

# **How to: Book Landing Page**

Tips to optimize the hub of the  
marketing campaign

What makes a successful

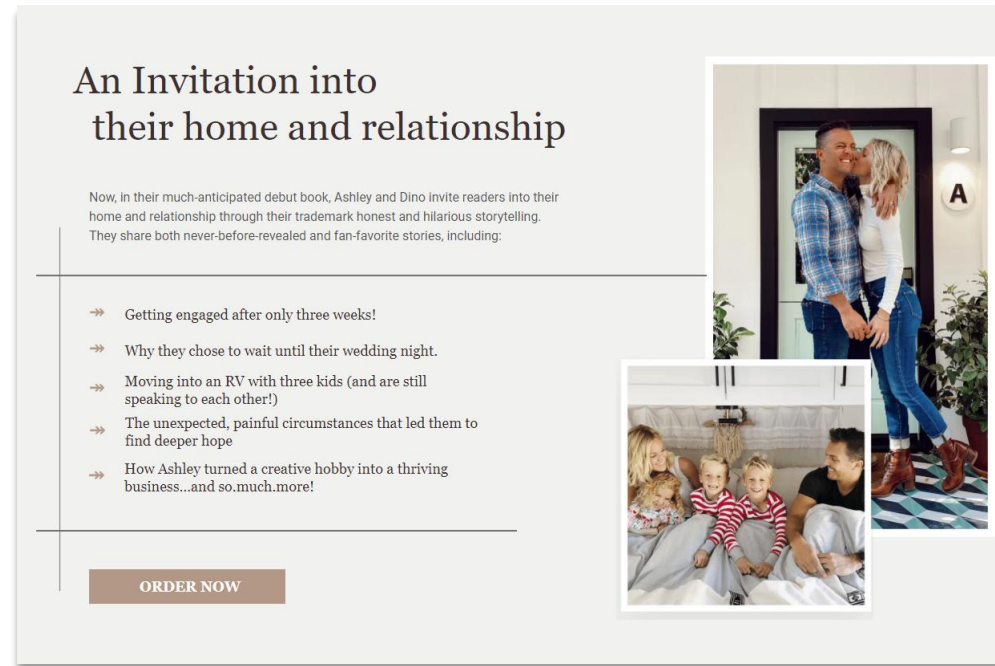
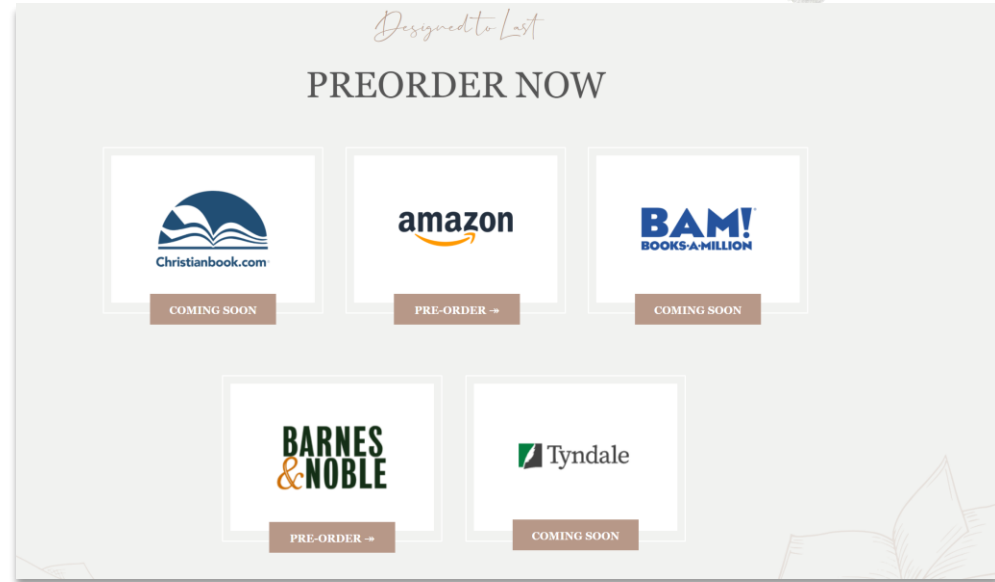
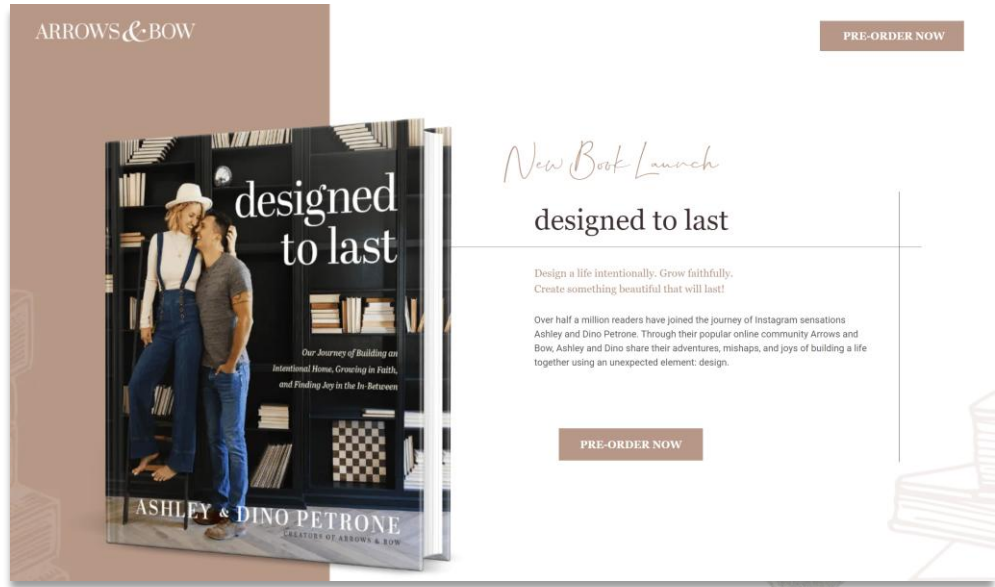
# Book Landing Page?

