

How to see if your book is selling on Amazon

Overview/Explanation:

There is a tool on your Amazon author central account (<https://author.amazon.com>) that will show you how your book is ranking (real time within a few hours). If the ranking is going up, then you are selling books. If it is going down, then no sales have been made.

Also, from the same report, you can click on “View historical sales rank”. This will give you a chart showing the movement of your sales rank over time allowing you to see if your marketing is producing sales. Depending on the ranking of your book, one book sale can change the ranking significantly. In our experience, if your book is ranking high (anywhere from 500,000 to millions), and someone purchased one book, then your ranking could go up to 200,000 - 300,000. It is not an exact measure, but it can help you gauge the results of your promotion efforts.

To access this tool:

1. Sign in to your Amazon author central account (<https://author.amazon.com>). If you have not yet created your amazon author central account and linked your book(s) to it, you can find a link to instructions on the ARP or click on the following link: <https://powerfuleyoubpublishing.com/amazonauthorcentral-ia.pdf>
2. Click on “Reports and Marking”
3. Look for the “Sales Rank” section and click on “View Report”. This will give you your current BSR (Best Seller Rank). Also, you can click on “Formats & Editions” for your kindle and your paperback to see the rank of each version.
4. In the bottom right of the box with your book listed is the “View historical Sales Rank” option.