



Learn Amazon Ads: Use AMS to Find More Readers and Sell More Books

Mark J Dawson , Joseph Alexander

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Want to learn how to use Amazon ads to find readers and sell more books?

There are plenty of advertising options for savvy authors who want to build their publishing careers. Amazon Marketing Services ads might have the most potential. They enable authors to reach readers looking to buy books on the world's biggest online retailer. And, unlike other platforms, those readers are already looking to buy and can do so with just one click.

This book, written by two leaders in the field of book marketing - Mark Dawson and Joseph Alexander - sets out precisely how Amazon ads can work for you.

Also includes a free instructional video masterclass written and presented by Mark Dawson, the founder of the Self Publishing Formula.

Learn Amazon Ads: Use AMS to Find More Readers and Sell More Books Details

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From Reader Review Learn Amazon Ads: Use AMS to Find More Readers and Sell More Books for online ebook

Christy Bower says

I've never tried Amazon ads, but with the tutorial here, I feel better about giving it a try. The author went beyond a how-to explanation to offer his own insights and recommendations. It's reassuring not just to know the "how" but the "why" to the decisions one must make in advertising. I got a lot out of this volume.

D. Thrush says

This free guide is only 31 pages. It's very basic and is for someone like me who has no clue how to run an Amazon ad. There's also a free video which goes into more detail. I found this very helpful. PPC ads have always made me nervous but, after reading this, I see the value and have jumped in. This may be the boost my books need. This is the second free guide I've read in this series and I find them worth reading.

Elizabeth Bromke says

Thank you for a great manual!

Five stars because I learned critical info that redirected me. Would love to see more specs on what success looks like for my genre.

John Martin says

Ho-hum

This book was cheap to buy so I suppose you get what you pay for.

But it is based on outdated information.

I suppose I'd still be impressed if I hadn't already heard the tips many times before on free podcasts.

But the fact is the book was dredging over old material, and the author and Mark Dawson should consider either updating the book or unpublishing it rather than profit from a manual whose time has passed.

Meredith says

Really more 3 1/2. I think this book has some really good advice for people who have absolutely no idea about how Amazon ads work. I did find a few pieces of clarification in here but since I've been playing with the ads for a couple months I don't think it was as beneficial for me as it would be for someone just starting

out.

Tracey Pedersen says

If you've never run an ams ad or never been to the dashboard there may be some useful information here. It's very, very basic, though and not nearly enough information to successfully run ads. The included video is worthwhile as are all of Mark Dawson's teachings. I was surprised that this book was so light on in-depth information. But I did get it for free :)

J.K. Norry says

Not worth the price

If you've watched Mark's AMS webinar, then you already have all of the information presented in this *very* short book.

Patricia Bell says

Great information!

Mark Dawson takes the time to explain AMS in terms that even I can understand. I've been nervous to try Amazon ADs but I think I'm ready to try it. Thanks Mark.

Ivie says

Very insightful and straightforward about ads on Amazon. I have found this guide incredibly helpful. Why four stars? There were mentions of things I don't approve of used for examples. This pertains to certain genres. Nothing was in detail, I just felt like it was unnecessary. Also, even though this book was co-written, it seemed the other writer did most of the talking, not Mr. Dawson. Just my thoughts. This book is short, I read it in about ten minutes. Yet it had the most helpful information pertaining to running ads and making a profit. I would consider this a necessary guide if you're self-publishing. Even if you aren't, it might help you in the traditional publishing world, though I don't know if publishers do this for you or not. #ObviouslyIndie

That's about all there is to know about this book. Definitely helpful for those who are close to the publishing phase.

Graeme Rodaughan says

A short, concise introduction to AMAZON adverts. I used it to place my first advert today. Useful

information in an accessible form.

Stephanie Bibb says

I found *Learning Amazon Ads* free for the Kindle, so I went ahead and gave it a read. I haven't tried Amazon ads before, but I felt that it gave a nice overview of what to expect and how to set up an AMS ad. Based on what I've read, I hope to eventually give the AMS platform a try. The book is short, and doesn't go into a whole lot of extra details, but if you haven't dabbled with the setup, it might be worth taking a look at to see if you want to delve further into the topic.

(Note: I didn't watch the included video, so I don't know how helpful that feature was).

Wendy Werneth says

Good overview

This is a short book that provides a good overview of Amazon Ads. While Mark Dawson's name is on the front cover, it seems that most of the text was actually written by the other co-author. It's a bit weird to imagine Mark's voice in my head and then hear him talk about his guitar instruction books and realize it's not actually him talking.

A.K. Pittman says

Good ams overview

Good overview of AMS ads. How to set them up and how yo use. Good tips on budget and easy to understand.

Brigitta Moon says

To the point information you can use.

This is a book I consider a great investment of my time. The author gets to the point. I like that I didn't have to fish through flourished writing before reading the information I was after.

Scott says

Short, sweet and worth it

Great introduction to Amazon ads. No fluff or filler, just how to set them up and run them. I read another,

longer book on the subject right afterwards, but this has enough accurate information to get you started.