Key components of a good book landing page for conversation include:

- Book cover featured prominently
- Book description
- Retailer links – Please be sure to link to Amazon, Mardel.com, ChristianBook.com, Barnesandnoble.com, BooksAMillion.com, Bookshop.org, GetItLocal.com, Tyndale.com
  - As a note: Any author can become an Amazon and/or ChristianBook.com affiliate
  - Include a callout/reference to the different format your book will be available in, ie: hardcover, softcover, ebook and audio book (double check what formats your book will be in)
- Include tabs at the top for easy navigation of the page
- Include your social handles at the top banner for easy access to subscribe and follow
- Include reviews or endorsements (when those come in)
- Include your author bio – if you'd like
- A link to the book landing from the homepage

# Landing Page Examples

<https://www.arrowsandbow.com/designed-to-last>



# Landing Page Examples

<https://rachelawtrey.com/>


In Rachel's new book, *Love Your Life (Even If You Don't Like It All the Time)*, she shares honest stories, practical mindset shifts, and faith-filled encouragement to help readers unlock joy right where they are.



GRAB A COPY WHERE EVER BOOKS ARE SOLD



GRAB YOUR COPY TODAY!



When you pre-order *Love Your Life (Even When You Don't Like It All The Time)*, you'll unlock these exclusive goodies:

ORDER THE BOOK

GRAB THE GOODIES!

START READING EARLY

Start reading the first chapter digital version of the book right away while you wait for your physical copy to arrive.

AUDIOBOOK SNEAK PEEK

Listen to the first chapter of the audiobook, read by me!




DREAMY GETAWAY GIVEAWAY

You're automatically entered to win a stay at a cozy treehouse resort.

CURATED JOY PLAYLIST

A feel-good soundtrack inspired by the heart of the book, ready to lift your spirits anytime.

EXCLUSIVE JOY CLUB DISCOUNT



*Love Your Life (Even If You Don't Like It All the Time)*

**ORDER TODAY**  
AND GET LOTS OF FREE HAPPIES!





ORDER THE BOOK

GRAB THE GOODIES!

HERE'S HOW TO GET THE HAPPIES

Step one: purchase the book!

Purchase the book wherever books are sold!



Step two: redeem your happies!


GRAB THE GOODIES!

hey there!

I'M RACHEL, YOUR ONLINE SOUL SISTER!

