

HOW TO

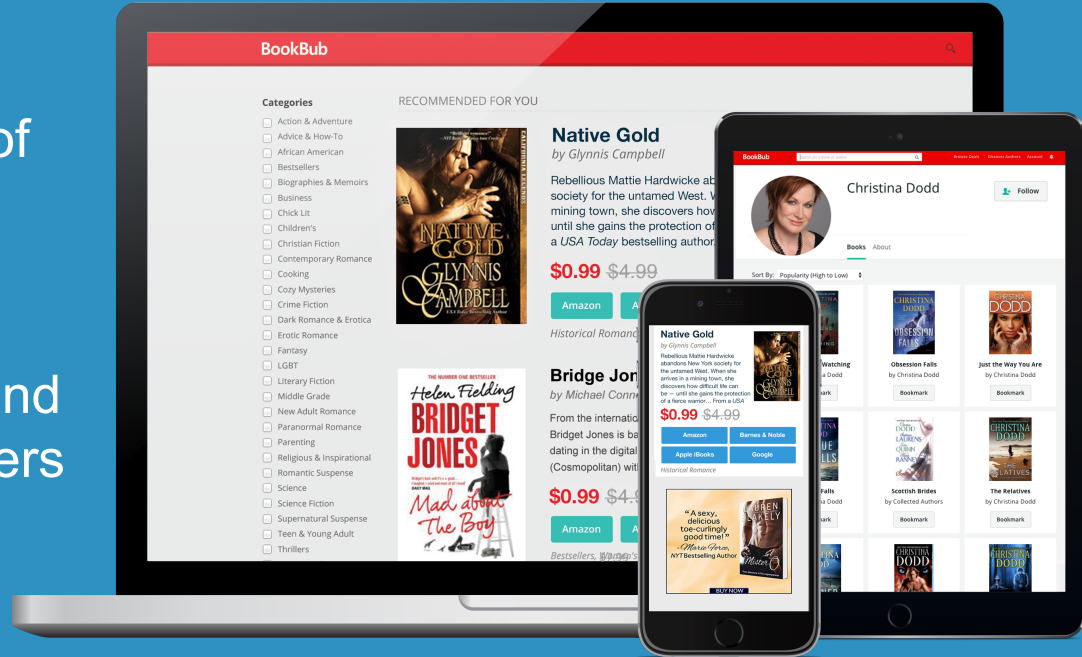
WRITE COPY THAT SELLS EBOOKS

Data-driven tips & tricks



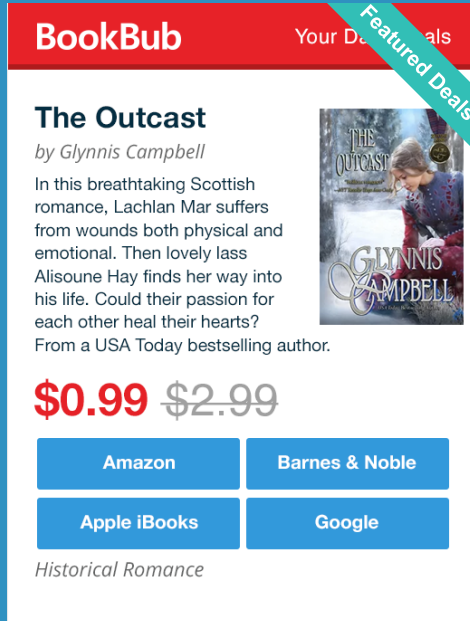
What is BookBub?

- Service that helps millions of readers discover great new authors and ebooks
- Marketing tool for authors and publishers to find new readers



What is BookBub?

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BookBub Your Deals **Featured Deals**

The Outcast

by Glynnis Campbell

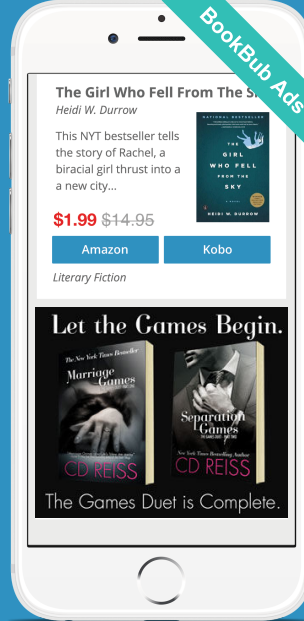
In this breathtaking Scottish romance, Lachlan Mar suffers from wounds both physical and emotional. Then lovely lass Alisoune Hay finds her way into his life. Could their passion for each other heal their hearts?
From a USA Today bestselling author.

