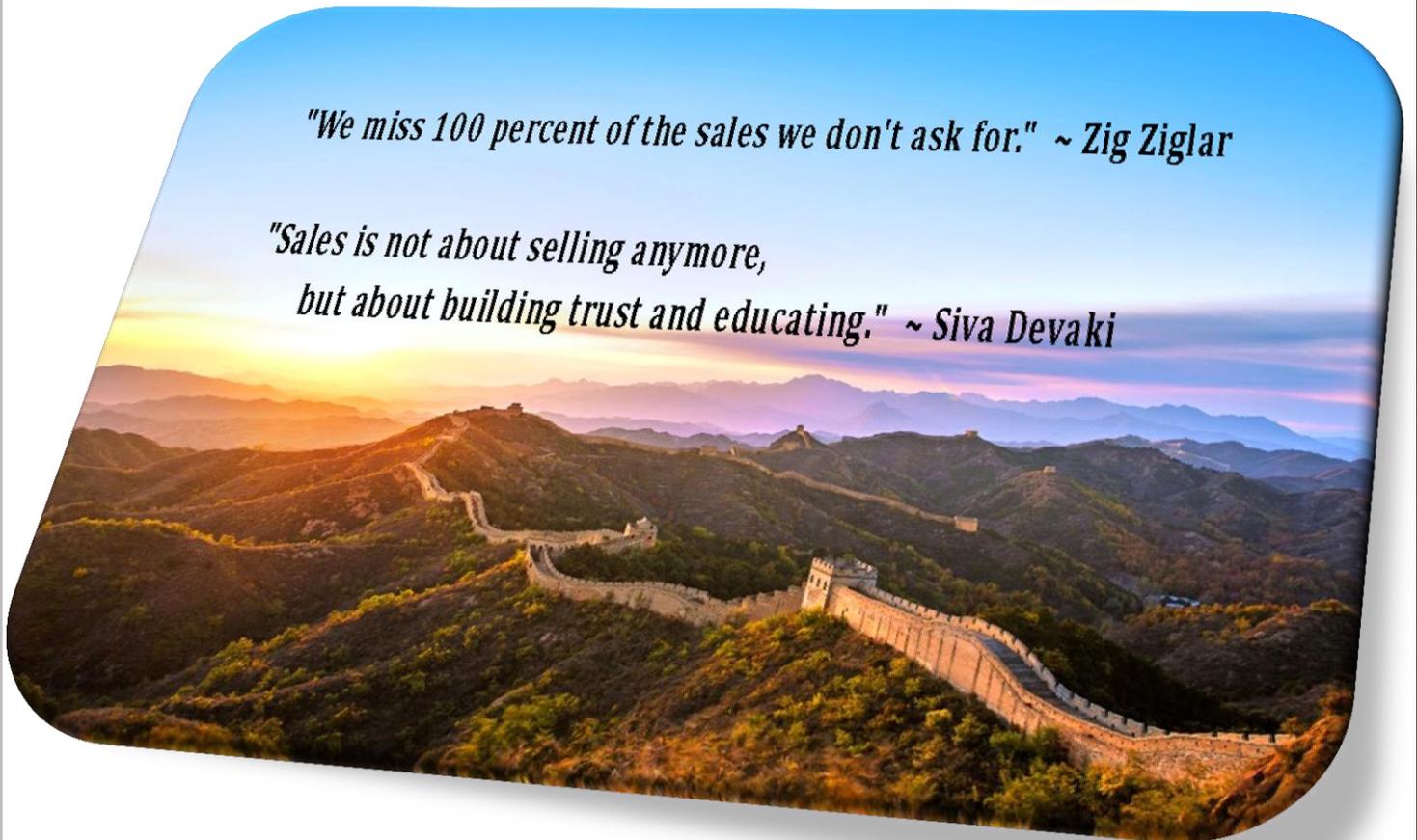


**Top Ten ‘*Must-Haves*’**  
**For Your Book’s**  
***Killer* Sales Page**

*"We miss 100 percent of the sales we don't ask for." ~ Zig Ziglar*

*"Sales is not about selling anymore,  
but about building trust and educating." ~ Siva Devaki*





Even though it will live on forever (presumably) every book should have a sales page ready for its launch date. Ideally your book's sales page should attract visitors and entice them to buy.