I am an online encourager based out of Birmingham, AL that's obsessed with my girls and sharing bits and pieces of my life. I wear a lot of hats these days including mama to two boys, military wife, blogger, podcast host and more. You can find me behind the microphone at Real Talk with Rach where we talk about everything from jeans to Jesus, playlists to pop culture, the good and the grief and everything in between.

MORE ABOUT RACH



*Love Your Life (Even If You Don't Like It All the Time)*

**BOOK TOUR AND SIGNINGS!**  
COME HANGOUT AND HUG AND MEET AND MINGLE!

8/5 BIRMINGHAM, AL

*Little Professor, Homewood*

<https://aundikolber.com/strong-like-water/>



When it comes to difficult circumstances, we've all heard the platitudes: "No pain, no gain." "What doesn't kill you makes you stronger." But if we spend our lives trying to be "the strong one," we become exhausted, burned-out, and disconnected from our truest selves.

Could there be a different way to be strong? Could strength mean more than pushing on and pushing through pain, bearing every heavy burden on our own? What if, instead, true strength were more like the tide: soft and bold, fierce and gentle, moving together as one powerful force?

- Learn how your nervous system shapes your experience so that we can move *through* pain instead of being stuck in it.
- Explore various practices, rhythms, and resources to support you in challenging circumstances with compassion and hope.
- Discover how to internalize connection, love, and safety—empowering you with greater resilience.

we were made to be strong like water.








1 2 3 4 5 6

Kayla Craig  
author of *To Light Their Way*

New York Times bestselling author of *The Lazy Genius Way* and *The Lazy Genius Kitchen*



# Landing Page Examples

<https://www.tyndale.com/sites/allmyknotteduplife/>

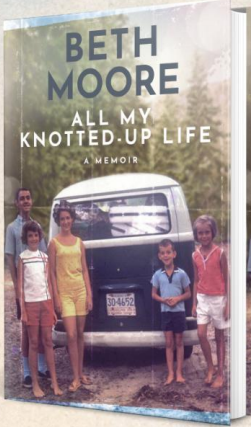
Missed the All My Knotted-Up Life Live event? Watch it HERE now!


ABOUT | BUY | LIVE EVENT REPLAY | BOOK SIGNINGS | ABOUT BETH

BETH'S NEW  
MEMOIR IS  
AVAILABLE  
NOW!

ORDER NOW

BOOK SIGNINGS





AN INCREDIBLY THOUGHTFUL,  
DISARMINGLY FUNNY, AND INTENSELY  
VULNERABLE GLIMPSE INTO THE LIFE  
AND MINISTRY OF A WOMAN FAMILIAR  
TO MANY BUT KNOWN BY FEW.

*"It's a peculiar thing, this living long enough to take a good look back. We go from knowing each other better than we know ourselves, to barely sure if we know each other at all, to precisely sure that we don't. All my knotted-up life I've longed for the sanity and simplicity of knowing who's good and who's bad. I've wanted to know this about myself as much as anyone. This was not theological. It was strictly relational. God could do what he wanted with eternity. I was just trying to make it here in the meantime. As benevolent as he has been in a myriad of ways, God has remained aloof on this uncomplicated request."*

— Beth Moore

*All My Knotted-Up Life* is a beautifully crafted portrait of resilience and survival, a poignant reminder of God's enduring faithfulness, and proof positive that if we ever truly took the time to hear people's full stories . . . we'd all walk around slack-jawed.

SELECT A FORMAT TO BUY

PRINT

E-BOOK

AUDIO-BOOK

Get It Local. Today!

Tyndale

amazon.com

BARNES&NOBLE

Christianbook.com

Bookshop

BAM!  
BOOKS-A-MILLION

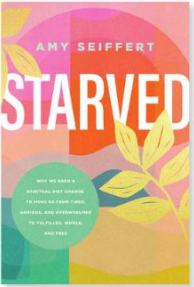
INDIE  
BOUND

MARDEL  
CHRISTIAN & EDUCATION

PREMIERE  
COLLECTIBLES

Landing Page Examples








<https://www.amyseiffert.com/starved>



# Starved

Why We Need A Spiritual Diet Change To Move Us From Tired, Anxious, and Overwhelmed To Fulfilled, Whole, and Free.

Available anywhere books are sold.




