

Top 7 Reasons Your Book Isn't Selling and How To Fix Them

1. LOW QUALITY COVER

The book's cover is your No. 1. marketing material, you need to use professional covers.

In the following examples there is only one professional cover, could you figure out which one?



What we suggest if you think that your cover could be better?

- Invest in an alternate Kindle cover (it's very cheap to get a new one) and use your original cover in case of the paperback book
- Get a real professional cover designer, always check portfolios before any order (try our reliable [partner](#), this is his [gig](#))
- Usually the cover design is ready within a week and you can upload the cover to KDP, you will see the difference in sales

2. YOUR BOOK'S GENRE OR PURPOSE ISN'T CLEAR BASED ON DESCRIPTION

This is a problem in case of self-help books, where the author might not clearly state in Amazon description:

- Target audience of the book
 - people who are searching deeper meaning in life,
 - people who are seeking advice for financial success,
 - people who want to recover from dysfunctional families,
 - or people who love narrative memoirs or life stories
- What people will find in the book? (a fictional or personal story, philosophical thoughts, guide etc.)
- What was the motivation of the author to write the book?



3. HEFTY PRICE TAG

You are a fresh new author and your Kindle book priced at \$11.99 on Amazon? Well, most likely your book is overpriced. We did a thorough [book pricing research](#) to identify the ideal price of the book.

The ideal price ranges:

- Kindle (\$2.99-\$9.49)
- Paperback (\$5.91-\$14.99)
- Hardcover (\$11.69-\$20.97)

There are also many factors that may modify the ideal price of the book:

- book niche (business or fiction),
- length of the book,
- is it a fresh new book (usually new books should have lower prices),
- global presence of the book (previous sales, articles),
- marketing dollars spent

4. LOW REVIEW COUNT, NO EDITORIAL REVIEWS

This is a typical “sales-killing” factor. I know many people even in our book club, who won’t buy book under 20 reviews. The truth is getting reviews is extremely hard job. Even if somebody buys and reads your book most likely he or she won't leave any review. It's an extra effort what people simply avoid.

There are some good solutions like [Netgalley](#), or techniques like "requesting a review" at the end of your book with direct QR code link to your book's Amazon page (I wrote about this method in my [book](#)).

Editorial reviews are also important, you can use these for promotional purposes, like on your Amazon's book page. These are very similar to normal reviews, but you can pick them by your hand (from an external article, from Goodreads etc.). In [Amazon Author Central](#) there is a section where you can simply copy-paste them and they will appear in a dedicated section on your book's Amazon page.

5. A+ CONTENT (LACK OF UTILIZING FURTHER VISUAL PROMOTION)

Did you noticed the “From the Publisher” section in several big books?

Well from 2021 you can also add this section to your Amazon Kindle book on KDP.



How to do that?

- Read our [step-by-step guide](#) for A+ content
- Browse among popular books on Amazon and save your favorite “From the Publisher” designs
- Order an [A+ content](#) design
- Upload the design in KDP

Don't forget that generally you couldn't share normal Amazon or Goodreads reviews on A+ content unless they are written by public figures or magazines.

6. AD-COPY OR AMAZON DESCRIPTION PROBLEMS

The description should be simple, no fancy formatting required.

- Use spacing, paragraphs, bullet points, and the necessary formatting tools (**bold** text)
- Try to avoid CAPITALIZED LETTERS, which has no marketing value, just harms your book
- Avoid non-sense marketing messages like “Why wait? Grab your copy now!”. These messages doesn't really encourage people to click on the Buy button, but makes them feel they are handled like an idiot.



7. NO PAST MARKETING ACTIVITY

A book without marketing history is a problem in terms of book reputation. If you did only one campaign it will most likely won't have any big effect on your sales. As a book marketer I don't know any \$100 marketing service which will sell your book after it have been published.

Marketing is a step-by-step process and with every step you will be closer to “success”. Sometimes the success comes overnight, but never before investing enough in marketing.

What are the main focus points?

- Boosting impressions and getting visitors
- Improve your brand name

Both are important, but in order to get the snowball effect, your brand name should achieve a certain level of history. I call it history because it takes time. Most likely years. This is a bad thing for first time authors, but everybody need to start somewhere.

If you would like to learn about marketing activities or book promotion:

- Check [my book](#) on book marketing
- Read the following [article](#) about book marketing or check the [promotion ideas](#)