHOULDN'T I GET SOMETHING EXTRA
IF I BUY THREE??**

I COULDN'T AGREE WITH YOU MORE...

TAKE YOUR AD COPY TO THE NEXT LEVEL

- My **Author Ads, Hooks, and Headlines** course
- If you've tried to run Facebook and Amazon Ads without much success...
- This self-paced class will teach you how to write better short advertising copy to get more clicks on your promotions so that you can earn more money from your paid advertising.
- A \$197 value



FOR EACH THREE-PACK YOU ORDER

- Bonus: Unlimited Revisions of Your Blurb (value \$197 x 3)
- Bonus: Facebook and Amazon Advertising Copy (value \$197 x 3)
- Bonus: Customized Amazon HTML Code (value \$97 x 3)
- Bonus: One Year Free of Author Marketing Club (value \$149)
- Bonus: How to Optimize Your Email course (value \$197)
- Bonus: Author Ads, Hooks, and Headlines course (value \$197)
- Plus \$891 for your three book descriptions...
- **A total value of \$2,907! Click the button to order a three-pack!**



BUT WHAT IF I GO FOR THE FIVE-PACK?

**DON'T I DESERVE SOMETHING
ABSOLUTELY AMAZING?**

I SAVED THE BEST FOR LAST...

LIVE GROUP COACHING WITH SIX-FIGURE AUTHOR CHRIS FOX

- A never-before-offered series of group coaching sessions on Writing to Market with the master himself!
- Join me, Chris, and your fellow authors in three hour-long coaching sessions where you get the personal attention you deserve
- Learn how to get your existing books or your next series to fit perfectly in your target market and sell more copies than ever before
- A \$3,000 value



FOR EACH FIVE-PACK YOU ORDER

- Bonus: Unlimited Revisions of Your Blurb (value \$197 x 5)
- Bonus: Facebook and Amazon Advertising Copy (value \$197 x 5)
- Bonus: Customized Amazon HTML Code (value \$97 x 5)
- Bonus: One Year Free of Author Marketing Club (value \$149)
- Bonus: Email and Ads Courses (value \$394)
- Bonus: Three Group Coaching Sessions with Chris & Bryan (value \$3,000)
- Plus \$1,485 for your five book descriptions...
- **A total value of \$7,483! Click the button to order a five-pack!**

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. 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.

Click the button to order your custom description today!





TRUE EXPERTISE

- I can honestly say we've spent over 10,000 hours improving our copywriting over the last 10 years
- We've written book descriptions for almost every conceivable genre...
- From children's books to active romance and everything in between
- When you get a book description from us, your book has a better chance of selling. Period.

Click the button to order your custom description today!

TO SUM UP...

- If you want to get more sales without beating your head against the wall, there is no better service.
- This EXACT service would've saved me hundreds of hours of rewriting my copy.
- You're getting unlimited revisions, Amazon and Facebook Ad Copy, and HTML code!

Click the button to order your custom description today!

RIGHT NOW

- Click on either **Add to Cart** in the chat
- Or **the yellow button** below if you're watching the replay



HERE'S WHAT YOU DO

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

Standard Description Package	Triple Description Package	Five Description Package
\$247 One-time	\$647 One-time	\$947 One-time
<ul style="list-style-type: none">- Save 15%+ off the standard price!- Custom, done-for-you book description- Premium formatting with Amazon HTML code- Copy for one Facebook direct sales ad- 10 headlines for Amazon advertising copy- Unlimited revisions- Completed for you in just one month- Bonus: One year of Author Marketing Club	<ul style="list-style-type: none">- Save 25%+ off the usual price- Three custom, done-for-you book descriptions- Premium formatting with Amazon HTML code- Copy for one Facebook direct sales ad- 10 headlines for Amazon advertising copy- Unlimited revisions- Completed for you in just one month- Bonus: Ads, Hooks, and Headlines Course (plus Standard bonuses)	<ul style="list-style-type: none">- Save 35%+ off the usual price- Five custom, done-for-you book descriptions- Premium formatting with Amazon HTML code- Copy for one Facebook direct sales ad- 10 headlines for Amazon advertising copy- Unlimited revisions- Completed for you in just one month- Bonus: Three Group Coaching Sessions with Chris Fox (plus Triple bonuses)
Add to Cart	Add to Cart	Add to Cart

Click the button to order your custom description 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

Click the button to order your custom description 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

Click the button to order your custom description today!



PROVIDE YOUR INFO

- You'll get your intake form right away

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)

Click the button to order your custom description today!



AND YOU'RE SET!

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



Bryan Cohen <bryandavidcohen@gmail.com>

to Neil ▾

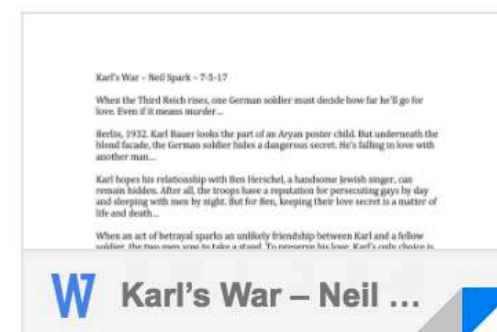
Dear Neil,

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,



Click the button to order your custom description today!

A large teal rectangular area occupies the center of the image. It is surrounded by a decorative border of white line-art icons of open books. The top border is a continuous row of book spines. The left and right borders consist of a vertical stack of open book icons. The bottom border is a row of open book icons.

AND NOW IT'S TIME FOR . . .

THE Q&A

CLICK THE BUTTON TO GET YOUR DESCRIPTION

Standard Description Package	Triple Description Package	Five Description Package
\$247 One-time	\$647 One-time	\$947 One-time

- Visit the page, scroll down, and click the “Complete Order” button

“I knew Bryan's descriptions were top-notch, but I never expected them to help me hit the USA Today Bestseller List all on my own. I can honestly say that Bryan's descriptions helped me sell thousands of copies of my books. Working with Best Page Forward was an awesome decision for my business.” – Sara Rosett, USA Today bestselling author

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- Enter this URL get the slides:
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