We’re consuming, we’re filling up, we’re taking in, but at the end of the day, our souls are still starving.

So many of us feel dissatisfied and empty—emotionally, physically, and even spiritually. Our lives are rushed, overflowing, and we're low on joy, fulfillment, peace, and purpose. In our spare moments, we turn to our phones, social media, and a million other little things, desperate for relief, but over time, these distractions become an unhealthy diet for our souls—uplifting us for a moment but ultimately denying us the nourishment we need. When we overconsume these imposters that promise a temporary boost but actually leave us weak and weary, we become anxious, fearful, and depleted. These addicting substitutes keep us coming back for more, never providing satisfaction.

But there is hope. We don’t have to stay stuck and malnourished. We can become free of shame, disappointment, and anxiety.


In *Starved*, popular author and teacher Amy Seiffert shows readers how to stop ingesting spiritual junk food and offers simple and replenishing practices like silence, service, and Sabbath that can bring us closer to Jesus. She encourages us to put down our phones, set aside our pride, and let go of the hustle so that we can receive a spiritual diet change that will leave us delightfully content, spiritually healthy, and free to experience the goodness of Jesus.

### Rave Reviews




"Whenever I eat junk food, I still feel hungry and I don't feel great either. Spiritually this implies as well. We are famished for some spiritual nutrition. In *Starved*, Amy delivers a four course meal of spiritual disciplines that feed our souls. Grab your fork. It's feasting time."

**Dr. Derwin L. Gray**  
Co-Founder & Lead-elder Pastor of Transformation Church,  
Author of *How to Read Our Racial Divide*





"*Starved* is a come-to-the-table, fill-your-plate invitation to true nourishment. In this run-faster, hustle-for-approval world, this book leads us to a soulful place of connection. Amy Seiffert has written a guide that is at once real and raw, loving and hopeful. Using her own pain and grief, Amy shares with us what she knows to be true: God's amazing grace feeds and renews us."

**Karen Lee Hardwick, MDIV, MSW**  
Author of *The Connected Leader: Seven Strategies to Empower Your True Self and Inspire Others*



With grace and truth, Amy Seiffert shares how we can authentically hold the tension of releasing control to our powerful God while also taking ownership for ourselves and our community. *Starved* provides practical resources and pathways that empower readers to nourish themselves in sustainable ways. This book is for anyone who has ever felt a little bit "off" yet knows there is so much more to life. Please share this book with everyone you care about!!