\$0.99 ~~\$2.99~~

[Amazon](#) [Barnes & Noble](#)
[Apple iBooks](#) [Google](#)

Historical Romance

Run an ad



BookBub Ads

The Girl Who Fell From The Sky
Heidi W. Durrow

This NYT bestseller tells the story of Rachel, a biracial girl thrust into a new city...

\$1.99 ~~\$14.95~~

[Amazon](#) [Kobo](#)

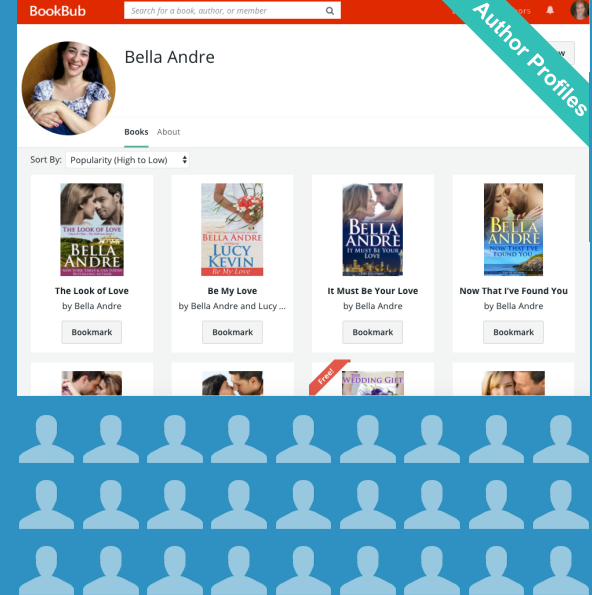
Literary Fiction

Let the Games Begin.

Marriage Games *Separation Games*
CD REISS

The Games Duet is Complete.

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Bella Andre

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It Must Be Your Love by Bella Andre [Bookmark](#)

Now That I've Found You by Bella Andre [Bookmark](#)

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20 user avatars

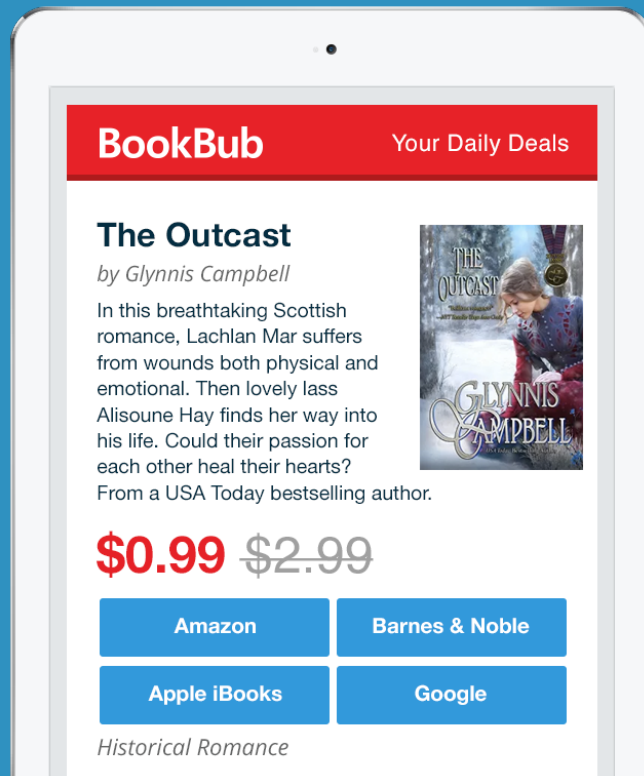
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Featured Deals

10+ million

subscribers



What we'll cover today

- 1 BookBub copy insights
- 2 How to test your own copy
- 3 Questions

How we test copy



Destiny's Captive

By Beverly Jenkins

This *USA Today* bestseller will sweep you off your feet! Noah Yates is furious when a woman leaves him tied up and steals his property — and he decides to make her pay when they meet again... "A rewarding read" (*Library Journal*) with over 350 five-star reviews on Amazon.

