

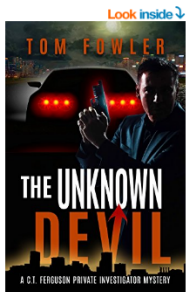
THE CAREER AUTHOR



Amazon Product Page Makeover Bonus Episode 4 // *The Unknown Devil: A C.T. Ferguson Private Investigator Mystery (The C.T. Ferguson Mystery Novels Book 2)* by Tom Fowler

<https://www.amazon.com/dp/B078XNWCWC>

Kindle Store › Kindle eBooks › Mystery, Thriller & Suspense



The Unknown Devil: A C.T. Ferguson Private Investigator Mystery (The C.T. Ferguson Mystery Novels Book 2) Kindle Edition

by Tom Fowler (Author)
★★★★★ 35 customer reviews

Book 2 of 2 in The C.T. Ferguson Mystery Novels (2 Book Series)

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A white hat hacker. A dark crime boss. A cyber showdown for the fate of the city.

C.T. Ferguson wrote the code on hacking into cyber security systems. Now a private investigator, he locks up crooks lurking in the darkest corners of the web. When a legendary programmer vanishes off the grid, he can't pass up the opportunity to solve the mysterious disappearance.

Soon after taking the case, he receives a visit from a notorious Baltimore gangster looking to put some heavy computing power behind his criminal empire. Turning down the ransomware gig puts C.T. on the dangerous madman's shortlist. But it also may have just given him the clue he needs to crack his missing persons case wide open.

Following the trail of digital footprints into the real world, C.T. must decode the connection between the MIA programmer and the criminal underworld before his hometown falls prey to a high-tech reign of terror.

The Unknown Devil is a gripping mystery that combines hardboiled sensibilities and tech savvy. If you like white hat hackers, cyber criminals, and shock-to-the-system suspense, then you'll love Tom Fowler's techno thriller.

[Buy *The Unknown Devil* to log on to a fast-paced, high-tech thrill ride today!](#)

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Sales copy:

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Cover:

1

Keywords:

noir, hard-boiled, private investigator, mob, murder, murder mystery, detective

Categories:

ebooks > Mystery, Thriller, & Suspense > Mystery > Private Investigators

ebooks > Mystery, Thriller, & Suspense > Mystery > Hard-Boiled

ebooks > Mystery, Thriller, & Suspense > Crime Fiction > Murder

ebooks > Mystery, Thriller, & Suspense > Crime Fiction > Noir

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Books > Mystery, Thriller & Suspense > Mystery > Private Investigators

Books > Mystery, Thriller & Suspense > Mystery > Hard-Boiled

Books > Mystery, Thriller & Suspense > Thrillers & Suspense > Crime

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

This is my second book, so I'm still pretty new. I'd like to get help like this early in my career, so I can implement it going forward, rather than get it later and potentially have years of missed opportunities. I'm not a full-time author, so the income from my books is fine for now. I'd like to be full-time one day, and having a killer Amazon page can certainly help me turn browsers into buyers (and hopefully into lifetime readers).

BEFORE YOU BEGIN THE EPISODE:

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

The Unknown Devil: A C.T. Ferguson Private Investigator Mystery (The C.T. Ferguson Mystery Novels Book 2) – <https://www.amazon.com/dp/B078XNWCWC>

THE BIG THREE

Cover - The cover is striking but dark (especially in thumbnail). Could be considered mystery or thriller but the bigger concern is the consistency across the series and the "tech" element which is also ambiguous in the sales copy.

Title - The title matches genre with authentic keywords.

Sales Copy - The sales copy on the page is solid with a great hook. However, the tech element is not consistent with the imagery and not used consistently throughout the series.

OTHER CONSIDERATIONS

Keywords -
**Suggestions shared privately.*

Categories -
Existing ones are solid. Tech?

Author Bio -
Good, nothing to tweak here.

Author Pic -
The "sepia" tone image on your page probably makes a better profile pic than the existing one.

Reviews -
Decent number with a high average.

Also Boughts -
Includes other Fowler books and authors in the same genre.

Editions -
Kindle and paperback, linked.

OUR FINAL THOUGHTS...

The Career Authors have suggested refining the consistency of the C.T. Ferguson brand so that the genre and reader expectation is clear in the entire series, including the \$0.99 title, *Pro Bono*. With a possible drop off from book 1 to book 2 in the series (based on sales rank), it might be worth re-examining the story to make sure there aren't any issues that would cause that.