

# **AMS Ads - 5 Steps to Profit**

I created a FREE video with the 5 steps in action, [check it out here](#)

## **Step 1: Keyword Research**

Use Amazon.com for keyword research. Start typing in the search bar for suggestions on your niche. The suggestions displayed are ordered by most searched by customers. Collect book titles and author names for keyword by searching on Amazon. Use the bestseller's list to get more book titles and authors

Use Google's Keyword Planner tool to find more keywords. You want to collect a minimum of 200 keywords.

The goal is to collect search terms/keywords, book titles, and author names for your keyword list

## **Step 2: Create a Sponsored Product Ad**

Create a Sponsored Product Ad for your book. Set the budget to \$5, use manual targeting, and add all the keywords you collected in the first step. Set the cost per click from anywhere between \$0.15 to \$0.20

## **Step 3: Create an Engaging Ad Copy And Submit Campaign**

The ad copy will help drive more clicks to your ad. In your ad copy, try to briefly relate to the customer with a direct personal introduction to your book. Use words like "you" and "your". Personal and relatable is key here. You want to grab the attention of your ideal customer. Although the cover and title can do the trick, having an attractive copy helps as

well.

## **Step 4: Monitor Your Ad**

Let your ad run for a full week without making any modifications. After a week, you can start making bid adjustments and pausing keywords. The only exception here is if one of the keywords is eating your money without any sales, in this case pause it right away. Keep in mind it can take up to 3 days for sales to show up so check your KDP dashboard to see if the book has had an increase in sales first.

## **Step 5: Increase Bids**

Increase the bid on keywords that are performing well. Increase the bid at a few cents at a time, max 5 cents, and monitor how it performs. If the results are still good in the next couple of days, increase it again. The goal here is to find a good bid point where you yield the most returns from the keyword.

*That's it! These are the 5 steps to produce a profitable AMS Ad*

If you want to take your AMS Ads to the next level and get my complete strategy to dominate with AMS then you need my AMS Ads Formula!

## **The AMS Ads Profit Formula**

The complete formula to maximizing your results with AMS. In-depth strategy to maximize your ads performance and get the best results possible. The best AMS Ads course on the market with real results to prove it.

### **Discover:**

- The exact keyword strategy I use and how to collect over 1000 keywords in minutes
- An exact bidding strategy to follow to maximize profits

- How to track your ads for maximum output and performance
- How to maintain and manage your ads
- How to refine your ads to create high performing ad campaigns that can produce the highest returns – Less than 10% ACoS
- Ad Copy, description, multiple Amazon markets, exact methods to finding out if your ad is profitable or not, and so much more inside this course. I cover everything to get you from zero to pro in a single sitting!

As a bonus, I am giving you over 450 highly profitable keywords in various niches so you can get started without much work when you sign up!

And, you gain access to an exclusive Facebook group dedicated to everything AMS and self-publishing!

If you are interested, [click here to join!](#)