

MARK DAWSON

THE SELF PUBLISHING FORMULA

AND

JOANNA PENN

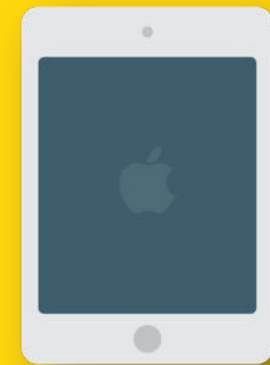
THE CREATIVE PENN

**LEARN STRATEGIES
THAT ARE WORKING
IN AMAZON ADS
RIGHT NOW.**

MARK DAWSON'S
SELF PUBLISHING
FORMULA



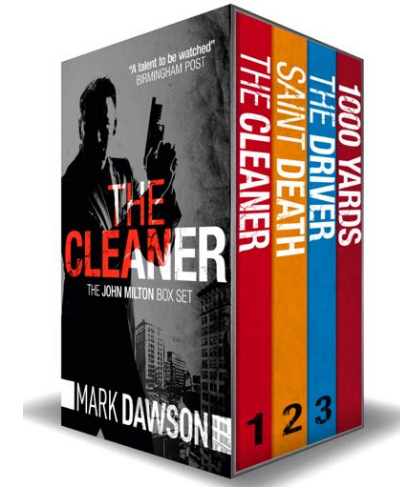
KILL YOUR DISTRACTIONS!





Who am I?

MY FICTION CREDENTIALS



- ➔ Hybrid author
- ➔ USA Today Bestseller
- ➔ Multiple Amazon, Kobo, Apple and Nook Category Bestseller
- ➔ In translation around the world
- ➔ Audible Bestseller
- ➔ TV series under development in Hollywood

This year ▾

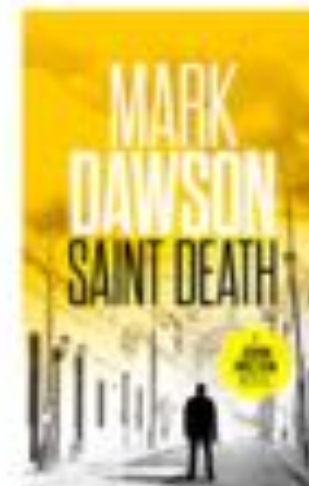
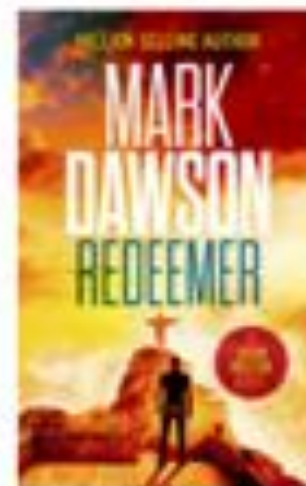
All books ▾

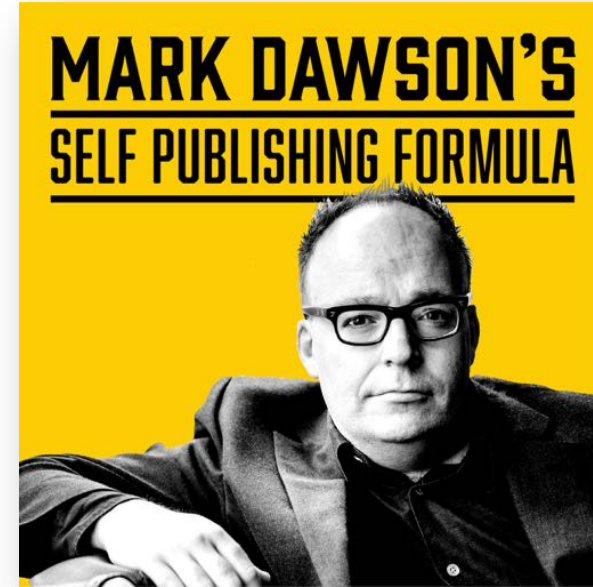
\$947,354.56

earned between January, 2018 and November, 2018

by those 60 books.

Top Earners-





MY NON-FICTION CREDENTIALS

- ➔ More than 6000 authors taught in premium programs
- ➔ Popular weekly podcast
- ➔ Partnering with Amazon for Young Storyteller project

WHY ADVERTISE?

Ad-renaline rush

Amazon's ambitious drive into digital-advertising

Building a big ad business will help the firm to keep expanding



Follow the Author



Mark Dawson

Follow

Kindle Feature Spotlight



KFX

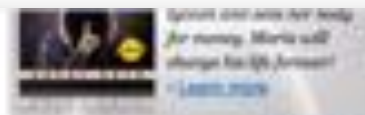
View all of the features in the page, chapter, or book when a Librarian or book is mentioned.

Get the KFX

Adjustable Type

Learn more

Explore your book.



All features

Length: 317 pages

Page Flip: Enabled

Word Wise: Enabled

Audible Book: Available

Enhanced Typing Control

Books in This Series (13 Books)

Complete Series

John Milton Series (13 Book Series)
Mark Dawson1
The Cleaner John Milton Series Book 1
Mark Dawson
★★★★☆ (1,216)2
Saint Death John Milton #2 John ...
Mark Dawson
★★★★☆ (288)3
The Driver John Milton #3 John ...
Mark Dawson
★★★★☆ (404)4
Ghosts John Milton #4 John Milton ...
Mark Dawson
★★★★☆ (382)5
The Sword of God John Milton #5 John ...
Mark Dawson
★★★★☆ (271)6
Salvation Row John Milton #6 John ...
Mark Dawson
★★★★☆ (402)7
Headhunters John Milton #7 John ...
Mark Dawson
★★★★☆ (488)