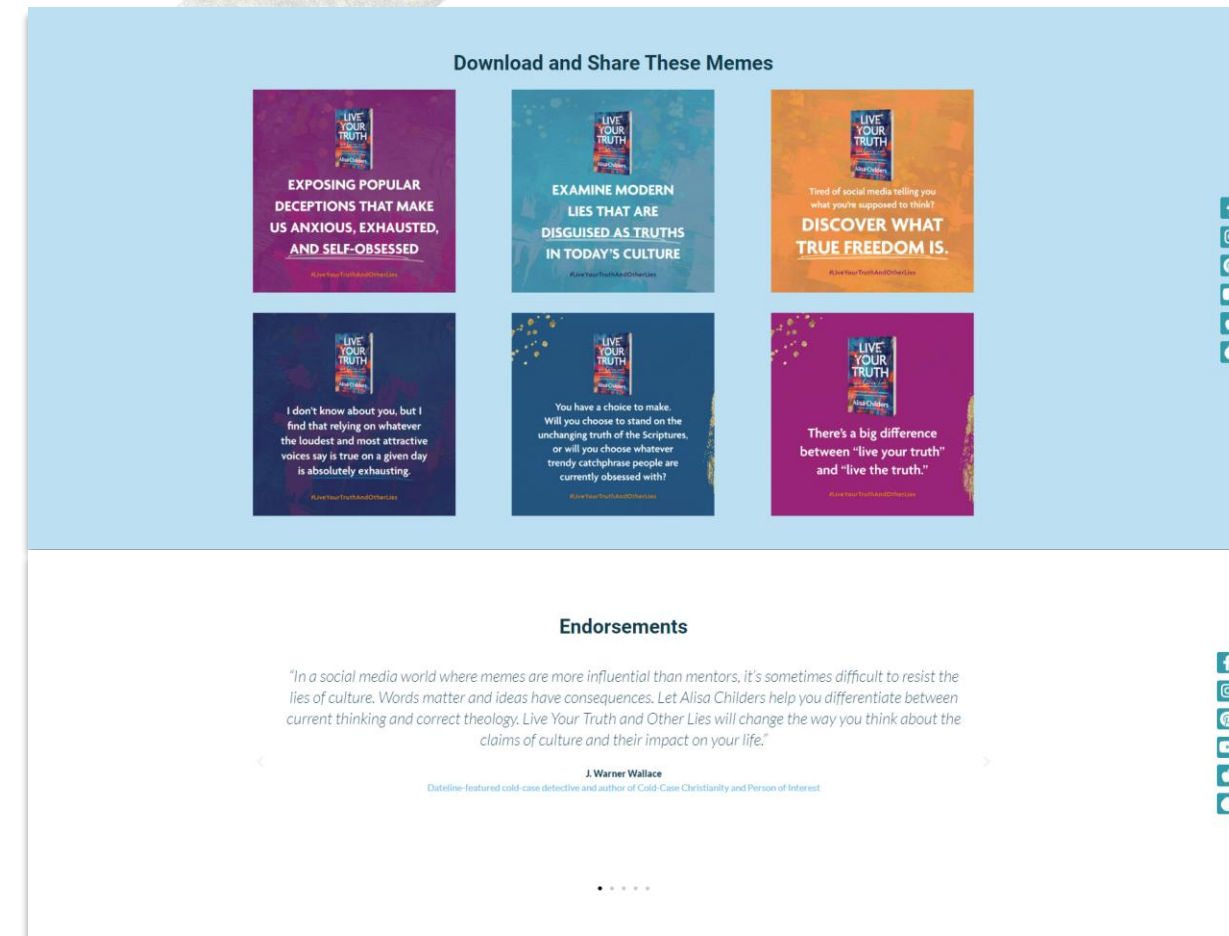
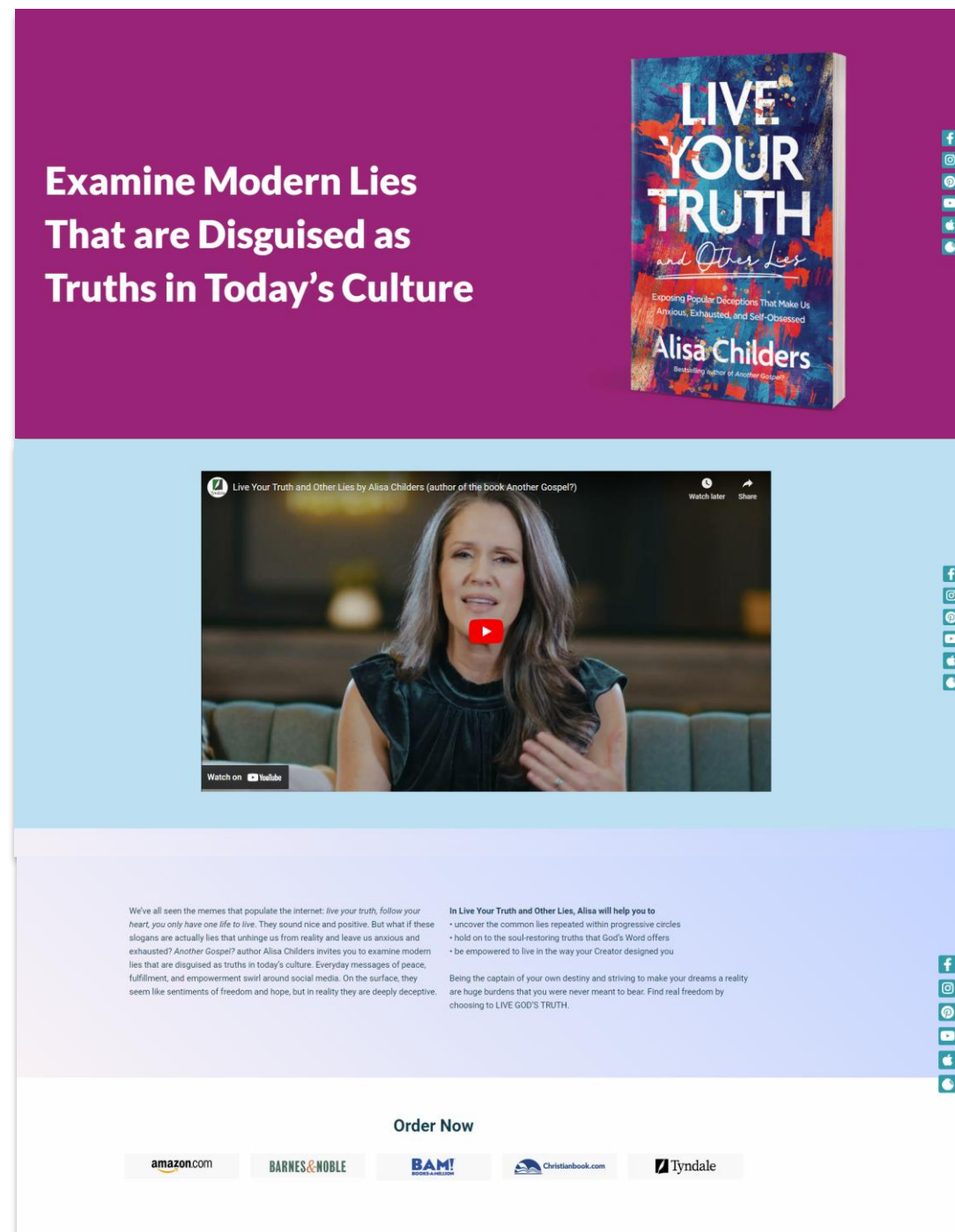
**Joan Wang-Chenille**  
Pastor and speaker, National Community Church





