

## The Amazon Best Seller Campaign

### 1. Research categories:

- a. Determine two original categories (cannot be changed)
  - b. Look for categories that are a good match with small number
  - c. Categories for paperback and ebook are different, so be sure to research BOTH
- In Amazon - Don't log in, do a "clean" search, so that your buyer/author preferences aren't a factor
  - Click on "Book", then search (with nothing in the search bar)
  - Review categories on the left-hand margin

Paperback **ISBN-13:** 978-0578645698

#### Original Categories:

Nonfiction > Religion > Christian Life > Family

Nonfiction > Religion > Christian Life > Inspirational

#### Recommended Categories (choose 8):

Books : Christian Books & Bibles : Bible Study & Reference : Criticism & Interpretation : New Testament	9000
Books : Christian Books & Bibles : Bible Study & Reference : Handbooks	1000
Books : Christian Books & Bibles : Bible Study & Reference : Language Studies	2000
Books : Christian Books & Bibles : Bible Study & Reference : Quotations	3000
Books : Christian Books & Bibles : Bible Study & Reference : Wisdom Literature	2000
Books : Christian Books & Bibles : Churches & Church Leadership : Church Institutions & Organizations	8000
Books : Christian Books & Bibles : Churches & Church Leadership : Church Leadership	7000
Books : Christian Books & Bibles : Churches & Church Leadership : Ministry to the Sick & Bereaved	316
Books : Christian Books & Bibles : Ministry & Evangelism : Adult Ministry	3000
Books : Christian Books & Bibles : Literature & Fiction : Collections & Anthologies	4000
Books : Christian Books & Bibles : Literature & Fiction : Poetry	7000
Books : Christian Books & Bibles : Literature & Fiction : Contemporary	311

### 2. Request update via KDP

Use sample email, one for paperback and one for email (see below)



**SAMPLE EMAIL TO KDP:**

Please update the categories for Your Heart is an Open Book by Don Sennott.

Paperback      **ISBN-13:** 978-0578645698

Please add categories:

1. Books : Christian Books & Bibles : Bible Study & Reference : Handbooks
2. Books : Christian Books & Bibles : Bible Study & Reference : Quotations
3. Books : Christian Books & Bibles : Bible Study & Reference : Wisdom Literature
4. Books : Christian Books & Bibles : Churches & Church Leadership : Church Leadership
5. Books : Christian Books & Bibles : Churches & Church Leadership : Ministry to the Sick & Bereaved
6. Books : Christian Books & Bibles : Ministry & Evangelism : Adult Ministry
7. Books : Christian Books & Bibles : Literature & Fiction : Poetry
8. Books : Christian Books & Bibles : Literature & Fiction : Contemporary

Thank you,  
Don Sennott

3. Enroll in KDP Select (3-month commitment)
4. Select date for campaign to run, i.e. National Day of Loving June 12th
5. Purchase Promos, i.e. Freebooksky and The Fussy Librarian

Freebooksky

<https://www.freebooksky.com/for-the-authors/>

The Fussy Librarian

<https://authors.thefussylibrarian.com/>

