



Kindle Book Description

Purpose

The purpose of this lesson is to learn about what goes into your Kindle book's product description and what to think about when creating it. You'll also be provided with some examples to help illustrate the various do's and don'ts of writing your own descriptions.

Product Description

Where It Is Found

In order to locate the product description of a Kindle book, select a book then scroll down the page. If the product description is on the page, you'll usually find it in the "Editorial Reviews" section under the title "Product Description". If the product description isn't located on the page, you can read it by clicking the "Read the book description" link underneath the book cover. The book description and product description are the same.

Adding Product Description

The product description is actually set up when you are adding your Kindle book via your *Kindle Direct Publishing* (KDP) account at kdp.amazon.com. This was shown in the setup video and recall how you are limited to 4000 characters for this description.

Your KDP account is not the only location for adding information to your product description. This can also be done through an *Author Central* account (to be discussed in another video). This account allows you to add even more information per author for books you are selling. Through this account you can add the following information:

- Review
- Product Description
- From the Author
- From the Inside Flap
- From the Back Cover
- About the Author

Intention of Product Description

The intention of the product description is to help sell your book. You want to write the description much like you would any sales copy, bringing out the good points of your book and why the book should be downloaded. You have 4000 characters to do this in.



Not only do you write the description to sell but also to rank. Amazon is already ranking your book on keywords it finds in the product description, "About the Author" section, etc. and the book may be ranking well because of it without you even knowing it. If there are specific keywords you want to rank for and they don't already fit in the title, you can keyword-stuff your product description. Of course, you want to make sure you integrate them well - it should still read smoothly and correctly even after keyword-stuffing.

Another good use of the product description is that you can add quotes to it. Getting good quotes from happy customers or from well-known people and placing them in your description is great social proof and much better than you just indicating what the book is about. Especially having a well-known person quoted in the description can add credibility to you and your book as it can convince potential buyers that the book is what it says it is and delivers on what is expected.

Outsourcing

It is possible to outsource the writing of your product description. Simply tell the outsourcer to write a 1-2 paragraph summary of what the book is about. You'll then want to edit the result so that it says exactly what you want it to say. Remember, this is very important as the product description is one of the top things on the product page and can be the difference between getting the sale or not.

Examples

In this section we'll take a look at a variety of example product descriptions so that you can get an idea of how to develop your own production description as well as to point out some details to watch for.

The first example comes from the Kindle book "Puzzlebook: 102 Puzzle Quizzes (color and interactive!)" ([Amazon link](#)). It presents a nice product description with bold section headers that can be worked into the book description through Author Central. It also includes an "About the Author" which again can be added through Author Central.

Editorial Reviews

Product Description

This is Volume 3 of the Top Rated *Puzzlebook* series geometry, matchstick, coins, searching, and much r

Hot News

Over 300 000 downloads for the Puzzlebook series! |

Novelty

All puzzle quizzes are original creations by the Grab:



amazon Money Machine Training Guide

Editorial Reviews

From Publishers Weekly

Winner, author of the critically acclaimed report of how difficult chastity is for American Christians, but those who follow her argument. Interestingly, some of Winner's best insights go on outside marriage is not really the passionate world of one-night stand Christian and cultural discussion of chastity. Copyright © Reed Business Information, Inc.

Review

Winner, author of the critically acclaimed report of how difficult chastity is for American Christians, but those who follow her argument. Interestingly, some of Winner's best insights go on outside marriage is not really the passionate world of one-night stand Christian and cultural discussion of chastity. Copyright © Reed Business Information, Inc.

The next example comes from the Kindle book "Real Sex: The Naked Truth about Chastity" ([Amazon link](#)). This book has a large product description that comes from a reputable outside source (Publishers' Weekly) which is really good for this author. It also has a review section which is good but you can see that this section is poorly formatted. Nicely formatted review section could inspire a wavering buyer to purchase the book but chances are with the poor formatting, no one will want to read the reviews. In its current format it could be amazing for them for picking up keywords but it could do with some paragraphs for readability.

A third example comes from the Kindle book "Vintage Cookie Recipes" ([Amazon link](#)). This particular one is somewhat at the opposite end of the spectrum from the previous example. It is fairly simplistic and more could probably be done with it, but it is much easier to read.

Editorial Reviews

Product Description

Learn how to make amazing vintage cookies!