Page 1 of 2



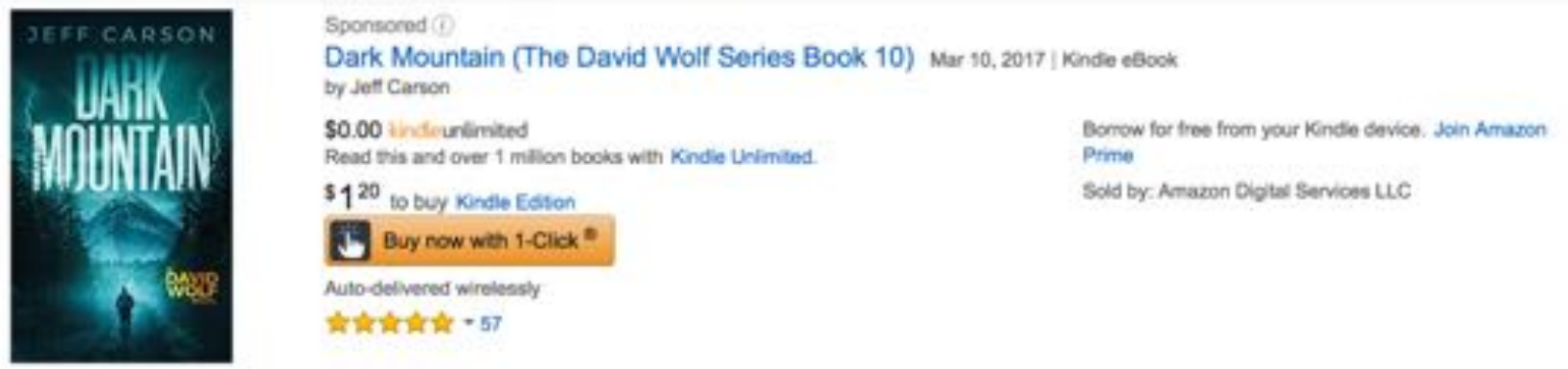
Sponsored products related to this item

Group Fiction Five - Volume 1
Mark Dawson
★★★★☆ 13
Kindle Edition
\$3.99Long Road to Henry (Mike Row)
David Baldacci
Pre-order now
Kindle Edition
\$14.99Foreign Deceit # David Wolf Mystery
Jeff Casan
None of his brother's death in Italy doesn't add up, and Colorado cop David Wolf aims to prove it. But will he be able to survive the truth?
★★★★☆ 1108
Kindle Edition
\$4.99Pushing Brilliance: Style Achilles, Book 1
Tim Tigner
Love Jack Shuster? Why not Miss Kipper? Tim Tigner make you wonder! Check out Tigner -- he doesn't disappoint.
★★★★☆ 1108
Kindle Edition
\$4.99Whiskey & Honor: An Action Thriller (The Kambur King Series Book 1)
Bradley Wright
The author was personal. The impact was global. An incident in college led to the death of a friend. He became the first American to...
★★★★☆ 622
Kindle EditionThe Russian Assassin: A Max Austin Thriller, Book #1
Jack Aron
"This is one of the best espionage thrillers I've read in several years." -Amazon Review
★★★★☆ 808
Kindle Edition
\$4.99The John Milton Series Books 1-8
Mark Dawson
★★★★☆ 291
Kindle Edition
\$3.99When the Man Comes Around: A Gripping Crime Thriller (Lawson Raines, Book 1)
Bradley Wright
The wild imagination of Jack Dawson. The unforgettable story of John Wick. "Best book ever. I could not put it down!" -Amazon Review
★★★★☆ 111

Page 1

WHAT IS AMS?

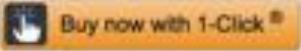
amazonadvertising



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by Jeff Carson

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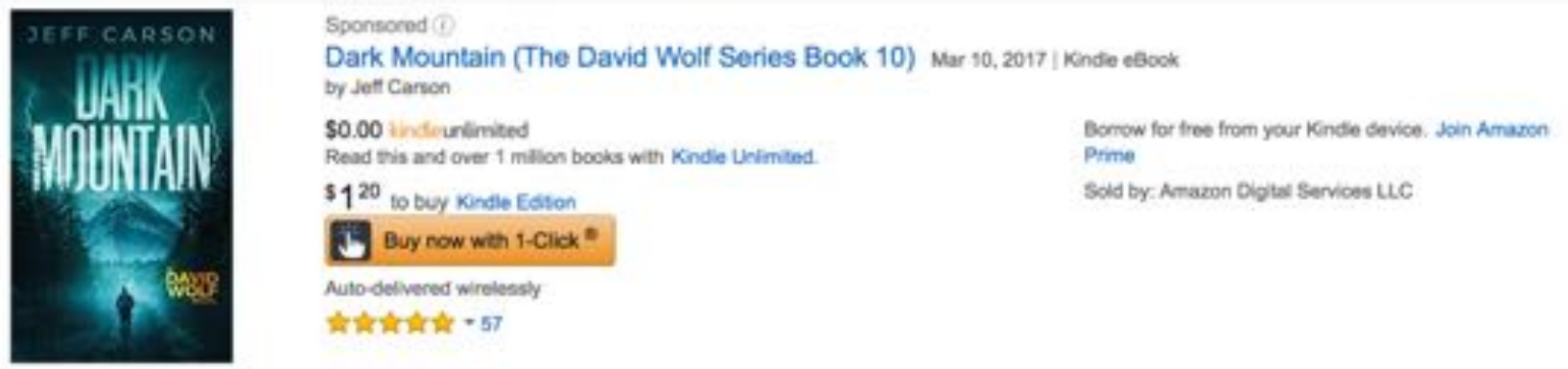
★★★★★ 57

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What is it?


- ➔ Now 'Amazon Advertising'
- ➔ Large ad placement system that operates across the whole AMZ website



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by Jeff Carson

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★★★★★ + 57

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Basic and Advanced

- ➔ Two ways to access the platform
- ➔ One is better than the other...

Advertising Campaigns

[New campaign](#)

Results per page: **25**

Campaign metrics may take up to 14 days to appear and do not include Kindle Unlimited or Kindle Owner Lending Library royalties generated by the ad.

Status	Campaign Name	Type	Start Date	End Date	Budget	Impressions	Clicks	uCPC	Spend	Est. Total Sales	ACoS	Actions
Ended	Sleepers - Automatic - ...	Sponsored Products	10/12/2018	11/04/2018	Daily: \$5	1,095	16	\$0.13	\$2.06	\$24.95	8.30%	Copy
Ended	CL - PD/Cat - 68c	Product Display	02/27/2018	04/28/2018	\$100	105,600	193	\$0.52	\$100.00	\$35.40	282.52%	Copy
Ended	CL - PD/Int - 67c	Product Display	02/27/2018	04/28/2018	\$100	6,997	45	\$0.61	\$26.19	\$2.97	881.72%	Copy
Ended	CL - PD/Int - 68c	Product Display	02/27/2018	04/28/2018	\$100	7,185	59	\$0.58	\$34.14	\$0.99	3,468.28%	Copy
Ended	CL - PD/Int - 69c	Product Display	02/27/2018	04/28/2018	\$100	6,931	74	\$0.53	\$38.43	\$1.98	1,991.42%	Copy
Ended	CL - PD/Int - 70c	Product Display	02/27/2018	04/28/2018	\$100	6,777	48	\$0.58	\$27.78	\$0.99	2,806.56%	Copy
Running	Cleaner - KJ/Rolling/Top...	Sponsored Products	02/26/2018	-	Daily: \$10	15,267	56	\$0.25	\$12.67	\$5.94	213.30%	Copy
Running	BOX1 EBOOK - RollingK...	Sponsored Products	01/24/2018	-	Daily: \$10	17,400	19	\$0.18	\$3.45	\$3.96	87.12%	Copy
Running	CLEANER EBOOK - Roll...	Sponsored Products	01/24/2018	-	Daily: \$10	28,688	86	\$0.22	\$19.00	\$11.86	160.20%	Copy
Running	BOX1 EBOOK - Top20...	Sponsored Products	01/24/2018	-	Daily: \$10	20,683	42	\$0.20	\$8.43	\$8.91	34.67%	Copy
Running	DRIVER EBOOK - Top20...	Sponsored Products	01/24/2018	-	Daily: \$10	33,636	58	\$0.18	\$10.19	\$11.97	85.21%	Copy
Running	SANT EBOOK - Top 20...	Sponsored Products	01/24/2018	-	Daily: \$10	28,864	45	\$0.16	\$7.31	\$7.98	91.60%	Copy
Running	The Cleaner - John Mil...	Sponsored Products	01/24/2018	-	Daily: \$10	44,206	71	\$0.21	\$15.20	\$31.87	47.69%	Copy

Unputdownable Books

[Campaigns](#)
[Drafts](#)
[Bulk operations](#)
[Advertising reports](#)