Here are the elements to include on your book's sales page:

1. A strong benefits-driven headline to make the reader want to know more. This is not the title of your book. This is about the benefits a reader will get from reading your book. For example "*Top Ten Must-haves For Your Book's Killer Sales Page*".
2. Include a good image of the book's cover close to the headline.
3. Have a detailed description of your book. Often such a description might be found on the back cover, which you can expand on. It should be written to entice readers. Here is where you provide more information about the benefits you claimed in the headline.
4. Include testimonials throughout the web page. Testimonials are social proof that your book delivers what you're claiming. Including the name and an image of the person giving the testimonial significantly increases the impact of the testimonial.
5. Have [Buttons] and/or links for the reader to purchase your book. Have the link open in a new window and take the reader right to your book's Amazon sales page. Have the same [Buttons] and/or links in 2 or 3 locations for the reader as the browse down through your book's web page.
6. Bonus items and free gifts are a great way to entice potential buyers of your book. However, the quality of your giveaways is far more important than the quantity. None of your bonuses should be crap. They should be somehow relevant to the subject of your book and add value to the buyer's experience. Even one good bonus gift is better than 100 crappy ones. You can compile a list of bonuses from your own files (such as special reports, activity books, spreadsheet templates, audio recordings, videos etc.), or you can ask peers to contribute a free bonus. Many will be happy to do so as a way for them to get exposure with your audience.
7. You want to be able to prove that your bonus gifts are good so have another button for the reader to [Preview the Gifts]. This opens a new window listing your bonuses. The reader can now assess the credibility and value of the Bonuses.

## Top Ten Must-Haves For Your Book's Killer Sales Page

8. Continuing with bonus items, be sure to provide a form for the buyer where AFTER they buy your book, they can come back and submit their email and Amazon Order # to register their book purchase and immediately receive their bonus gifts.
9. Another good idea is to provide a free chapter or Introduction. This should be in PDF format and always include the title page, copyright page, table of contents (for the entire book) and the free content that you're providing (a chapter or introduction). The first chapter usually makes a good giveaway.
10. Somewhere down the page you should have your author's bio and photo. Be sure to include a brief bio so that visitors will get an immediate answer about who you are and why you wrote the book.
11. **(Bonus Tip #1)** – Your book's sales page should be treated as a landing page with only one purpose – to sell your book. That means you remove any other distractions from the page. And THAT means no navigation menus (top or bottom). The only places to go are in the buttons and links mentioned above and these always open in a new window.
12. **(Bonus Tip #2)** – Your book's sales page makes a great link on Facebook , Twitter or in your email signature.
13. **(Bonus Tip #3)** – Every book should have its own sales page. That is, unless you are bundling 2 or more books into a box set. Then the box set has its own sales page
14. **(Bonus Tip #4)** – If you feel comfortable with this you may also want to consider including a short video on your book's sales page. Videos on sales pages can dramatically increase conversions. They're a great way to quickly and simply explain your book while maintaining the attention of your audience. If you do include a video, make sure it begins automatically when the page loads and place it close to the top headline. Your headline is actually supporting your video.
15. **(Bonus Tip #5)** – Keep your actual 'Bonuses' webpage a secret. This adds to the rarity and true value of the bonus gifts. Have the user fill in their email and the Amazon order number and send them an email with a link to where they can get their goodies. Don't just automatically bring them to the page. Make the name of that bonuses page hard to guess (i.e. **your-valuable-bonus-gifts**). And also, be sure that the web developer sets that page not to be found and listed by Internet search spiders. You can prevent a page from appearing in Google Search by including a noindex meta tag in the page's HTML code, or by returning a 'noindex' header in the HTTP request.

---

We sincerely hope you've enjoyed this report and found good value in it. The effort and expense of putting together a good sales page for you book will undoubtedly make your launch successful and provide further book sales for years to come.