\$1.99 ~~\$5.99~~

Amazon

Barnes & Noble

Apple iBooks

Google

Kobo

Historical Romance

How we test copy



Destiny's Captive

By Beverly Jenkins

This *USA Today* bestseller will sweep you off your feet! Noah Yates is furious when a beautiful woman leaves him tied up and steals his property — and he decides to make her pay when they meet again... "A rewarding read" (*Library Journal*) with over 350 five-star reviews on Amazon.

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Historical Romance

What can we learn from A/B tests?



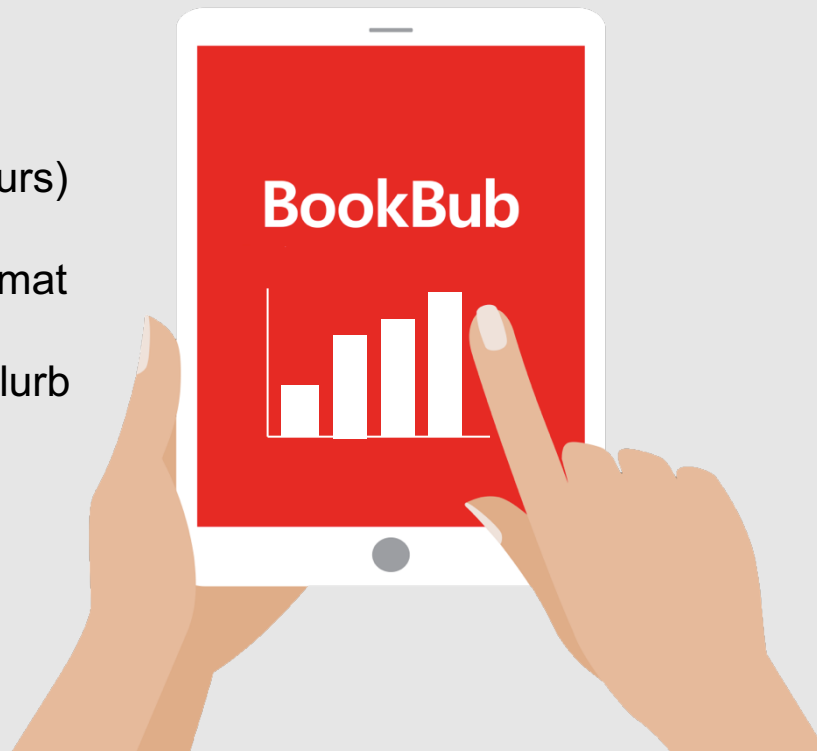
How to write more
engaging ad copy and
product descriptions



What copy and
tropes our readers
like and dislike

Keep in mind about our data...

- ✓ These results are unique to BookBub readers
- ✓ Our A/B test results change over time (so will yours)
- ✓ BookBub's blurbs are a specific, unique copy format
- ✓ We can't use every A/B test takeaway in every blurb



COPY THAT SELLS

BASED ON A/B TEST DATA

ACCOLADES

1 Reviews and ratings help



Mention reader reviews

Sizzling passion and nonstop thrills:
When veteran Navy SEAL Ryan
crosses paths with beautiful
Charlene, an intense one-night stand
leads to danger for them both... **With
over 400 five-star ratings on
Goodreads!**

8.7%
HIGHER CTR

Sizzling passion and nonstop thrills:
When veteran Navy SEAL Ryan
crosses paths with beautiful
Charlene, an intense one-night
stand leads to danger for them
both...

Mention reader reviews

Frustrated by her abysmal romantic history, college junior Jennifer resolves to lose her virginity before she turns 21. But the last thing she expects is to fall in love... **With over 50 five-star reviews on Amazon!**

Frustrated by her abysmal romantic history, college junior Jennifer resolves to lose her virginity before she turns 21. But the last thing she expects is to fall in love...

7.4%

HIGHER CTR

Include editorial reviews

From a *USA Today* bestselling author: Scarred by her parents' divorce, garden designer Frankie guards her heart. But her friend Matt is determined to prove love still exists...

From a *USA Today* bestselling author whose **“brilliant talent never ceases to amaze” (RT Book Reviews)**: Scarred by her parents' divorce, garden designer Frankie guards her heart. But her friend Matt is determined to prove love still exists...

8.2%
HIGHER CTR

Include author quotes

A captivating complete series: When sorority girl Libby Gentry fails out of college, she returns to her small southern town — where she'll fall for handsome charmer Blaine.