*Congo Bars
*Lemon Butter Cookies
*Molasses Cookies
*Sand Tart Cookies
*Haystacks
*Kolachy Cookies
*Mud Hen Cookies
*French Swiss Cookies
*Peanut Blossom Cookies
*Icebox Cookies

and many more! Bring back the nostalgia!

Editorial Reviews

Product Description

Hey dieters prepare your taste buds for total

You will not be disappointed with this cookbook
All the recipes have easy to find Weight Watchers

So put on your aprons and let's get ready to pl

And let's lose some weight while we are at it.

This book is a compilation of my first three books
price of two of the originals.

Dieters, I guarantee you will be pleased with t

This is not an official Weight Watchers book, al

From the Inside Flap

This book is in no way associated with **Weight**
If you are interested in finding out more about

A fourth example comes from the Kindle book "Fitness Foods: Fast and Delicious Breakfast Lunch and Dinner Recipes (With Weight Watchers Points Plus Values) High Protein Low Fat" ([Amazon link](#)). The book owner uses the "From the Inside Flap" section on Author Central to place a disclaimer on the product. It is also repeated in the product description which makes it appear redundant. This is a good thing to note in that once you set up your product description, you should go check it out on the listing to make sure these kinds of things (e.g. redundant text) aren't there. The product description is actually pretty good as it gives the appearance of talking to a real

person which is a good technique, especially when writing sales copy, and the added disclaimer may be there for legal reasons so it may not be entirely wrong to have it there.



A fifth example comes from the Kindle book "Nutritious Snacks That Keep You Feeling Full and Help You Easily Lose Weight"

([Amazon link](#)). This book is a good example of adding reviews to the description for the sake of social proof. It also does a good sales pitch with the "Limited Time Discount" reference and "Best Seller" indicators. The

nice thing is that if your book starts to really sell, you can re-edit the description to add these sales pitch items, e.g. "#1 Amazon Best Seller ...", adding further credibility to your book.

"This book is an excellent source of quality recipes for snacks, appetizers, and with a lil Ryan

Product Description

#1 Amazon Best Seller - Diets & Weight Loss

#1 Amazon Best Seller - Cooking, Food and Wine > Quick & Easy

***** Limited Time Discount! The price of this book will be raised very soon. C

Snack time is here!

Smart snacking helps us keep our sugar level in balance and feeds our cravings just the rig

Cook them, enjoy them and even freeze them for later and enjoy a healthy piece of heaven!

In the video associated with this lesson you'll see another example by this same author called "Nutritious Cookies". That example couldn't be illustrated here as it appears to have been pulled from the Kindle list, but what that example in the video shows is how keywords were also incorporated into the description, which is a good way to help with getting the listing ranked well.

A final example is the Kindle book "Saving Rachel (A Donovan Creed Crime Novel)" ([Amazon link](#)). The book owner employs some good tactics by using a suspenseful product

Editorial Reviews

Product Description

What if the best morning of your life suddenly turned into your worst nightmare? Sam Case is between his wife and his mistress...and the one he rejects must die. But wait--all is not as it

Saving Rachel is a scary, funny, roller coaster ride through hell, with twists, and turns that wi

About the Author

John Locke is the international best-selling author of seven Donovan Creed novels, all of which than three weeks and remains one of the all-time best selling ebooks in history! Locke has hac the Stone, has been ranked #1 Western since the first week after release. John lives in Kentu

Every 7 seconds, 24 hours a day, a John Locke novel is downloaded somewhere in the world!

description (very fitting for a fiction book) as well as a real nice "About the Author" section. Adding numbers and statistics to your description is a great way to boost credibility for yourself and your books. Another option that you can employ to help with boosting credibility is to sign up or join various organizations and associations and add those in your description as well. Building credibility into your description is a great sales tactic.

Conclusion

So as you can see, the product description (which is your book description) is a valuable component of your book and creating a good description can make the difference in sales of your book. Therefore, when creating your product description:

- Be aware that it needs to "sell" your book
- Include social proof as a way to boost credibility
- If you have an "About the Author" section, build that out as time goes on
- "Product Description" is a good place to add in keywords, integrating them so it reads well



- When adding or updating information, e.g. through Author Central, after you've uploaded it be sure to go to the actual Amazon listing and review it. Check for redundancy, clarity, etc., the idea being to put your best foot forward so you can sell as many books as possible.