| **Product Information:** |
| --- |

**Subtitle:**

**Guidelines for Subtitle:**

* **Max. 100 characters (including spaces!)**
* **Supplement the title and explain the content of the book**
* **Speak to the audience - sell the benefits of the book**

**PacktPub Metadescription:**

**Guidelines for Metadescription:**

* **Max. 230 characters (including spaces!)**
* **On Amazon, this ‘hook’ is the very first sentence a customer will read on the product page after the title & subtitle. It needs to be punchy and really convey the benefit that the book will give the customer - what will it allow them to do?**
* **Do focus on what the book is about - what is the single key benefit for the customer if they buy this book?**
* **Do make an impact - this sentence needs to grabs the customer’s attention**
* **Do include the technology/topic that is referenced in the title**

**Key Features:**

**Guidelines for Key Features:**

* **3 bullet points, each max. 100 characters (including spaces!)**
* **The key features are the 3 most important points that really make our title stand out versus the competition. It’s our vision of the book, condensed for the customer.**
* **Do make each key feature specific and distinctive**
* **Don’t make more than one point in a single feature**
* **Do think about the series - what level of experience is the product for? Does it include projects or recipes?**
* **Don’t include irrelevant information - content covered can be a feature of the book, but it very often isn’t - make sure you’re clear about what’s important.**
* **Do consider:**
  + **What is covered**
  + **Why it’s covered**
  + **How you’re going to learn**

**Short Description**

**Guidelines for Short Description:**

* **Max. 350 characters (including spaces!)**
* **This is a (very!) short paragraph explaining why the book is exciting and important for customers.**
* **Yes, you need to make sure the topic is featured here, but don’t just explain it - you won’t have space. The customer probably knows the topic, but they might not know why this book is going to help them understand it in a new way or help them develop skills they haven’t had before.**
* **Do focus on the core idea of the book - answer: why this book, and why now?**
* **Don’t go into detail about the content - this paragraph is about the vision of the book**
* **Do think carefully about what the intended reader is trying to achieve - what’s motivating them to seek out this content? Do they want to begin learning a language? Or master a new framework or library?**

**Long Description:**

**Guidelines for Long Description:**

* **Max. 1350 characters (including spaces!)**
* **The long description is the book description in its entirety. You will need to include a second paragraph that goes into greater detail about the approach and content of the product.**
* **Think about this as a story about how and what the reader will learn.**
* **Do think carefully about the series type - if the reader is being taken on a journey, talk them through that. If they’re going to find a book packed with recipes, explain why this is valuable and how this will aid their learning and skill set.**
* **Do think carefully about the content that’s covered - you need enough detail to make it interesting. Don’t go into such depth that you’ve lost sight of what’s important to the reader.**
* **Do consider if there are sections on something unique - perhaps, for example, the book covers a library that we think will help the book sell.**
* **Don’t be afraid to mention the title of the book - it could be a good way to introduce the paragraph (that is, ‘In Angular 2 Cookbook you will learn how to…’**

**What you will learn?**

**Guidelines for What you will learn?:**

* **6 - 8 bullet points, max. 70 characters each (including spaces!)**
* **This is where you tie together the content and the benefits in an easily digestible bullet list.**
* **Do focus on the key areas/tasks that are going to be covered**
* **Don’t get lost in irrelevant detail - think about what’s most important to the overall promise of the book**
* **Do break down the learning journey**
* **Don’t include more than one point within a single bullet**

**Target Audience:**

**Guidelines for Target Audience:**

* **Max. 600 characters (including spaces!)**
* **Explain who should read this book, how experienced the reader should be, and what they will achieve.**
* **Do outline the types of jobs that will find this interesting**
* **Do sell the learning journey of the book**
* **Don’t talk in detail about prerequisites unless absolutely necessary - it gives people a reason to not buy the book!**

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**Approach**:

**Guidelines for Approach:**

* **Max. 400 characters (including spaces!)**
* **This should be simple - how does the product help tackle the reader’s problem? How does it help them learn something new?**
* **Do think about the series - is it going to take you through the basics so the reader can build their skills? Or is it going to give useful recipes the reader can rely upon whenever they face a problem?**
* **Don’t don’t don’t ever say it is practical, step by step or easy to follow. Be specific and be clear.**
* **Do consider the structure - does it cover a diverse range of topics, or is it tightly structured so the reader can explore a topic in depth?**

**Author Bio:**

**Guidelines on Author Bio:**

**Max. 750 characters (including spaces) - no bullet points or numbered lists!**