Create campaign

Find a campaign

Filter by

Date range - Last 30 days

Spend

£1,320.05 total

Sales

£1,934.50 total

Impressions

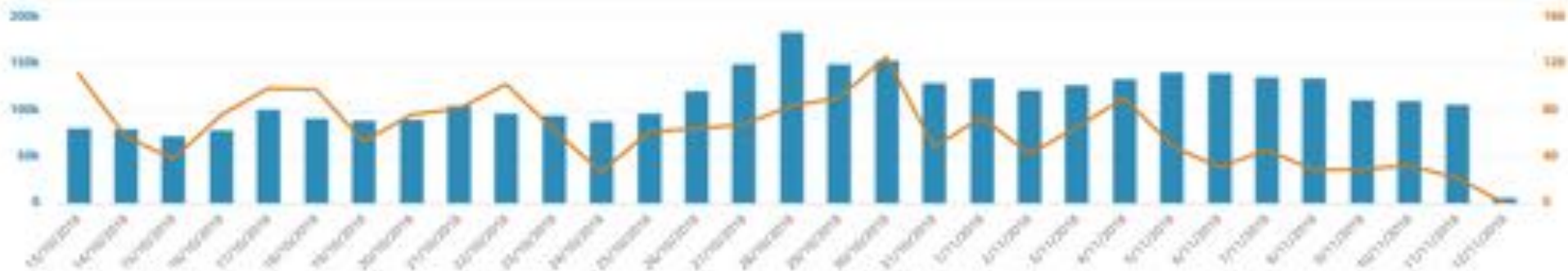
3,475,760 total

Orders

752 total

Clicks

5,227 total



Columns

Export

<input type="checkbox"/>	Active	Campaigns	Status	Type	Targeting	Start date	Budget	Impressions	Spend	Sales	Clicks	ACoS	Actions	Orders	CPC
		Total 42						3,475,760	£1,320.05	£1,934.50	5,227	68.24%		752	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	EL-CHILD-EXACT-HIGH	Delivering	SB	Manual	12/11/2018	£ 100.00 Daily	1,409	£9.57	-	5	-	Close	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	EL-CHILD-PRIME-HIGH	Delivering	SB	Manual	12/11/2018	£ 100.00 Daily	1,044	£9.75	-	5	-	Close	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	EL-CHILD-BROAD-HIGH	Delivering	SB	Manual	12/11/2018	£ 100.00 Daily	3,640	£4.16	£4.96	31	304.21%	Close	5	5
<input type="checkbox"/>	<input checked="" type="checkbox"/>	EL-CHILD-EXACT-HIGH	Delivering	SP	Manual	12/11/2018	£ 100.00 Daily	1,870	£1.40	-	2	-	Close	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	EL-CHILD-BROAD-HIGH	Delivering	SP	Manual	12/11/2018	£ 100.00 Daily	34,200	£9.36	£1.51	28	201.89%	Close	0	0

Basic

amazon advertising

- ➔ Accessed through KDP
- ➔ Awful dashboard
- ➔ PDs and SKs only
- ➔ Limited data
- ➔ USA only

Advanced

amazonadvertising

- ➔ Accessed through Amazon Advantage
- ➔ Powerful dashboard
- ➔ PDs, SKs and SBs
- ➔ Download data for analysis
- ➔ USA, UK and more

Customers who bought this item also bought

Kindle Unlimited



The Driver - John Milton #1 (John Milton Series) - Mark Dawson
 ★★★★★ 188
 Kindle Edition
 \$3.99

Kindle Unlimited



Ghosts - John Milton #4 (John Milton Series) - Mark Dawson
 ★★★★★ 248
 Kindle Edition
 \$4.99

Kindle Unlimited



The Cleaner: an addictive thriller you won't be able to put down (John Milton ... - Mark Dawson
 ★★★★★ 1,088
 Kindle Edition
 \$3.99

Kindle Unlimited



Savation Row - John Milton #6 (John Milton Series) - Mark Dawson
 ★★★★★ 367
 Kindle Edition
 \$4.99

Kindle Unlimited



The John Milton Series Books 4-6 (The John Milton Series (Books Book 2)) - Mark Dawson
 ★★★★★ 407
 Kindle Edition
 \$3.99

Kindle Unlimited



Headhunters - John Milton #7 (John Milton Series) - Mark Dawson
 ★★★★★ 483
 Kindle Edition
 \$4.99

Kindle Unlimited



The North Step - John Milton #9 (John Milton Series) - Mark Dawson
 ★★★★★ 468
 Kindle Edition
 \$4.99

Kindle Unlimited

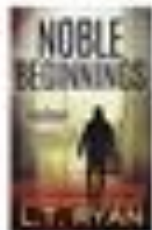


The Jungle - John Milton #5 (John Milton Thrillers) - Mark Dawson
 ★★★★★ 430
 Kindle Edition
 \$4.99

Sponsored products related to this item (based on your)



Tokyo Black (Thomas Caine Thriller Book 1) Andrew Nurnan
 A burned egg must stay a deadly nest from igniting global conflict. Meet our James Thomas... What comes Thomas Caine?
 ★★★★★ 613
 Kindle Edition
 \$3.99



Noble Beginnings: A Jack Noble Thriller (Jack Noble #1) L.T. Ryan
 Life begins, eggs hatch, an assassin? (By Jack Noble The CIA advised him. Now they want him dead)
 ★★★★★ 2038
 Kindle Edition
 \$3.99



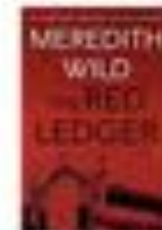
Fallen Palm: A Jesse McCormick Novel (Caribbean Adventure Series Book 2) Wayne Stinnett
 Murder, treason, fast boats, and a powerful hurricane in the Florida Keys... And another day in paradise in the second Jesse McCormick adventure.
 ★★★★★ 708
 Kindle Edition
 \$3.99



Hard Time - Debt Collector #3 (Dr. Jack Winchester Thriller) Jon Mills
 One of the best thriller in the bestselling Debt Collector series. Find out why fans of Mark Dawson's John Milton are raving about Jack Winchester.
 ★★★★★ 43
 Kindle Edition
 \$3.99



The Russian Assassin: A Max Austin Thriller, Book #1 Jack Arter
 "This is one of the best espionage thrillers I've read in several years." -Amazon Reviewer
 ★★★★★ 622
 Kindle Edition
 \$4.99



The Red Ledger: 1 Meredith Wild
 The Red Ledger (Thriller Series everyone's talking about)
 ★★★★★ 261
 Kindle Edition
 \$2.99



Drifter (David Wolf Book 12) Jeff Carlson
 As the snow melts, a disturbing truth emerges: Colorado's eccentric detective David Wolf is brought to his knees in this harrowing mystery thriller.
 ★★★★★ 211
 Kindle Edition
 \$4.99



The Diaries - A Gage Hartline Thriller #11 Chuck Drostel
 The second entry in the best in the series that introduced the world to Gage Hartline, a former Green Beret who's simply never seen the other side.
 ★★★★★ 120
 Kindle Edition
 \$3.99

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Show results for:

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Any Category

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Author



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The Cleaner: an addictive thriller you won't be able to put down (John Milton Series Book 1)

★★★★☆ 1,054



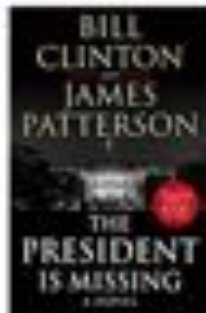
Satin Death: John Milton #2 (John Milton Series)

★★★★☆ 384



The Driver: John Milton #3 (John Milton Series)

★★★★☆ 387



The President is Missing Jun 4, 2018 | Kindle eBook

by President Bill Clinton and James Patterson

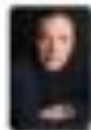
\$13.99 Kindle Edition

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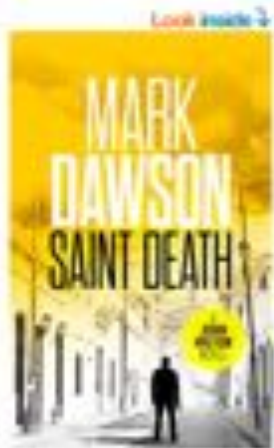
★★★★☆ 4,751

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Amazon's James Patterson Page

James Patterson is the world's bestselling author, best known for his many enduring fictional characters and series, including Alex Cross, the Women's Murder Club, Michael Bennett, Maximum Ride, Middle School, I Funny, and Jacky Hoops. Patterson's writing [More about James Patterson](#)



Saint Death - John Milton #2 (John Milton Series) Kindle Edition

By Mark Dawson (Author)

★★★★★ (578 customer reviews)

Book 2 of 12 in John Milton Series (12 Book Series)

See all 4 formats and editions

Kindle \$5.29	Paperback \$9.00	Audiobook \$9.99	MP3 CD \$9.99
Read with Our Free App	\$ Used from \$21.87 \$ New from \$9.00	Free with your Audible trial	\$ Used from \$26.26 \$ New from \$9.99

John Milton has been off the grid for six months.

