



Checklist 5 - Writing Your Book Description For Amazon

Project Name: _____

Date: _____

Yes No

Your book description is among the top elements that influence readers' decision to either buy or reject your book. It is therefore imperative that your book description should be both powerful and interesting enough to captivate potential buyers into reading the description and ultimately buying the book. Essentially, your book description markets your book, increases the book's visibility, makes the book accessible and ultimately influences the conversion rate. This checklist provides highlights of factors to consider when writing a captivating description of your book.

Part 1 – Creating The Book Description

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Craft a good headline for your description. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Ensure your description has an engaging hook. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Consider using the Amazon book description generator tool. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Describe the pain points of your book. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 5 Create a cliff-hanger/open loop with your description.
- 6 Include solutions to the pain points in your description.
- 7 Use simple, straightforward and consumer friendly language in the description.
- 8 Avoid using language that is time sensitive.
- 9 Include a strong selling focus in your description.
- 10 Avoid using offensive illustrations in your description.
- 11 Have the description demonstrate some sort of emotional payoff for the readers.

Notes

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- 12 Analyse customer reviews on your competitors' description to get a glimpse of your readers' preferences.

Part 2 – Formatting The Book Description

- 13 Consider using paragraph breaks, bold, and italics to highlight key information.

- 14 Check that the description is 150-200 words long.

- 15 Consider using short paragraphs and bulleted lists in your description.

- 16 Avoid using hyperlinks in the description.

- 17 Ensure your HTML mark ups are compliant with Amazon's guidelines.

Notes



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- 18 Ensure your description is devoid of phone numbers, physical, or email addresses.
- 19 Consider including a second hook at the end of your description.
- 20 Avoid using watermarks, promotional materials and images in your book description.

Notes