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# Anatomy of a **BOOK SALES PAGE**

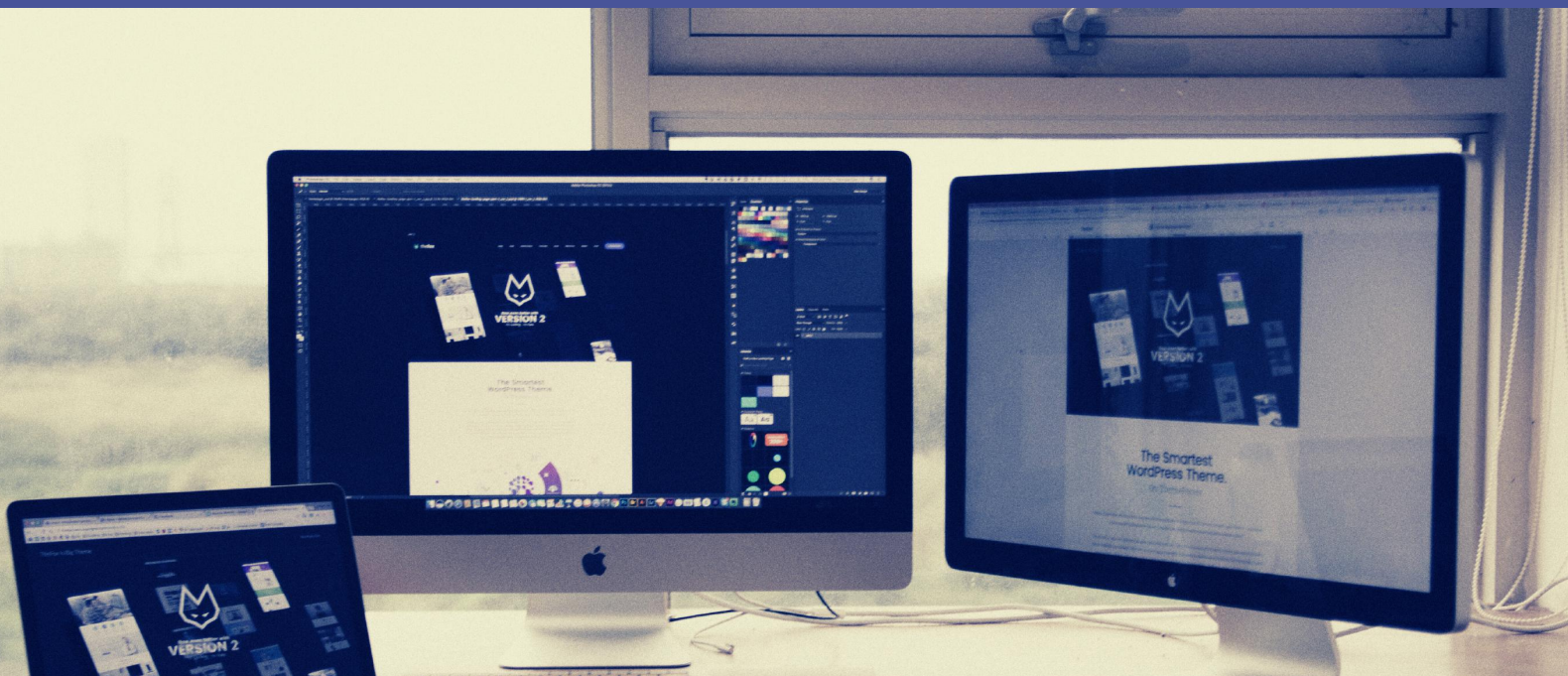
## ABOUT THIS GUIDE

If you've created a website or blog, you're also going to need to create sales pages for your books. Yes, sales pages, just like selling anything else online!

This guide will review the main points to keep in mind when you're creating a sales page for you book. It doesn't have to be too complicated (books are far less expansive than most products people sell online, so the sales page isn't going to be so long - but it's still important!). Some may think that you don't need to do this since you already have your book available with a description on a site like Amazon, but if someone finds you through your website or blog instead, you do need to do it!