## Landing Page Examples

<https://alisachilders.com/live-your-truth-and-other-lies/>

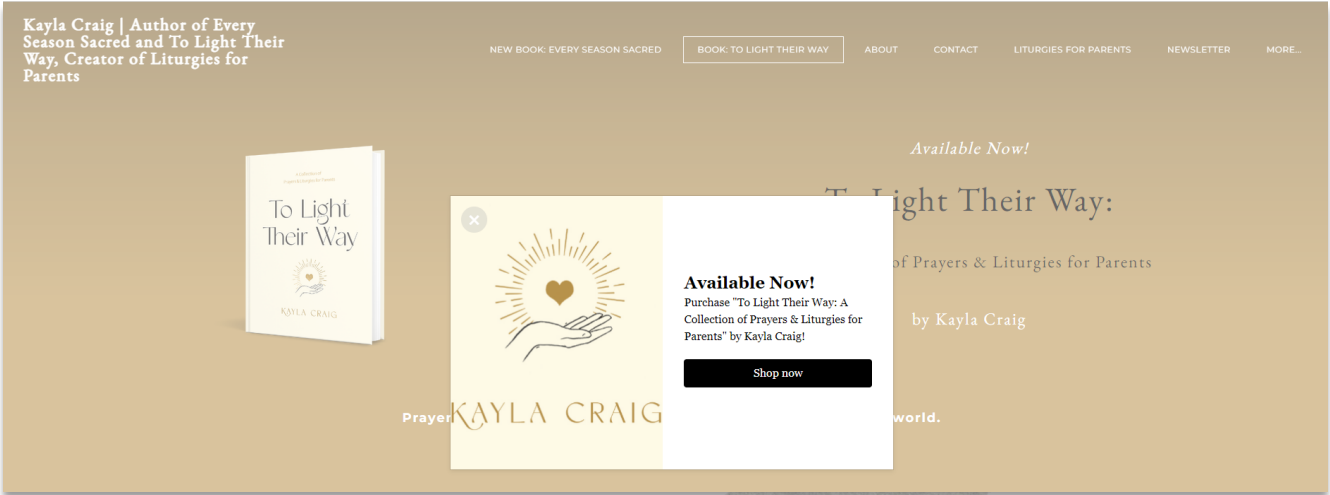




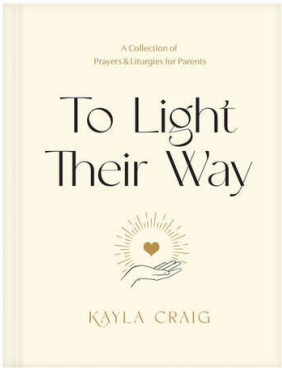
# Landing Page Examples

## PREORDER GOODIES

<http://www.kaylacraig.com/book.html>



### A Collection of Prayers & Liturgies for Parents



In an age of distraction and overwhelm, finding the words to meaningfully pray for our children—and for our journey as parents—can feel impossible.