A captivating complete series: When sorority girl Libby Gentry fails out of college, she returns to her small southern town — where she'll fall for handsome charmer Blaine. **“I laughed so hard, I cried” (New York Times bestselling author Chelsea M. Cameron).**

56.2%
HIGHER CTR

Quote authors, not publications

From a *New York Times* bestselling author: Someone had a scandalous tryst in the library — and unless Charlotte Highwood and arrogant Lord Granville can prove it wasn't them, they'll be forced to marry! **An “irresistibly provocative” (*Publishers Weekly* starred review) romance.**

From a *New York Times* bestselling author: Someone had a scandalous tryst in the library — and unless Charlotte Highwood and arrogant Lord Granville can prove it wasn't them, they'll be forced to marry! **“Prepare to fall in love” (Julia Quinn).**

11.7%
HIGHER CTR

2 Use comp titles and authors



Compare to similar authors

From the host of *The Bachelor* and *The Bachelorette* comes a swoon-worthy romance: With a *Bachelor*-esque backdrop, a classic love triangle, and heartbreaking decisions, this novel is a delight! What would you sacrifice for true love?

From the host of *The Bachelor* and *The Bachelorette* comes a swoon-worthy romance: With a *Bachelor*-esque backdrop, a classic love triangle, and heartbreaking decisions, this novel is a delight **for fans of Nicholas Sparks!** What would you sacrifice for true love?



25.6%
HIGHER CTR

Compare to similar titles

When veterinarian Darcy travels to Scotland, a scenic walk transports her to the 16th century. Rugged warrior Quinn vows to keep her safe — but can he trust himself with her heart?

When veterinarian Darcy travels to Scotland, a scenic walk transports her to the 16th century. Rugged warrior Quinn vows to keep her safe — but can he trust himself with her heart? **Perfect for fans of Outlander!**



30.9%
HIGHER CTR

3 End blurbs with a positive statement



Say something positive

After a passionate one-night stand, Kelly winds up with a broken heart... and a baby on the way. But when Rex — the baby's father — and Rex's twin brother both fall for her, will she find true love at last?

After a passionate one-night stand, Kelly winds up with a broken heart... and a baby on the way. But when Rex — the baby's father — and Rex's twin brother both fall for her, will she find true love at last? **A sexy, uplifting read.**

3.3%
HIGHER CTR

Say something positive

Rowan's painful past makes her believe she's unworthy of being loved — but when confident Jax walks into her life, he proves her wrong.

Rowan's painful past makes her believe she's unworthy of being loved — but when confident Jax walks into her life, he proves her wrong. **A powerful, captivating tale!**

5.7%
HIGHER CTR

Say something positive

Falsely accused of infidelity, Isabelle was divorced by Marshall Lockwood, Duke of Monthwaite, and forced out of society. Now, determined to prove her innocence, Isabelle must confront the duke once more.

Falsely accused of infidelity, Isabelle was divorced by Marshall Lockwood, Duke of Monthwaite, and forced out of society. Now, determined to prove her innocence, Isabelle must confront the duke once more. **A breathtaking tale of romance and forgiveness.**

4.2%
HIGHER CTR

4 Author accolades usually help, but results vary



Awards usually help

From a #1 *New York Times* bestselling author: Lachlain, a ferocious werewolf warrior, discovers his insatiable desire for alluring vampire Emmaline. “A unique romance — it truly stands on its own” (Sherrilyn Kenyon).

From a #1 *New York Times* bestselling author: Lachlain, a ferocious werewolf warrior, discovers his insatiable desire for alluring vampire Emmaline **in this RITA Award winner**. “A unique romance — it truly stands on its own” (Sherrilyn Kenyon).



12.7%
HIGHER CTR

“Bestselling” usually helps...

When Melinda is kidnapped by three smoking-hot bank robbers, she discovers a luxurious new lifestyle. But will she be able to win over the hearts of her captors?

When Melinda is kidnapped by three smoking-hot bank robbers, she discovers a luxurious new lifestyle. But will she be able to win over the hearts of her captors? **From a bestselling author.**

2%
HIGHER CTR

...but not always

Once best friends, Aria and Tristan can't stand each other — but they also can't deny their off-the-charts chemistry. They agree to spend two hours a week giving in to their desires, with no strings attached. But what happens when it isn't enough?