He surfaces in Ciudad Juarez, Mexico, and immediately finds himself drawn into a vicious battle with the neo-gang that control the borderlands.

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5-WAY

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Free trial

Noble Beginnings: A Jack Noble Thriller

★★★★★ (2,500 reviews)

\$5.99

Books in John Milton Series (12 Book Series)

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ALL-...oKW-37p

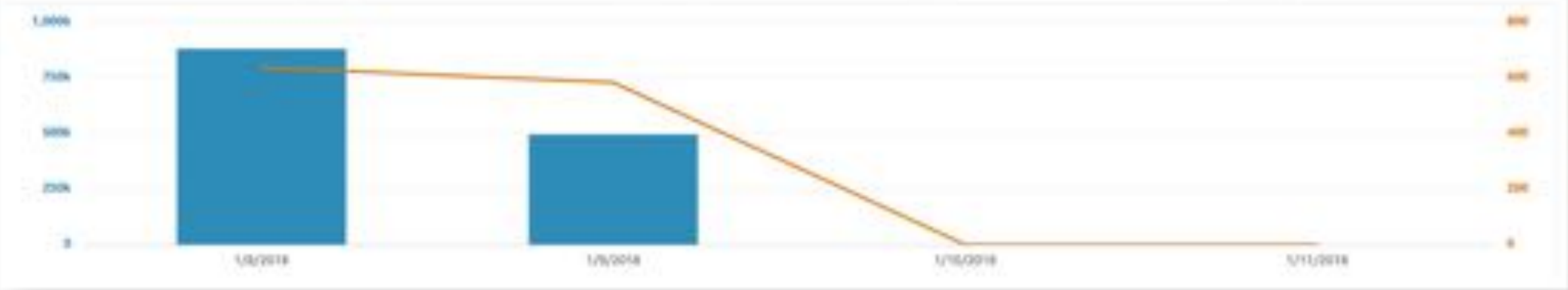
Ads [Reporting](#) [Negative targeting](#) [Campaign settings](#) [Advertising reports](#)

Add product

Find a product

Date range: Lifetime

Spend: £262.66	Sales: £1,222.11	Impressions: 1,385,984	Orders: 477	Clicks: 2,152
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**FIVE STRATEGIES THAT
ARE WORKING RIGHT NOW**

1.G0 ADVANCED

Advanced



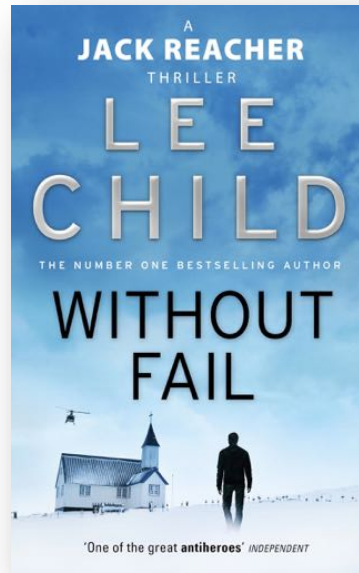
- ➔ Accessed through Amazon Advantage
- ➔ Apply for Advantage
- ➔ Use that log-in to get into Advertising
- ➔ Free in UK, possible fee in USA

2. TARGET TRAFFIC



TARGETING: BOOKS WITH HEAVY TRAFFIC

- ➔ Where are your readers looking?
- ➔ Get your PD ads on those pages



TARGETING: FAMOUS AUTHORS

- ➔ Famous authors will have higher traffic
- ➔ Look for new releases
- ➔ Watch for news stories

Kindle First is now first reads

EARLY ACCESS. EDITORS' PICKS. EXCLUSIVE PRICES.®

HOW IT WORKS

- Get early access to editors' picks
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- Shop print editions from £3.99

THIS MONTH'S PICKS

Thriller	Historical Fiction	Historical Fiction
WHAT HAVE YOU DONE MATTHEW FARRELL	THE RAGGED EDGE OF NIGHT OLIVIA HAWKER	<i>IN THE Far Pashmina Mountains</i> JANET MACLEOD TROTTER
★★★★☆ (148)	★★★★☆ (12)	★★★★☆ (11)
SHOP KINDLE EDITION £0.00 (Save £3.99)	SHOP KINDLE EDITION £0.00 (Save £3.99)	SHOP KINDLE EDITION £0.00 (Save £3.99)
SHOP PAPERBACK EDITION £3.99 (Save £5.00)	SHOP PAPERBACK EDITION £3.99 (Save £5.00)	SHOP PAPERBACK EDITION £3.99 (Save £5.00)
See Editor Notes	See Editor Notes	See Editor Notes

TARGETING: AMAZON PUBLISHING BOOKS

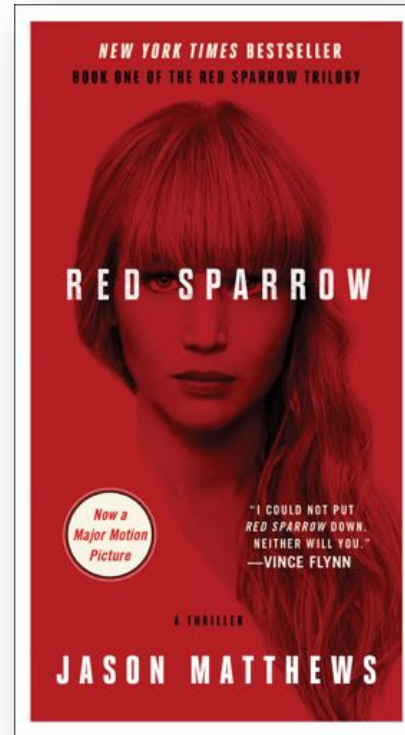
- ➔ Kindle First/First Reads titles have HUGE traffic
- ➔ Apub promotes regularly - get on those pages

The BookBub logo consists of the word "BookBub" in a white, bold, sans-serif font, centered within a red rectangular box with a white border and a subtle drop shadow.

