

How To Make Your Kindle Book Description Look “Pretty”

It’s so important to have a great description for your Kindle book’s Amazon page! Unfortunately, Amazon doesn’t make it easy to make your description look “pretty” — most authors don’t even know how to do it!

To make your book description look nice, you have to use HTML in the description area when you’re publishing your book to Amazon.

Many authors feel clueless when it comes to HTML. That’s why I’ve included another file that shows you what this description HTML looks like.

Before you take a look at that somewhat “scary” looking text, we’ll focus on what the result will be on your book’s page. This document is more about your “vision” for what it should look like. The HTML template document is more about the mechanics of how you do it.

When you write your book description, I suggest you have a main “headline” to start with. This text will stand out the most. This is the main point you want to make— in copywriting, we say to put your biggest benefit in your headline. The same thing works when you’re trying to sell people on reading your book.

Then, you should write short sentences in between subheads (smaller headlines) to play off of your headline. These short sentences should further excite people to read your book.

After you’ve formatted your great description with HTML, your description on your published Amazon’s page will end up looking something like this:

Headline About Your Book

Talk about how cool your book is! Draw them in and get them excited with how much they’ll love it.

Subhead About Your Book

Talk some more about your great book in this section. Each section of text should be about something a little different— a different benefit or topic. Ideally, something that will draw them in and make them want to buy.

Another Subhead

Include more text about your amazing book.

Another Subhead

More text. You get the idea!

You can even use bullet points about how your book will benefit or delight the reader.

- Bullet points can help you prove your point
- They break up the text
- This helps, because people tend to skim
- Set your benefits apart with bullet points

Use Your Final Subhead To Give A Call To Action

You really do want to ask for the sale with a call to action. It's something copywriters do, and it works well on Kindle, too. Remember to appeal to your audience and pay attention to what top writers in your particular book niche do. Just remember that they may not know as much about marketing as you do.

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I've also included a separate file that shows you what the HTML text looks when you use it during the publishing process.

You can use the HTML in this file as your template. It can be tricky, but really it is basic HTML (Amazon only accepts the basics) so I'm sure you can get the hang of it in no time.

You see what it ends up looking like here and how it starts as the code in the other file, which is labeled "kindledescriptionhtmltemplate"