4%

HIGHER CTR

From a bestselling author: Once best friends, Aria and Tristan can't stand each other — but they also can't deny their off-the-charts chemistry. They agree to spend two hours a week giving in to their desires, with no strings attached. But what happens when it isn't enough?

Specific bestseller lists usually help...

Single mom Madison gets a new chance at love when Hunter, a sexy paramedic, keeps coming to her rescue... A steamy read from a **USA Today** bestselling author!

3.1%
HIGHER CTR

Single mom Madison gets a new chance at love when Hunter, a sexy paramedic, keeps coming to her rescue... A steamy read from a bestselling author!

...but not always

From a **USA Today** bestselling author who “will blow your mind on every page” (*RT Book Reviews*): Jess has been taken captive by Dimitri, a man desperate for revenge — and one she can’t resist... With nearly 1,000 ratings on Goodreads.

From a bestselling author who “will blow your mind on every page” (*RT Book Reviews*): Jess has been taken captive by Dimitri, a man desperate for revenge — and one she can’t resist... With nearly 1,000 ratings on Goodreads.

12.7%
HIGHER CTR

The specific list doesn't usually matter...

From a **New York Times** bestselling author: Determined to open a museum, Emily finds herself facing off against handsome billionaire Asher. But what will happen when they discover their sizzling attraction? With over 300 five-star reviews on Amazon.

From a **USA Today** bestselling author: Determined to open a museum, Emily finds herself facing off against handsome billionaire Asher. But what will happen when they discover their sizzling attraction? With over 300 five-star reviews on Amazon.

No
difference

...but sometimes we're surprised!

RARE CASE!

From a *New York Times* bestselling author: These three sizzling novels follow the members of the Callaway family as they contend with their pasts — and find life-changing love.

From a bestselling author: These three sizzling novels follow the members of the Callaway family as they contend with their pasts — and find life-changing love.

3%
HIGHER CTR

CONTENT

5 Identify hooks and tropes



Best friends' siblings

When soldier Marco returns from war, he reconnects with **his best friend's little sister** Alyssa. But now the attraction between them can't be ignored... A *USA Today* bestseller with over 3,000 five-star ratings on Goodreads.

20.8%
HIGHER CTR

When soldier Marco returns from war, he reconnects with Alyssa. But now the attraction between them can't be ignored... A *USA Today* bestseller with over 3,000 five-star ratings on Goodreads.

Next door neighbors

When Stanley needs a fake relationship, Sage agrees to play along. But then real sparks begin to fly... *A USA Today* bestselling author serves up a delightful contemporary romance!

When Stanley needs a fake relationship, **his next door neighbor** Sage agrees to play along. But then real sparks begin to fly... *A USA Today* bestselling author serves up a delightful contemporary romance!

5.9%
HIGHER CTR

Coworkers

After wasting 10 years in a dead-end relationship, Gina's had it with men who refuse to commit. When **her** playboy **coworker** Chris dares her to be his pretend girlfriend to ward off a persistent suitor, could he end up being everything Gina's ever needed?

3.1%

HIGHER CTR

After wasting 10 years in a dead-end relationship, Gina's had it with men who refuse to commit. When playboy Chris dares her to be his pretend girlfriend to ward off a persistent suitor, could he end up being everything Gina's ever needed?

Bosses

When Piper Dawson starts working at a hospital, her chemistry with sexy Dr. Ace Lennox ignites a passion neither of them can control... “A scorching contemporary romance that I couldn’t put down!” (*New York Times* bestselling author Carly Phillips).

When Piper Dawson starts working at a hospital, her chemistry with **her** sexy **boss**, Dr. Ace Lennox, ignites a passion neither of them can control... “A scorching contemporary romance that I couldn’t put down!” (*New York Times* bestselling author Carly Phillips).

6.7%
HIGHER CTR

Aristocrats

When Quincy Telford, **Duke of Beloin**, mistakes viscount's daughter Sabre Bittlesworth for a friend's mistress, she's angry enough to challenge him to a duel. But there's more on the line than Quincy's pride... Will Sabre win his heart as well?

4.2%

HIGHER CTR

When Quincy Telford mistakes viscount's daughter Sabre Bittlesworth for a friend's mistress, she's angry enough to challenge him to a duel. But there's more on the line than Quincy's pride... Will Sabre win his heart as well?