Rock on, book dragons!

FOLLOW ME:



The very first thing you need to consider on your book sales page is your deadline (or tagline). The good news is, you may already have put this together when you wrote your book descriptions to publish them! But if you didn't, you have to work on it now.

Your headline should be one or two quick lines that describe the theme, the gist, the tone, or something else pertinent to the book.

On my sales page for *Long Live the King*, I went with a quote from *Le Morte d'Arthur* by Thomas Malory:

"Some men say . . . that King Arthur is not dead . . . that he shall come again."

This book is Arthurian fantasy and urban fantasy, so it's Arthurian Legend set now. Which makes the quote perfect!

On Amazon, I use, "Arthurian Legend for the 21st century" - I won't say that's the best tag line, but just for an example!

**YOUR TURN:** Experiment with some headlines for your book:

Another thing you want to include on your sales page is who the book is for. This helps people quickly determine if they want to give the book a try.

You'll usually write, "This is for you if" - and then list who is would be for. A good standard way is to list other books, movies, films, or products that are compatible or similar to your book/topic where fans of that would also be fans of yours.

I said that my book is for someone if:  
You're an Arthurian Legend fan  
You love books like **The Once & Future King**  
You devour shows like BBC's **Merlin**  
You always check out movies with magic

So someone can say, oh I loved Merlin, or TOAFK is an all-time fave - list others that someone who would potentially like your book already likes.

**YOUR TURN:** Make a list of other books, shows, and films your book is like that would align with your target reader:

Another thing you'll want on your book sales page is a mockup image. This just makes it feel more real (which can be helpful when you're selling something online). Mockups for books can be done one of two ways:

1) Using a platform like Canva, you use their Frames of computers, tablets, or smart phones and place your book cover on it. I used a tablet frame on Canva for the origin story optin:



2) Add your book cover to a photo with a book, computer, tablet, or smart phone in it. This can look a little more real than the Canva Frames but also takes more wiggling. I used this for my sales page:



**YOUR TURN:** Decide which you want to use (or both) and experiment on Canva:

This is for those of you writing nonfiction, and specifically books that are meant to help or teach others.

First focus on the PAIN. What is the challenge that your book helps people overcome? Talk about the struggle a potential reader is experiencing.

Then focus on the PLEASURE. Paint a picture of what it would look and feel like for someone to read your book and use it for themselves. How would their life be changed for the better? What would a day in their life look like?

Finally, talk about your book! Your book is the answer they're looking for. Explain why that is, what is in it, and how they can use it to benefit them. They can solve their problem with your book.

Almost everything sold online follows this formula (if you pay attention to sales pages when you buy books, online courses, and other products, you'll notice it yourself). That's because it's simple and it works!

**YOUR TURN: Brainstorm the problem your book solves and the way it benefits others::**

Here are some extras to have on your sales page:

### 1) Your bio

Just like when you list your books for sale on platforms like Amazon, you'll need a bio for this page too. It can be the same bio you've used elsewhere, to save time and hassle, but do try to include a picture of yourself.

### 2) Your book description

You will need to outline what your book is about, just like when you list it for sale on various platforms, BUT you have way more freedom with how much to write! You're usually limited with how long your description can be, so you can go beyond just 100-ish words (but still try to keep it under 500).

### 3) Links to where to buy your book

Of course, you must include links to where your book is being sold so people can buy it! You can use text links (so write each place and hyperlink the words), or you can create images and link those images to each place (that's what I did).

**YOUR TURN:** Work on your bio, description, and determine what you're doing for links to where to buy your book:

## Next Steps:

Congrats! Hopefully you have an idea of what to include on your sales pages for your books. Good luck selling them!

If you didn't already, make sure to go back to the Resource Library and download everything!

[LIBRARY >](#)

**SUPPORT A FELLOW AUTHOR:** If you like Arthurian legend and/or urban fantasy novels, get my book, Long Live the King!

[GET THE BOOK >](#)