



Non-fiction Book Description Formula

1. **Answer these three Questions:** Throughout your description, you need to constantly let the reader know 1) Who this is for 2) What does it solve and 3) What results come from it.
2. **The Power of "You":** Make the reader feel like you are talking directly to them. Incorporate the word "you" instead of a generalization. "In this book you will learn" instead of "This book provides..."
3. **Write in a Scannable Layout:** Research shows that over 2/3rd of nonfiction buyers don't read the details/paragraphs of the description, but instead only scan the information. Their eyes pick up mainly on larger text, bold, underlines, and lists.

Example Description

First Sentence Hook

In the first sentence, you need to draw them in and let them know who this is for and what benefit they will get. Some first sentences just focus on one or two of those. Regardless, you need to make sure you hook them or else they won't click to read the rest.

- Great Examples: [Here](#), [here](#), and [here](#).

List Benefits

Use lists; they really help. But when you write them, don't just say what it is, instead add a translation of how that benefits them. Instead of saying "4 methods to reading faster," you add "so you can finish your books faster."

- Great Examples: [Here](#), [here](#), and [here](#).
- [Click here](#) to see tactics on list design

Extra Resources:

- [Amazon Book Description Rules](#)
- [Approved Amazon Description HTML](#)
- [Kindlepreneur's Book Description Generator](#)

Write a powerful hook that either discusses how, what, and or results to reading this book.

Follow it up with a great couple of sentences to keep them reading and if you didn't use one of the three in the top sentence, then use it here.

Write scannable sentences that are power statements

Be sure to go through your sentences and your lists and make sure to bold, underline, and in some cases italicize appropriately, so as to **direct their eyes** to what you want them to actually read.

In this completely comprehensive guide, you'll learn:

- Something new they'll learn plus a benefit
- Something else with a *trigger word* plus the benefit
- A change in their life because of what they learned

Another great list is what this guide or book includes:

- Come up with a list of things you can include
- Best when written like they are bonuses
- Upgrades like case studies or certain data?

Now comes times for the strong call to action. So, make your last sentence counts, and drive them for that sale like I do below.

Start living the best life possible, and pick up your copy by clicking the BUY NOW button at the top before the price changes.

Big, Bold & Underline

Like #3 above says, people scan nonfiction book descriptions. Therefore, call their eyes to the most important spots or phrases by either using larger font, bolding or underlining. But be careful, because overuse can look unprofessional and dilute the rest.

Use Trigger Words

This is the icing on the cake. Trigger words are words or phrases that are proven to have a bigger impact in marketing. So, once you've got your description written, use the following list to find even better power words to supercharge your sentences:

- [List of Trigger Words](#)

Close With a CTA

Our studies found that when you end your book description with a statement to buy now, it increased conversion rates by 3.7%. So, remind shoppers to take action now and buy.

- Great Examples: [Here](#), [here](#), and [here](#).



Fiction Book Description Formula

1. **Do not give too many details about the story:** This is not a book report, and should not explain the story.
2. **Raise the Stakes:** Impress upon the reader the magnitude of the story. The larger the stakes, the more the reader will want to know what happens
3. **Minimize bold, italics, lists or gimmicks:** Unlike nonfiction, using symbols, bold, lists, and italics should be minimized.
4. **Keep paragraphs short:** Large blocks of text will deter a shopper from reading.

First Sentence Hook

This is the most important sentence of your entire book description because it will be the deciding factor as to whether or not a shopper will read the rest. Because of this, I actually spend 80% of my time thinking about this one sentence. It should be catchy and draw them in.

- Great Examples: [Here](#), [here](#), and [here](#).

Comparison Point

Especially if you're a newer author, it is best to help the shopper know what kind of book this is by relating it to books, specific genres, or authors the shopper would know. This helps build credibility and lets the reader know that if they liked those things, then they'll probably like your book.

- Great Examples: [Here](#), [here](#), and [here](#).

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Example Description

Write a hook that best catches them off guard and lures them into reading the rest of the book description.

Follow the hook with a story setting paragraph. This helps to establish the time, settings, and genre style. Sometimes we include the main character, but most times that's best for the next paragraph.

Enter the protagonist and their part in the story. Make your reader relate to them and their plight. Impress upon the shopper the main character's role and why they are special to the story and why the reader should follow them on the journey.

This paragraph is best for raising the stakes. Crank up the intensity on why this story matters. Think like a movie trailer and the words they use, and less like a book report. Use power statements and impress upon the reader the magnitude of the struggle.

This is the mike drop statement to conclude your description and leave the wanting more. It must be powerful and provocative.

This is where you can put a comparative statement. You can say things like if you like [enter show, movie, book, genre term] then you'll love [Title of your book]. This is also where you can mention your status as an author in this genre and your awards.

Here is your call to action: Will Scarlett find love again, or will she be faced with a life of loneliness? Click the **BUY NOW button** at the top and enter Scarlett's world today.

Simple Design Layout

Fiction book descriptions are clean and rarely use bold font or headings. Generally, you can make the first sentence bold and perhaps parts of the final Call To Action, but that's about it.

Also, you should keep the paragraphs short and to the point. Research shows that readers are less likely to read the book description if you use large paragraphs.

Mic Drop Moment

Your last sentence of the book description section should be powerful and encapsulate the plight of the story and the struggle your antagonist faces. :

- Great Examples: [Here](#), [here](#), and [here](#).

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