No violence

Having accidentally traveled to the 16th century, Halley quickly falls for Edmund, a dreamy and outrageously wealthy earl. But can their blossoming love overcome the odds?

Halley accidentally travels to 16th century England and quickly falls for Edmund, a dreamy and outrageously wealthy earl. But **when a malicious thief threatens to tear them apart,** can their blossoming love overcome the odds?

21.2%
HIGHER CTR

No violence

When Emme is invited to a house party, she's meant to investigate the duke of Briarleigh. But can Emme solve the mysteries of his estate without falling for the seductive man herself?

When Emme is invited to a house party, she's meant to investigate the duke of Briarleigh, **who is suspected of murder**. But can Emme solve the mysteries of his estate without falling for the seductive man herself?

1.4%

HIGHER CTR

6 Use adjectives to describe character traits, not appearance



Gorgeous

To keep her family from matchmaking, Jen comes up with a plan: She'll bring someone they won't like as her fake date to Thanksgiving dinner. But there's more to **gorgeous** Zach than meets the eye...

To keep her family from matchmaking, Jen comes up with a plan: She'll bring someone they won't like as her fake date to Thanksgiving dinner. But there's more to Zach than meets the eye...

No
difference

Arrogant

To help pay off her debts, Taylor agrees to attend a wedding with **arrogant** Mason, her ex's brother. But while their fake relationship seems like great plan — they'll have a hard time keeping their hands off each other

To help pay off her debts, Taylor agrees to attend a wedding with Mason, her ex's brother. But while their fake relationship seems like great plan — they'll have a hard time keeping their hands off each other...

6.3%

HIGHER CTR

Beautiful

This *USA Today* bestseller will sweep you off your feet! Noah Yates is furious when a young woman leaves him tied up and steals his property — and he decides to make her pay when they meet again... "A rewarding read" (*Library Journal*) with over 350 five-star reviews on Amazon.

This *USA Today* bestseller will sweep you off your feet! Noah Yates is furious when a **beautiful** young woman leaves him tied up and steals his property — and he decides to make her pay when they meet again... "A rewarding read" (*Library Journal*) with over 350 five-star reviews on Amazon.



No
difference

Good girl

Good girl Cynthia Henley has always been overshadowed by her two stepsisters, especially when it comes to men. But when she gets her chance to impress handsome playboy Chad Anders, she might find out what it feels like to be a princess...

Cynthia Henley has always been overshadowed by her two stepsisters, especially when it comes to men. But when she gets her chance to impress handsome playboy Chad Anders, she might find out what it feels like to be a princess...

7%

HIGHER CTR

Charmingly

Looking to start anew in America, Emilia sets sail on the *Titanic* and soon meets **charmingly** handsome Carl. But will their budding romance sink along with the ship?

Looking to start anew in America, Emilia sets sail on the *Titanic* and soon meets handsome Carl. But will their budding romance sink along with the ship?

1.8%

HIGHER CTR

Handsome

A mishap on Kat's holiday trip leads to a chance encounter with **handsome** Prince Nico. When he makes an offer she can't refuse, will Kat be able to safeguard her heart — or will she risk it all for a chance at happily ever after?

A mishap on Kat's holiday trip leads to a chance encounter with Prince Nico. When he makes an offer she can't refuse, will Kat be able to safeguard her heart — or will she risk it all for a chance at happily ever after?

8.7%

HIGHER CTR

7 Include the book's real-world location



Town name

After her parents' death, Jessica's return home **to Bluebell Hill** is bittersweet... But an old friend and a handsome gardener could help bring warmth to her lonely old house! Set in the beautiful English countryside, this uplifting story is an emotional look at loss, love, and belonging.

After her parents' death, Jessica's return home is bittersweet... But an old friend and a handsome gardener could help bring warmth to her lonely old house! Set in the beautiful English countryside, this uplifting story is an emotional look at loss, love, and belonging.

No
difference

Town name

This *New York Times* bestseller is sure to delight: Cameron heads to Vermont to help her client modernize his family-run store. But Will wants nothing to do with his father's plans or with Cameron... until he meets her. With nearly 2,000 five-star ratings on Goodreads!

This *New York Times* bestseller is sure to delight: Cameron heads to **Butler**, Vermont, to help her client modernize his family-run store. But Will wants nothing to do with his father's plans or with Cameron... until he meets her. With nearly 2,000 five-star ratings on Goodreads!

