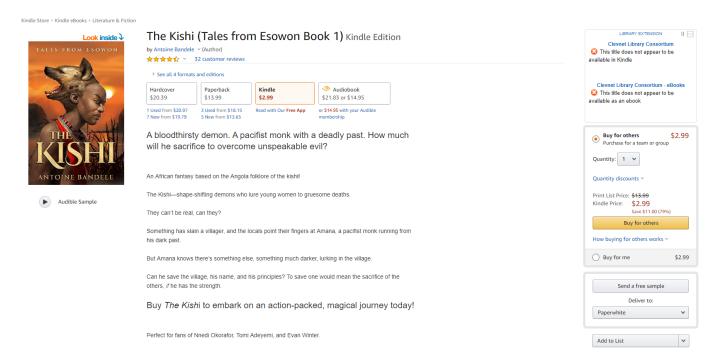# THE CAREER AUTHOR

Amazon Product Page Makeover Bonus Episode 10 // *The Kishi (Tales from Esowon Book 1)* by Antoine Bandele

https://www.amazon.com/dp/B07937K4WY

Sales copy:

A bloodthirsty demon. A pacifist monk with a deadly past. How much will he sacrifice to overcome unspeakable evil?

An African fantasy based on the Angola folklore of the kishi!

The Kishi—shape-shifting demons who lure young women to gruesome deaths.

They can't be real, can they?

Something has slain a villager, and the locals point their fingers at Amana, a pacifist monk running from his dark past.

But Amana knows there's something else, something much darker, lurking in the village.

Can he save the village, his name, and his principles? To save one would mean the sacrifice of the others, if he has the strength.

Buy The Kishi to embark on an action-packed, magical journey today!

Perfect for fans of Nnedi Okorafor, Tomi Adeyemi, and Evan Winter.

"It's really refreshing to be reading a fantasy novel based in Africa. The world of Esowon is captivating, magical and keeps you coming back for more." - Nikita Campbell, advance reader

"'The Kishi was the best fiction read I've had in years, and I look forward to more from [Antoine Bandele]!" - Jesse Garrad, advance reader

"Antoine set out to write an African fantasy, and dadgum it, he wrote the hell out of this story. I was intrigued and enthralled from beginning to end. I can see the time, passion and creativity Antoine put into the characters, settings and themes, which also had me captivated. If you want a great read, pick up a copy." - Trey D, advance reader

"The Kishi is a classically-structured detective novel, helmed by a rogue who's dual-classing as a monk, with sprinklings of Whedonesque humor throughout." - J. Keith Jackson, audiobook narrator

Cover:

1

Keywords:

Fantasy, Dark Fantasy, Myths and Legends, Folklore, Action and Adventure, Sword and Sorcery, Werewolves and Shifters

Categories:

Fiction > Fairy Tales, Folk Tales, Legends & Mythology

Literary Collections > African

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

I've gone through many courses/books about marketing and blurbs. I even used "Best Page Forward" for a blurb and AMS/FB ad copy. But it all felt very general. Never had any specific, deep notes. Also, my genre is, what I feel, an emerging genre in African-based fantasy so I don't know where exactly I should align myself to current genre works or who to market to outside of Tomi Adeyemi's "Children of Blood and Bone" or works from N.K. Jemisin or Nnedi Okorafor.

THE BIG THREE

Cover - A gorgeous cover although it does not represent fantasy, emphasizing more African literature and/or folklore. More research needed to determine whether African fantasy is a viable genre for independent authors.

Title - The title is solid but could use a few tweaks. Consider using "chronicles" or "legends" instead of "tales" and also utilize the sub-title real estate with keywords that readers are typing in the Amazon search bar.

Sales Copy - Decent although the lead is buried. Make sure all words are consistent with the presented genre. In addition, consider removing all text below the bolded call to action.

OTHER CONSIDERATIONS

Keywords - *Suggestions shared privately.*

Categories - Consider fantasy or some sub-genre of it.

Author Bio - N/A

Author Pic - N/A

Reviews - 4.4 on 32. An excellent average but could probably use more reviews.

Also Boughts - Mixed with several urban fantasy titles on the first page.

Editions - Kindle, paperback, hard cover, audio = excellent

OUR FINAL THOUGHTS…

The Career Authors have suggested a picking a single genre and then creating a consistent sales page experience based on that choice. Some research suggests that African fantasy is not a genre currently in demand by readers and therefore considering other sub-genres of fantasy (while not changing the story) might make the book more viable. Also, fantasy readers won't often start a series if only the first book is available.