BookBub

TARGETING: BOOKBUB TITLES

- ➔ Need to move quickly
- ➔ Subscribe to BookBub email in your genre
- ➔ Run ads as soon as the email is received



TARGETING: MOVIE ADAPTATIONS

➔ Lots of eyeballs on these pages

3. AUTOMATIC KEYWORDS



TARGETING: RUN AUTOMATIC KW CAMPAIGN

➔ Some of my best ads are automatic



TARGETING: HARVEST STRONG PERFORMING KWS

- ➔ Download the results
- ➔ Strip out restricted KWs

SPONSORED KEYWORDS

Campaign Name	Keyword	Match Type	Customer Search Term	Impressions	Click	Click Thru Rate (CTR)	Cost Per Click (CPC)	Spend	14 Day Total Sales (£)
All-AutoKW-31p	*	BROAD	mark dawson	71428	348	0.4872%	£ 0.35	£ 52.90	£ 376.89
All-AutoKW-37p	*	BROAD	mark dawson	36585	133	0.3636%	£ 0.31	£ 34.72	£ 544.46
All-AutoKW-31p	*	BROAD	mark dawson john milton series in order	3896	33	0.8470%	£ 0.34	£ 4.67	£ 127.39
All-AutoKW-31p(2)	*	BROAD	mark dawson	38582	78	0.2022%	£ 0.34	£ 33.57	£ 95.55
MILTON-AutoKW-35p	*	BROAD	0751572470	5	1	20.0000%	£ 0.30	£ 0.20	£ 62.94
MILTON-AutoKW-35p	*	BROAD	mark dawson	25653	55	0.3514%	£ 0.34	£ 7.49	£ 53.08
All-AutoKW-31p	*	BROAD	kindle books	38678	72	0.2511%	£ 0.38	£ 12.94	£ 47.30
All-AutoKW-31p	*	BROAD	free kindle books	371353	422	0.1136%	£ 0.38	£ 79.87	£ 46.08
All-AutoKW-31p	*	BROAD	by willbur smith	126	1	0.7937%	£ 0.33	£ 0.13	£ 39.98
All-AutoKW-37p	*	BROAD	tom wood	1	1	100.0000%	£ 0.20	£ 0.20	£ 39.98
All-AutoKW-37p	*	BROAD	stephen leather	8562	26	0.3037%	£ 0.32	£ 3.00	£ 39.80
All-AutoKW-37p	*	BROAD	mark dawson john milton series in order	1971	11	0.5581%	£ 0.32	£ 1.28	£ 37.96
MILTON-AutoKW-35p	*	BROAD	willbur smith	1134	7	0.6173%	£ 0.33	£ 0.93	£ 37.34
All-AutoKW-37p	*	BROAD	free kindle books	234394	179	0.0768%	£ 0.34	£ 24.17	£ 33.16
All-AutoKW-37p	*	BROAD	140954755x	10	1	10.0000%	£ 0.27	£ 0.27	£ 32.97
All-AutoKW-31p(2)	*	BROAD	free kindle books	42461	97	0.2284%	£ 0.32	£ 11.94	£ 32.02
All-AutoKW-30p	*	BROAD	nick stone	1	1	100.0000%	£ 0.31	£ 0.11	£ 29.97
MILTON-AutoKW-35p	*	BROAD	mark dawson john milton series in order	989	17	1.7289%	£ 0.33	£ 2.23	£ 28.20
All-AutoKW-31p(2)	*	BROAD	mark dawson john milton series in order	1256	12	1.0381%	£ 0.33	£ 1.55	£ 26.40
MILTON-AutoKW-35p	*	BROAD	martina cole	2391	34	0.2509%	£ 0.31	£ 3.89	£ 26.14
All-AutoKW-31p	*	BROAD	john milton	1452	17	1.1708%	£ 0.33	£ 2.25	£ 24.90
All-AutoKW-37p	*	BROAD	178576897x	3	1	33.3333%	£ 0.29	£ 0.29	£ 20.98
All-AutoKW-37p	*	BROAD	1416511237	6	1	16.6667%	£ 0.31	£ 0.11	£ 20.81
All-AutoKW-31p	*	BROAD	the john milton series	2	1	50.0000%	£ 0.35	£ 0.16	£ 19.99
All-AutoKW-37p	*	BROAD	0008293700	1	1	100.0000%	£ 0.35	£ 0.35	£ 19.99



TARGETING: HARVEST STRONG PERFORMING KWS

- ➔ Compile list of 'star' keywords
- ➔ Run these in new campaign
- ➔ Rinse and repeat

4. TARGET YOURSELF



TARGETING: TARGET YOURSELF

- ➔ Defensive advertising
- ➔ Will be your most profitable ads
- ➔ Amazon is favouring paid over organic for placement

amazon.co.uk Kindle Store mark dawson

Deliver to Mark Salisbury SP5 4DR Shop by Department Mark's Amazon Today's Deals Gift Cards & Top Up Sell Help

Kindle Store Buy & Kindle Kindle Books Kindle Unlimited Prime Reading Kindle Singles Kindle Daily Deals Free Reading Apps Newsworld Audiobooks Certified Refurbished Help Pages Content and Devices Amazon Device Support

1-16 of 300 results for Kindle Store: "mark dawson"

Show results for

- Any Category
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- Espionage Thrillers
- Action Thriller/Fiction
- Assassination Thrillers
- Thrillers
- Literature & Fiction
- Suspense Thrillers
- Crime Action/Fiction
- War & Military
- Pulp Thrillers
- Crime Fiction
- Kindle eBooks
- Kindle Singles

Refine by

Author

- Mark Dawson
- Adrian Wills
- Michael Kelly
- April Nozler
- Book List Series
- Mark Knight
- Seaman McGuire
- [See more](#)

New Releases

- Last 30 days
- Last 90 days
- Coming soon

Avg. Customer Review

- ★★★★☆ & up
- ★★★★ & up
- ★★★☆☆ & up
- ★★☆☆☆ & up

Available as a downloadable series.
Explosive, action packed espionage thrillers.
[Shop now](#)

The Red Cobra Series Book 1
★★★★☆ 194

The Black Hornet Series Book 2
★★★★☆ 206

The Silver Wolf Series Book 3
★★★★☆ 121

Sleepers: The thirteenth unputdownable thriller in the million selling John Milton series (John Milton Thrillers Book 13) 30 Sep 2018 | Kindle eBook
by Mark Dawson

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★★★★☆ 117

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Whispering for voice ready.

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Deliver to: Mark Salisbury SP5 4DX Mark's Amazon Today's Deals Gift Cards & Top-Up Sell Help

Kindle Store Buy A Kindle Kindle Books Kindle Unlimited Prime Reading Kindle Singles Kindle Daily Deals Free Reading Apps Newsstand Accessories Certified Refurbished Help Forum Content and Devices Amazon Device Support

1-18 of 296 results for Kindle Store | "mark dawson" Sort by: Relevance

Show results for

Any Category

Kindle Store

- Espionage Thrillers
- Action Thriller Fiction
- Assassination Thrillers
- Thrillers
- Literature & Fiction
- Templeton Thrillers
- Crime Action Fiction
- War & Military
- Pulp Thrillers
- Crime Fiction
- Kindle eBooks
- Kindle Singles

Refine by

Author

- Mark Dawson
- Adrian Mills
- Michael Kelly
- Arid Reader
- Book List Guru
- Mark Rudd
- Seanan McGuire


[See more](#)

New Releases

- Last 30 days
- Last 90 days
- Coming Soon

Avg. Customer Review


- ★★★★★ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up
- ★★☆☆☆ & Up



Download or unreturnable books.

A million downloads. Meet Milton today.