No
difference

Include the city

When Anne-Marie moves to **Houston**, she can't deny her attraction to Kit, the fast-living astronaut next door. But when the space race collides with their desires, can their unlikely romance achieve liftoff?

When Anne-Marie moves to the city, she can't deny her attraction to Kit, the fast-living astronaut next door. But when the space race collides with their desires, can their unlikely romance achieve liftoff?

6.8%

HIGHER CTR

State

A collection jam-packed with action and romance: When three special forces operatives arrive in small-town **Wyoming**, they'll sacrifice anything to protect the women who have stolen their hearts...

A collection jam-packed with action and romance: When three special forces operatives arrive in a small town, they'll sacrifice anything to protect the women who have stolen their hearts...

4.3%

HIGHER CTR

Include the state

When rock star Walsh seeks refuge at a **Texas** ranch, his former flame Tammy goes after him, determined to win him back. Can they heal their heartbreak and get a second chance at love?

When rock star Walsh seeks refuge at a ranch, his former flame Tammy goes after him, determined to win him back. Can they heal their heartbreak and get a second chance at love?

11.5%
HIGHER CTR

Key Takeaways

- ✓ Include reviews and ratings
- ✓ Include author quotes & editorial reviews
- ✓ Include comps (“for fans of”)
- ✓ Include tropes/hooks
- ✓ Use adjectives to describe character traits
- ✓ Include the book’s real-world location

HOW TO RUN YOUR OWN TESTS

What should you test?



- Book description
- Blurbs
- Ad copy
- Subject lines
- Length of copy
- Tone

Where can you run copy tests?



- Email newsletters
- Banner ads



1. Pick one element to test



2. Set up low-budget A/B campaigns

Name ↕	Status	Date Range ▼	Effective CPM ↕	Remaining Budget	Impressions Served ↕	Total Clicks ↕	CTR ↕	Actions
Attachments_test1_quote  Attachments	Draft	05/01/17 - 05/07/17	N/A	\$10.00 (Total)	0	0	N/A	<div>Select Action ▼<ul style="list-style-type: none">View DetailsEdit AdArchive AdCopy Ad</div>
Test Ad  The Lies of Locke Lamora	Draft	02/03/17 - 02/28/17	N/A	\$10.00 (Total)	0	0	N/A	

Ad Details

Attachments_test1_quote

Draft



BASIC INFO

Date Range: 05/01/17 through 05/07/17

Associated Book: [Attachments](#)

CLICKTHROUGH LINKS

Amazon Kindle (US): <https://www.amazon.com/Attachments-Novel-Rainbow-Rowell-ebook/dp/B0...>

AUDIENCE TARGETING

Book Categories: None selected

Authors: Rainbow Rowell

BID AND BUDGET

Maximum CPM Bid: \$2.00

Total Budget: \$10.00

Budget Pacing: Fulfill as quickly as possible

Edit Ad

Ad Details

Attachments_test2_reviews

Draft



BASIC INFO

Date Range: 05/01/17 through 05/07/17

Associated Book: [Attachments](#)

CLICKTHROUGH LINKS

Amazon Kindle (US): <https://www.amazon.com/Attachments-Novel-Rainbow-Rowell-ebook/dp/B0...>

AUDIENCE TARGETING

Book Categories: None selected

Authors: Rainbow Rowell

BID AND BUDGET



Maximum CPM Bid: \$2.00

Total Budget: \$10.00

Budget Pacing: Fulfill as quickly as possible

Edit Ad

3. Measure your results

Name ↕	Status	Date Range ▼	Effective CPM ↕	Remaining Budget	Impressions Served ↕	Total Clicks ↕	CTR ↕	Actions
Attachments_test2_reviews  Attachments	Draft	05/01/17 - 05/07/17	N/A	\$10.00 (Total)	0	0	N/A	Select Action ▼
Attachments_test1_quote  Attachments	Draft	05/01/17 - 05/07/17	N/A	\$10.00 (Total)	0	0	N/A	Select Action ▼

Key Takeaways

- ✓ Test one element at a time
- ✓ Randomly split your A/B groups
- ✓ Measure your results
- ✓ Keep testing and optimizing

Questions?

insights.bookbub.com/rt-hannah

partners@bookbub.com