Written with warmth and welcome, *To Light Their Way* gives voice to your prayers when words won't come. Filled with more than 100 modern liturgies, this book guides you into an intentional conversation with God for your children and the world they live in.

From everyday struggles like helping your child find friends or thrive in school to larger issues like praying for a brighter world rooted in peace and truth, these pleas and petitions act as a gentle guide, reminding us that while our words may fail, God never does.

At the core of *To Light Their Way* is the deepest of prayers: that our children will experience the love of God so deeply that their lives will be an outpouring of love that lights up the world.

### Order Your Copy From These Retailers

amazon

BARNES & NOBLE

Tyndale

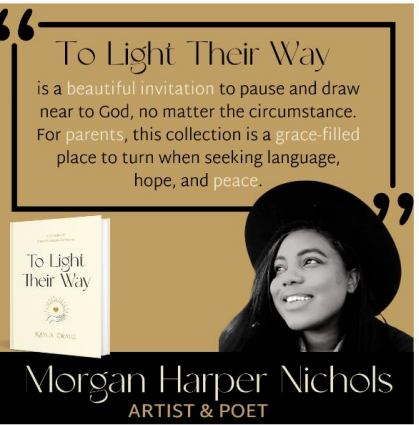
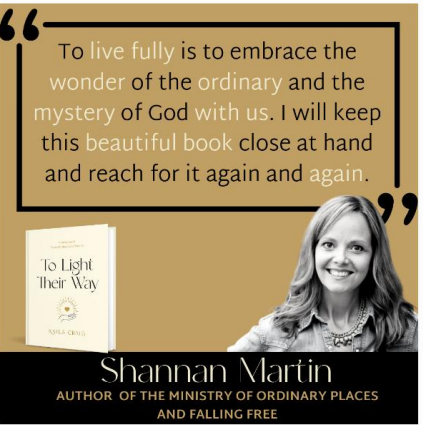
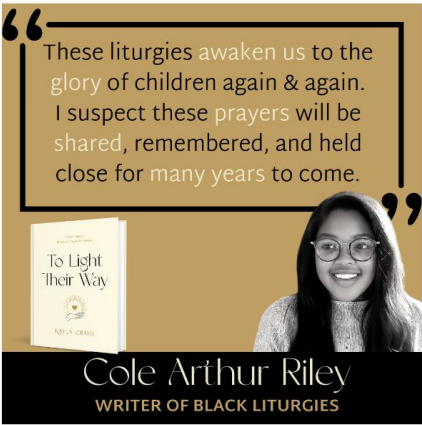
BAM!  
BOOKS-A-MILLION

The Soul Book Nook

Christianbook  
1-800-CHRISTIAN.  
EVERYTHING CHRISTIAN FOR LESS!



### Early Praise for *To Light Their Way*



# Landing Page Examples

## PREORDER GOODIES


<https://www.thismotherhen.com/ps-its-gonna-be-good>


### PRE-ORDER PERKS

↓↓↓↓

#### 1. GET MY AUDIOBOOK FOR FREE

As if sitting across from me over a cup of ☺, you'll hear my passion, intention, and humor woven throughout every minute of this audiobook *(access for 90 days after release date)*. I think this perk *ALONE* is worth pre-ordering because (admittedly biased, but...) I think you'll enjoy this version better than the actual paper copy. WHO KNOWS? Well, you will actually... since you'll soon own both.





#### 2. FREE ACCESS TO MY "GIRLFRIEND'S GUIDE TO CHOOSING FAITH OVER FEAR" COURSE (PREVIOUSLY \$97)

In this 4-week course, I walk you through stories of men + women in the Bible who chose faith over fear when circumstances weren't favorable, everyone else doubted and their worst fear actually happened—*knowing the Bible is our example + you can too.*

Focusing on 1 Bible character per week, you'll learn the 4-question funnel that paves a biblical pathway you can continually walk down to choose faith over fear *every time*. Because you don't have to be stuck into the what-if's + dominated by fear anymore. Thanks to Jesus—you can in fact live **FREE**... for that's exactly why He came in the first place (John 10:10).

