

# THE CAREER AUTHOR



Amazon Product Page Makeover Bonus Episode 5 // *Magic Calls (Echoes Book 1)* by Miriam Greystone

<https://www.amazon.com/dp/B078RT7MM3>

Kindle Store > Kindle eBooks > Science Fiction & Fantasy

**Magic Calls (Echoes Book 1) Kindle Edition**  
by Miriam Greystone (Author)  
★★★★☆ 61 customer reviews  
Book 1 of 2 in Echoes (2 Book Series)

See all 2 formats and editions

Kindle \$3.99	Paperback \$8.95
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**In the secret war between Sirens and Echoes, one woman's voice holds the key to unlocking an ancient power.**

War is brewing beneath the sidewalks of Washington, DC . . . and Molly just sang her way into the middle of it.

Molly doesn't know there's anything unusual about her voice—she only knows that performing with her band makes her happier than anything else in the world.

But everything changes on the night that Molly does more than just entertain her audience—she accidentally entrances them, and narrowly avoids setting off a riot.

Now, she's being hunted by a mysterious group that believes she is descended from the Sirens—and that she's unworthy of the power she possesses. To survive, she must plunge into a secret world of human-Siren hybrids, where there's no easy way to know who to trust.

With time running out, can Molly learn to wield the power inside her before the hunters silence her forever?

*Magic Calls is the first book in the Echoes series.*

1. MAGIC CALLS  
2. MAGIC CRIES

Also by Miriam Greystone • *The OUTCAST MAGE Series:*

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## Sales copy:

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Cover:

1

Keywords:

dark fantasy, urban fantasy, supernatural thriller, action and adventure, greek mythology, new adult college, women's fiction

Categories:

Fiction > Action & Adventure

Fiction > Fairy Tales, Folk Tales, Legends & Mythology

Kindle eBooks > Science Fiction & Fantasy > Fantasy > Myths & Legends > Greek & Roman

Kindle eBooks > Science Fiction & Fantasy > Fantasy > Action & Adventure

Kindle eBooks > Literature & Fiction > Mythology & Folk Tales > Mythology

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

This book is Urban Fantasy, the first in a series. (Book two is out, book three is still in progress.) The book is doing okay, but I honestly feel like it could be doing better. The sales aren't where I want them to be, but I'm not sure what to do differently. Your advice would be super helpful!! Thanks.

# THE BIG THREE

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**Cover - Excellent! Clearly conveys genre and is consistent with other urban fantasy titles.**

**Title - Again, well done. You COULD add a few genre-specific keywords in the parenthetical subtitle if you wanted to tweak or experiment. Something before or after Echoes.**

**Sales Copy - Really solid. As mentioned in the recording, consider deleting the leaks and then changing the formatted text accordingly. Also consider shortening the first line to get the first two above the fold.**

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## OTHER CONSIDERATIONS

**Keywords** -  
*\*Suggestions  
shared privately.*

**Categories** - Get  
into urban fantasy!

**Author Bio** -  
Remove "new  
releases," consider  
a short link to a  
reader magnet,  
delete the Facebook  
link.

**Author Pic** - Pic is  
warm and inviting.  
Only suggestion  
would be a pro  
headshot.

**Reviews** -  
Excellent.

**Also Boughts** -  
Although not in the  
horizontal row,  
these and the  
sponsored items  
seem consistent  
with your genre.

**Editions** - Kindle  
and paperback,  
linked. Consider  
bumping up the  
price on the  
paperback.

## OUR FINAL THOUGHTS...

The Career Authors have suggested refining the keywords and categories as the primary way to increase sales. Specifically, getting into urban fantasy is most important as is making the most of the 7 keywords for better search optimization. Otherwise, the rest of the Amazon product page is optimized.