



A.G. Riddle

"I thought, I'm just going to write my first novel and see what happens, if it takes off..."

— A.G. Riddle

Enabling authors to create their own destiny.

One man's story of using Amazon Advertising to go from manuscript to movie deal.

After a decade in internet startups, A.G. Riddle spent two and a half years writing his first novel, *The Atlantis Gene*, which was edited by his mother and featured a cover he designed himself. Over two million copies later, all sold through Amazon, it's safe to say his novel did indeed "take off," making his story not only one of emerging author success, but one demonstrating the value of Amazon Advertising.

Growing visibility for your books

"You pour so much of yourself into your first book, and you want to see it get out there in the world," said Riddle. He used Amazon Advertising to get the word out to more of Amazon's 300+ million active customer accounts worldwide.* "We just went into it to say, 'Let's do an experiment and see what happens,' and we've been very pleasantly surprised."

Connection to your readers

"The most important thing for me was finding readers and figuring out what they thought of my work, and how I could improve." Riddle's experience with Amazon shows that the connection between author and audience is not only extremely valuable to the writing process, but also in marketing books to the right readers.



Amazon Advertising

A.G. Riddle didn't start out as an expert at book marketing. Yet only a few hours after deciding to try Amazon Advertising, he launched his first ad campaign—creating that key connection with his readers. Riddle used Amazon Advertising to learn the audience appeal of his book within “sci-fi,” “thriller,” and different subgenres. “Within a few weeks of running campaigns, you really start to get some data. It is certainly a lot quicker than you get with traditional publishing.”

Below are some of the services used by Riddle, available on Amazon Advertising.

“Amazon Advertising offers discoverability and, most importantly, learning from readers...”

— A.G. Riddle



Sponsored Products

Be exactly what they're looking for.

Target by keyword or product to appear in search results and detail pages related to your title's subject matter. Your new romance novel could appear to readers searching for “love” or browsing similar titles.



Lockscreen Ads

Need exposure? We've got your book covered.

Lockscreen Ads help give your titles more visibility with placements on Kindle E-readers and Amazon Fire tablets. After all, you've got to be seen to be sold.

Reach more people, the right way, at the right budget.

- **Reach:** Access to over 300 million active Amazon customer accounts worldwide.*
- **Relevance:** Amazon Advertising provides multiple targeting options to help you find the right audience.
- **ROI:** The pay-per-click structure gives you flexibility to spend what you want, and only pay when readers click.

You've written the book. Now let us help your success story unfold.

Get started

Sign-in required.