

THE CAREER AUTHOR



Amazon Product Page Makeover Bonus Episode 1 // *A Turn for the Worse: Grant Wolves Book 1* by Lori Drake

<https://www.amazon.com/dp/B075PYHX8D>

Kindle Store › Kindle eBooks › Mystery, Thriller & Suspense



A Turn for the Worse: Grant Wolves Book 1 Kindle Edition

by Lori Drake (Author)

★★★★★ 12 customer reviews

Book 1 of 2 in Grant Wolves (2 Book Series)

See all 2 formats and editions

Kindle \$0.99

Paperback \$13.99

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3 Used from \$14.42
10 New from \$13.99

She couldn't save his life. Can she save his soul?

Werewolf by birth and dancer by choice, Joey is a force to be reckoned with on and off the dance floor. Relentless in the pursuit of perfection, she never does anything halfway. Fortunately, Chris--her partner and packmate--keeps her from taking herself too seriously. When he's murdered, her carefully ordered life is thrown into chaos.

Grief-stricken and unable to turn to the police, Joey must rely on her own wits, fortitude, and connections to track down the killer before another wolf dies. But when she discovers Chris's spirit is being held hostage by a ruthless fanatic, the whole situation goes from bad to worse.

Can she foil the killer's nefarious scheme and set Chris free, or will he be trapped between this world and the next forever?

A Turn for the Worse introduces a new breed of werewolf in an edge-of-your-seat adventure chocked full of surprising twists, complex emotions, and a diverse cast of characters. If you like strong, independent women, nail-biting mysteries, a generous dose of the supernatural, and convention-defying tales, you'll love this book!

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Length: 328 pages
Page Flip: Enabled

Word Wise: Enabled

Enhanced Typesetting: Enabled

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Cover:

1 (current)

Keywords:

urban fantasy werewolf, shapeshifter, werewolf mystery, ghosts and psychics, witches and wizards, female protagonist, paranormal mystery

Categories:

Kindle Store > Kindle eBooks > Fiction > Fantasy > Urban

Kindle Store > Kindle eBooks > Mystery, Thriller & Suspense > Suspense > Ghosts

Kindle Store > Kindle eBooks > Mystery, Thriller & Suspense > Suspense > Paranormal > Werewolves & Shifters

Why do you want us to give this title an Amazon Product Page Makeover?

I have a feeling my book description isn't converting but I can't put my finger on why. I get lots of clicks from AMS and FB ads but they aren't translating into many sales. (This month aside, anyway. It seems to be easier to move a 99c book than a 2.99 one.) I'm also concerned about my keywords. I have no idea if I'm doing that right.

BEFORE YOU BEGIN THE EPISODE:

Links shown or referenced that you might want to open in tabs prior to hitting play:

<https://www.amazon.com/gp/product/B076PW6TT5/>

<https://www.amazon.com/gp/product/B01MTZP3O8>

<https://www.amazon.com/dp/B01LYVVS RN/>

<https://www.amazon.com/gp/product/B072VKGC7N/>

Final Awakening Series - <https://www.amazon.com/dp/B073MM1RJN>

THE BIG THREE

Cover - Close, but a little too much realism which looks more like romance. The cover also needs to show more action because it is also positioned as a mystery/thriller.

Title - This could be the biggest problem. "A Turn for the Worse" could be confusing and does not set a reader expectation. You probably need more genre-specific words in the title. We realize that you were trying to tie dancing into your title...that's an artistic decision, not a marketing one. Examples: *blood, moon, curse, howl, lycan, night, rage, dark, beast, myth, wild*

Sales Copy - Decent, but too much summary and not enough hook. Maybe try the "Pixar Pitch" method to get it down to 3-4 sentences in the style of a movie trailer. Tagline (in bold) is excellent.

OTHER CONSIDERATIONS

Keywords -
**Suggestions
shared privately.*

Categories -
Solid, although
consider Zach's
keyword category
strategy.

Author Bio -
Short and stock =
Consider a small
mission
statement, your
"why."

Author Pic -
Seems fine
although maybe
a pro headshot at
some point in the
future but not
necessary now.

Reviews - Not
many but
excellent.

Also Boughts -
Filled with urban
fantasy = good.

Editions -
Kindle and
paperback
versions linked =
good.

OUR FINAL THOUGHTS...

J: I really think the vague title and summary description are the primary causes for lack of conversion from paid ads. My suggestion would be to flip the titles/subtitles so that "Grant Wolves" is in the KDP "title" box for the entire series, or change it completely. The Pixar Pitch activity can be downloaded from Daniel Pink here: <https://www.danpink.com/wp-content/uploads/2013/01/sixpitches.pdf>

Zach: I'd consider changing your keywords to what I've suggested. Look at changing the name of the books in the series. The title, in combination with the cover, don't hook your ideal reader. Focus on words, colors, and images that will draw in urban fantasy/paranormal/werewolf fans, and don't go out of your way to make a point that the main character is a ballroom dancer. While the cover is decent, I'd consider changing it, especially if the other suggestions don't convert. It could definitely portray more action and look a little less "stock" by adding layers to the images.