[Shop now](#)



The Cleaner - an addictive thriller you won't be able to put down (John Milton Series Book 1)

★★★★☆ 772



Solus Death - John Milton #2 (John Milton Series)

★★★★☆ 247



The Driver - John Milton #3 (John Milton Series)

★★★★☆ 134



Sleepers: The thirteenth unputdownable thriller in the million selling John Milton series (John Milton Thrillers Book 13) 30 Sep 2016 | Kindle eBook

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Redeemer: The twelfth gripping thriller in the million selling John Milton series (John Milton Thrillers Book 12) 1 May 2016 | Kindle eBook

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★★★★☆

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- Kindle Store
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- Assassination Thrillers
- Terrorism Thrillers
- Action Thriller Fiction
- Crime Thrillers
- Crime Action Fiction
- Literature & Fiction
- War & Military
- Psychological
- Pulp Thrillers
- Kindle eBooks

Refine by

Author

Rob Sinclair

Word Wise

Word Wise Enabled

Kindle Unlimited

Kindle Unlimited Eligible

New Releases

Last 30 days

Last 90 days

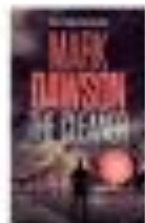
Avg. Customer Review

5 stars & up

4 stars & up

3 stars & up

2 stars & up



Whispering in silence...
A million sales. Meet Milton today.
Shop now



The Cleaner an addictive thriller you won't be able to put down (John Milton Series Book 1)
★★★★☆ 170



Same Death - John Milton #2 (John Milton Series)
★★★★☆ 241



The Driver - John Milton #3 (John Milton Series)
★★★★☆ 116



The Silver Wolf (James Ryker Book 3) 17 Nov 2017 | Kindle eBook
by Rob Sinclair

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£1.99 to buy Kindle Edition
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Whispering for black ready

★★★★☆ 121
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The James Ryker Trilogy: books 1 to 3 of the explosive James Ryker Series 9 Jul 2016 | Kindle eBook
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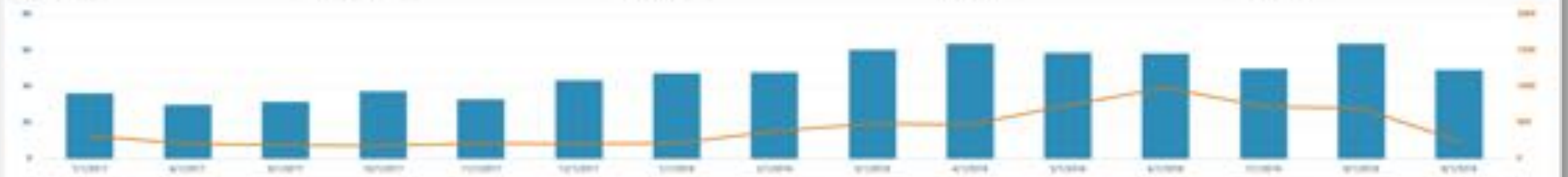
Milton Box - Mark Dawson (R)

Keywords Creative preview Campaign settings Advertising reports

AdWords

See more options

Spent: \$1,062.91	Cost: \$6,242.79	Impressions: 71,578	Click: 17.35%	Cost: 1,592
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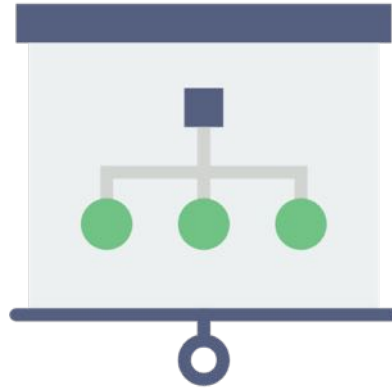


S. ADVERTISE PERMAFREE



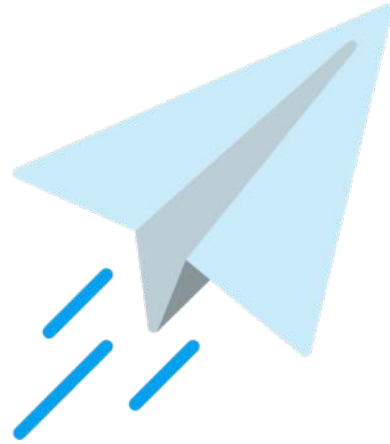
CONSIDER ADS TO YOUR FIRST FREE IN SERIES

- ➔ Definite immediate negative ROI
- ➔ But consider other benefits
- ➔ Change your CTA depending on goal:



GOAL 1: RT INTO REST OF SERIES

- ➔ Book 1 is free
- ➔ Optimise end matter for RT
- ➔ Profit from onward sales



GOAL 2: MAILING LIST SIGN-UPS

- ➔ Optimise end matter for sign ups
- ➔ Offer lead magnet
- ➔ Upsell to new subscribers



GOAL 3: REVIEWS

- ➔ Optimise end matter for reviews
- ➔ Make it simple



How are you going to get there?



VS



MARK

SELF PUBLISHING
FORMULA

DAWSON'S

ADVERTISING *FOR* AUTHORS

Why are you still on the line?

1. Frustrated your books won't sell.
2. You get reviews but no sales.
3. Your book is invisible.
4. You are starting out.
5. You want to get to the next level.



Let's deal with some misconceptions about ads.



You need to be technical.



Promise #1: I will demystify the process
and show you how easy it is.

I'm a writer. I don't have time for this.



Promise #2: I will show you how to manage your ads. It'll take just 10 minutes a day.

I'm a writer, not a marketer.



Promise #3: I will teach you how to build a rock-solid platform that will find new readers for you.

Publishing is too expensive.



Promise #4: I'll show you how to run simple ads to sell books that start at \$5 day.

I'm not ready for this.



Promise #5: If you're still here, you're ready for this!

If you remember just one thing...



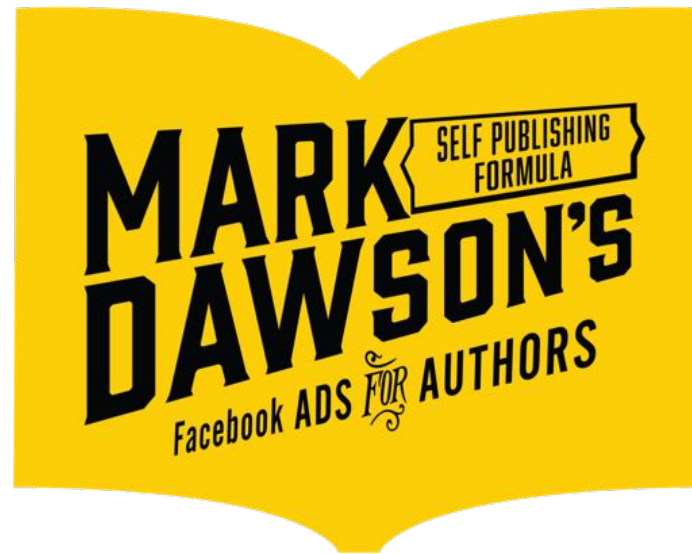
- ➔ I have found a system to boost my career.
- ➔ Advertising is no longer a luxury.
- ➔ The last five years have changed my life.
- ➔ It is a replicable system that you can follow.
- ➔ 20,000 students have taken my courses.
- ➔ Our refund rate is VERY low.

WHAT IS ADVERTISING FOR AUTHORS?