- Recorded sessions to do at your own pace. Pause when you need, play when you can. (Average length of the daily video teachings: 5-10 min.)
- Corresponding ebook to help you personalize what you're learning and apply it to your life.

### 3) MY GO-TO WORSHIP PLAYLIST

If Hebrews 13:15 says, "Let us offer through Jesus a continual sacrifice of praise to God" and Psalm 95 repeats, "Come, let us sing to the Lord! Let us shout joyfully to the Rock of our salvation" and Romans 15:9 echoes, "I will sing praises to your name" ...

Well then, I say we pump this worship playlist across **EVERY SPEAKER** in **EVERY LEVEL** throughout the whole house at an all-time **HIGH**. When you do, watch your countenance change, your hope rise, and ultimately, your God meet you there.



worship playlist

01:26 ————— 06:22

< ◀ ▶ > ♥

## YOU IN?

↓↓↓↓

After you purchase, just drop the info below + pre-order goodies will be sent out by *asap!*

### P.S. IT'S GONNA BE GOOD.

First name

Last name

Email address

Order Number

I'M READY FOR THE PRE-ORDER GOODIES!

Didn't get the goods? Try here

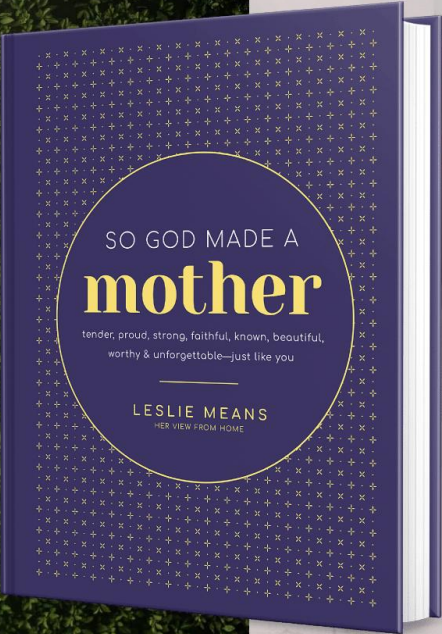
<https://www.thismotherhen.com/ps-its-gonna-be-good>



# Landing Page Examples

## PREORDER GOODIES

<https://herviewfromhome.com/so-god-made-a-mother/>




## No two mothers are alike.

No two experiences in motherhood mirror each other.

**But something powerful happens when our stories of motherhood come together**—they speak love, worth, value, and beauty. They take the undefinable experience of motherhood and give it shape and substance and strength. They speak to us all.

### *So God Made a Mother*

So God Made a Mother promises to show you the incomparable heart of a mother . . . a mother just like you.



## It used to be that people lived near their mothers and sisters and aunties and grandmas and everyone did life together.

Stories and wisdom were passed down effortlessly. Times have changed, but these shared experiences are no less important now than they were then.

Join Leslie Means, founder of the popular website Her View From Home, as she weaves together a powerful, emotional collection of essays from women of all ages and stages. These real-life, straight-to-the-heart stories will make you laugh, cry, and nod along.

**Pre-order**  
your copy today  
(Coming in April)

amazon BARNES & NOBLE Overlook Thriftbooks Walmart Target BAM! BOOKS-AMALGAM Books & More Bookshop

**Pre-order So God Made a Mother and get immediate access to exclusive bonus content as a thank you!**

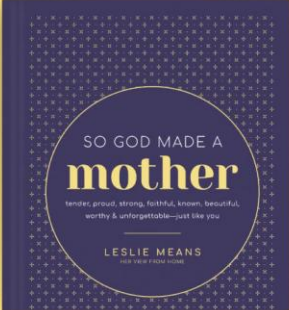
*Here's what you'll get:*

Bonus Chapter | Three brand new lock screens | Exclusive discounts to the HVFH shop | A sneak peek inside the book | And more!

**PRE-ORDER NOW**  
(COMING IN APRIL)

*Already ordered?*

**CLICK HERE TO CLAIM YOUR BONUS CONTENT!**



×

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Retailer

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