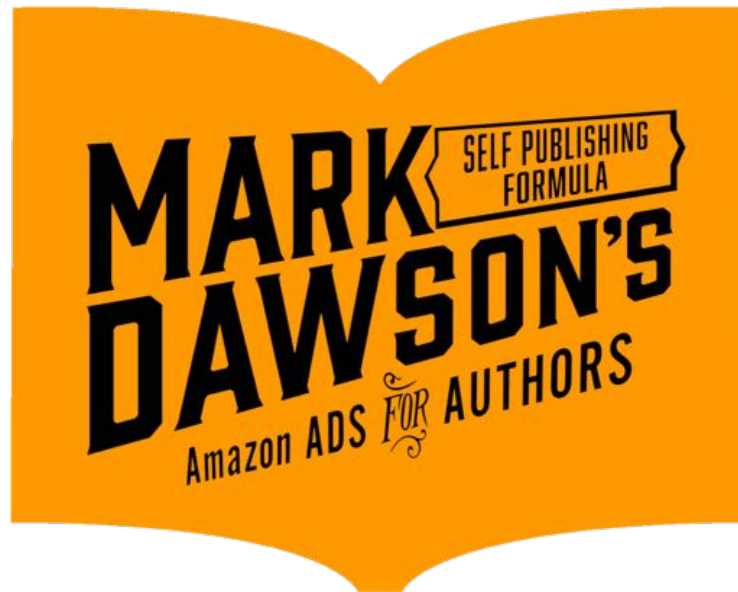
- ➔ Used to be just Facebook
- ➔ It now comprises SEVEN courses - soon to be NINE

FACEBOOK ADS FOR AUTHORS



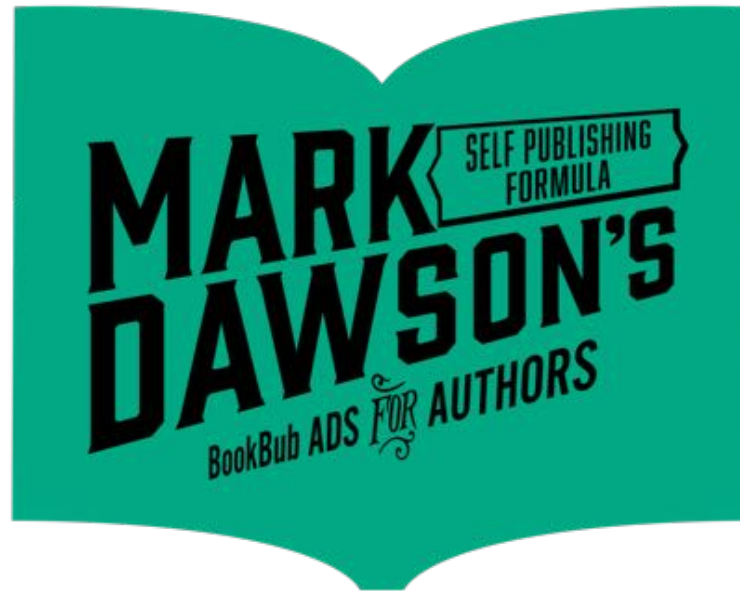
- ➔ Your complete FB Ads tutorial.
- ➔ Step-by-step: from beginner to advanced techniques.
- ➔ Learn how to use FB for subscriptions AND sales.

AMAZON ADS FOR AUTHORS



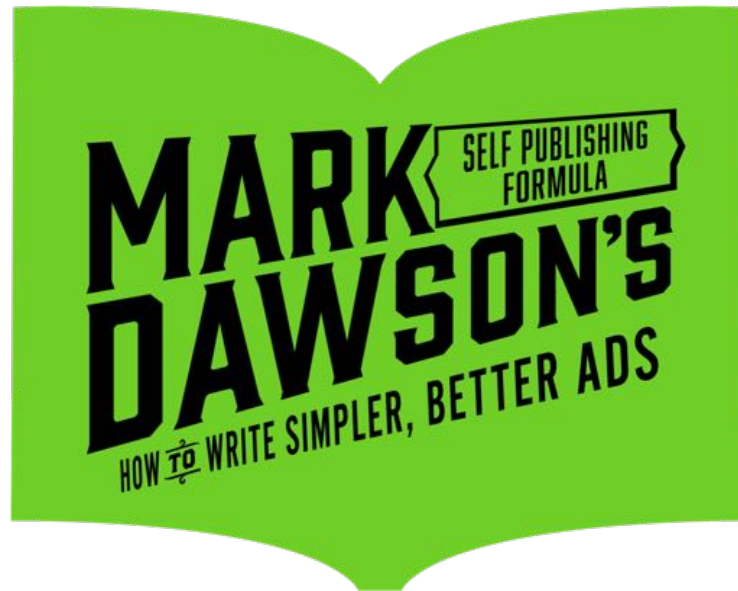
I'll take you through how to set up Product Display and Sponsored Keyword ads, and show you how to optimise and scale them so that you can sell books (print, digital, audio and Kindle Unlimited) and increase your rank.

BOOKBUB ADS FOR AUTHORS



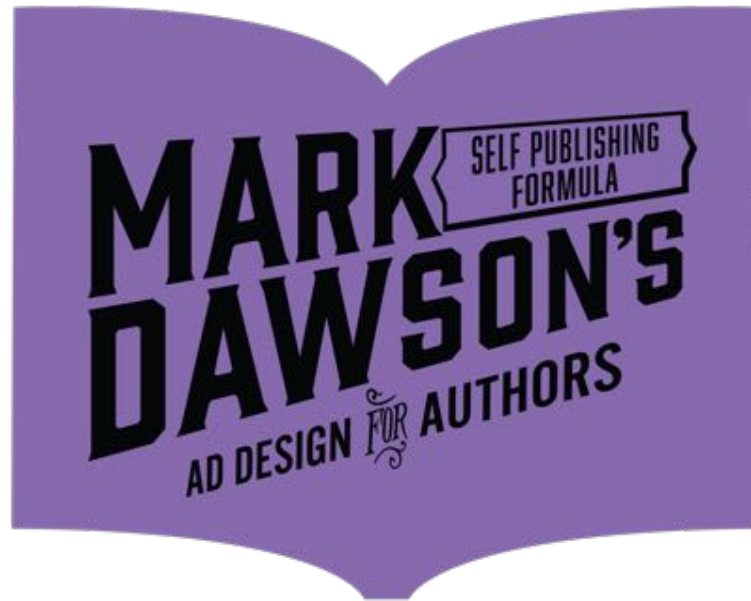
Bestselling author Adam Croft will show you how to get started with and perfect ads that will deliver a solid ROI.

WRITE SIMPLER, BETTER ADS



Bryan Cohen will show you how to create hooks to draw in readers and master the art of crafting compelling ads for your books.

AD DESIGN FOR AUTHORS



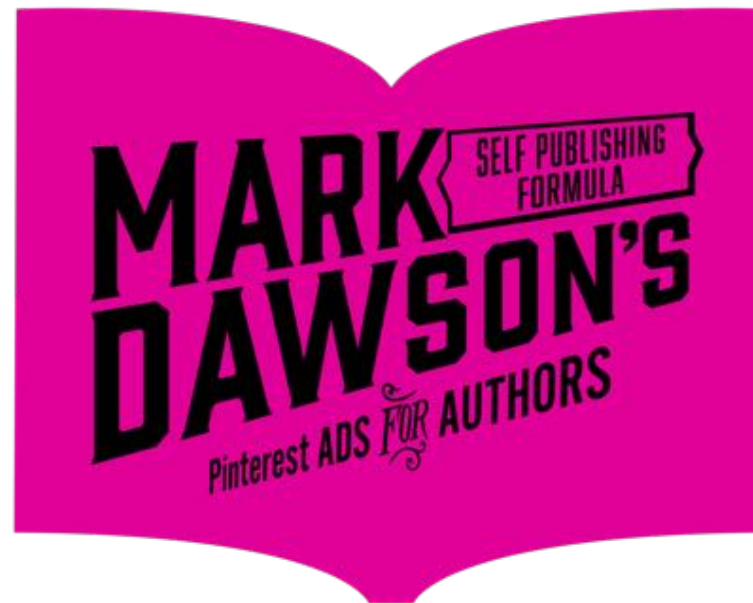
Pro cover designer Stuart Bache demonstrates how to design ads that will get your books noticed - and trigger conversions.

MESSENGER BOTS



FB Messenger Bots offer automated, low impact ways to reach new readers. We'll show you how to use them in a way that isn't annoying...

PINTEREST FOR AUTHORS



A specially commissioned module by a bestselling indie author on how to use Pinterest to boost your book sales.

INSTAGRAM FOR AUTHORS



COMING JANUARY 2019

YOUTUBE FOR AUTHORS



COMING EARLY 2019



Student Support

YOU WON'T BE ALONE!

- ➔ Lifetime access to the students-only private 'Mastery' Facebook Group - and 100s of other supportive authors
- ➔ I'm in the group EVERY DAY
- ➔ Ongoing Technical Support



WHAT STUDENTS SAY...



Maggie McVay Lynch I've taken a lot of video courses in my author career. This one BY FAR has been the most useful. Every video was packed with necessary information. Even though I'd been doing FB ads on my own prior to the class, there was still a lot to learn. Best part is Mark and team takes the time to update when things change, and to add new material when new opportunities arise. It has been worth every penny. My email list has increased from 400 to over 12K in less than a year, and my sales have doubled. For the first time advertising is being paid by sales instead of me hoping only for reader eyeballs.



Octavia Randolph I had never even been on Facebook before taking Mark Dawson's course, so the learning curve for advertising my historical fiction there was steep - and extremely successful. On February 20 I began using Mark's techniques. I had 720 names on my mailing list, and my total book sales for February was 252 books, which was \$880 in revenue. Today, November 23, there are 24,056 names on my mailing list. I am now earning a minimum of \$750 to \$850 per day; my best month so far was September, with 6,622 books sold and revenue of \$34,040. (This was without a new release.) Mark's techniques work, and the community he's built around them is both inspiring and helpful.



Jean Brashear I had my best year yet last year, primarily due to my successes with Facebook ads, and I credit the generosity of Mark Dawson and the SPF gang with invaluable information and insights that helped me craft more effective ads than I'd done before.



Drue Hoffman This course is life altering, my profits have increased 300%. I think any author, at any stage can benefit from Mark's course. - Deandra Hall



William Patching Gaining access to the community of professional, motivated authors who have all invested in Mark's course was worth the fee in itself. The level of mutual support is simply superb.



Pam Callow Mark is an excellent teacher. He provides concise, clear modules and I found the accompanying transcripts very useful. The community Mark has created extends the initial value of the course. Mark himself is generous with his experience and advice. As a traditional author who became an indie author only last spring, Mark's course helped me get to market very quickly.



Tim Heath What I've so valued about being a part of this special community, is the tools it puts into your hands. As authors, we write—but then what? That's where the SPF community have been so amazing. From the hours of detailed videos, which guide you through the process step-by-step so that even a novice can understand, to the closed groups on Facebook full of advice, help and encouragement. On their own these parts of valuable—combined, they are priceless.

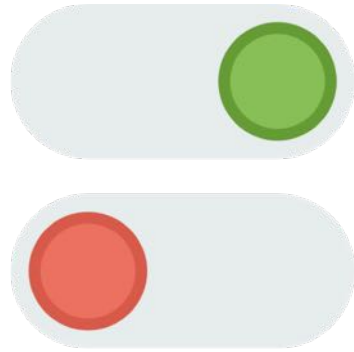


Perry Wilson The course changed my writing career. Now that I have Mark's wisdom, I know how to make changes to my ads and increase my mail list so that I can generate sustainable sales. The results came a little at a time so I could actually see the effect of my actions. I highly recommend the course, and the bonus of the Facebook group where you get fabulous support.

The question is...



How can you build your author career quickly, smartly and cost-effectively?



You have 3 options:

- Do nothing (leave it to luck).
- Do it slow, using trial and error.
- Do it quickly using Ads for Authors.



What are your other alternatives?

- ➔ "Generalist" courses cost at least \$1000.
- ➔ My consultancy rate is \$300 per hour.
- ➔ The knowledge in this course cost me \$1000s and 100s of hours to learn.

Instant Access, Zero Risk

Get **INSTANT ACCESS**
for 12 monthly payments of:
(or pay in full and save \$150)



\$75

Buy with confidence



- ➔ I know this course is good.
- ➔ If it's not for you, you have a full 30 day money back guarantee.
- ➔ My team and I are personally invested in your success.
- ➔ You get **FULL ACCESS** with the first payment - try it for 30 days at no risk.





Your Exclusive Bonuses

Both Payment Plans

- ➔ Membership of the exclusive students-only SPF Facebook Groups, MASTERY
- ➔ Discount on the next launch (2018) of Self Publishing 101 (worth \$75)
- ➔ Discounted formatting with my preferred company, Polgarus Studios (25% OFF)
- ➔ Swipe Copy - Launch Recruitment copy (PDF)
- ➔ Discount on Free Book Ad at Booksends.com (worth \$10)
- ➔ AUTHOR WEBSITE OPTIONS at DEEPLY DISCOUNTED PRICES



Your Exclusive Bonuses

Both Payment Plans

- ➔ Lifetime discount at ReaderLinks.com (worth \$60/year)
- ➔ Discount on pre-made and custom designs by Books Covered (worth \$100)
- ➔ Discounted membership of BookFunnel, the ebook distribution service (worth \$50)
- ➔ FREE: The Author's Email Handbook from Larissa Reynolds at Fiction Insiders Club
- ➔ TWO FREE books from The Alliance of Independent Authors (worth \$25)
- ➔ A free month of access to ProlificWorks premium plan (worth \$20)
- ➔ Lifetime discount at BookBrush, the ace ad image tool (worth \$15 per year)

TO SUM UP



- ➔ If you want to kickstart your writing career, there is no better system.
- ➔ This is **EXACTLY** what I needed when I started. It would have saved me money and time.
- ➔ View all the modules either on or offline.



And!

- ➔ You can start for only \$75.
- ➔ And you have a no questions asked 30 day money back guarantee.
- ➔ You get dedicated support from me and my team.



This is what you can do today:

- ➔ Learn how to build your platform.
- ➔ Implement it quickly
 - so you can add readers and make sales.
- ➔ Start to recoup your investment.

**YOU JUST
NEED TO
TAKE ACTION**



NOW

MARK **SELF PUBLISHING**
DAWSON'S **FORMULA**
ADVERTISING *FOR* AUTHORS

www.selfpublishingformula.com/joanna





PAYMENT OPTIONS

30 DAY MONEY BACK GUARANTEE



12 MONTHLY PAYMENTS
OF *\$75

ADD TO CART

ONE TIME PAYMENT OF
*\$749

ADD TO CART

PayPal



VISA

* Sales tax may be applicable in some EU countries

www.selfpublishingformula.com/joanna



Maggie McVay Lynch I've taken a lot of video courses in my author career. This one BY FAR has been the most useful. Every video was packed with necessary information. Even though I'd been doing FB ads on my own prior to the class, there was still a lot to learn. Best part is Mark and team takes the time to update when things change, and to add new material when new opportunities arise. It has been worth every penny. My email list has increased from 400 to over 12K in less than a year, and my sales have doubled. For the first time advertising is being paid by sales instead of me hoping only for reader eyeballs.



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www.selfpublishingformula.com/joanna