

# AMAZON ADS

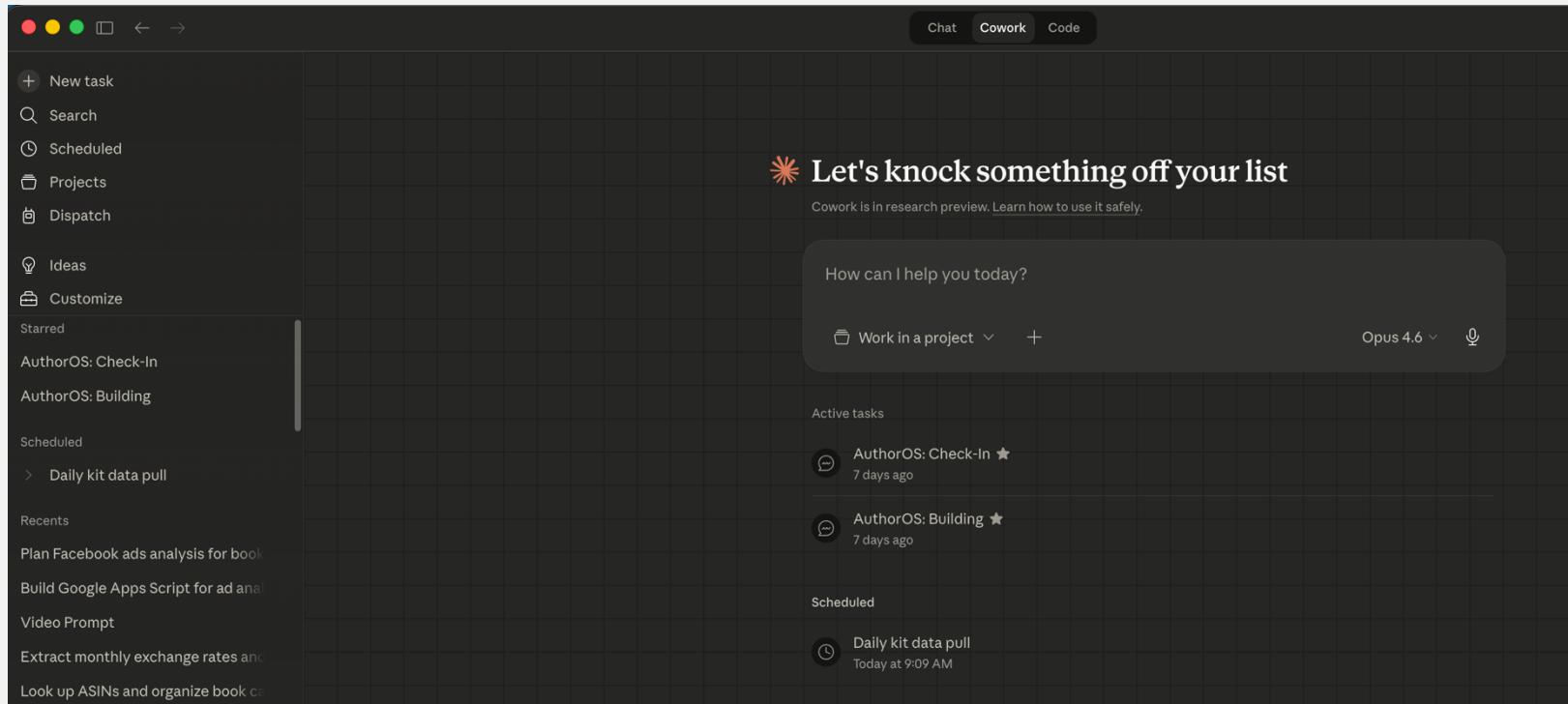
HOW to USE CLAUDE COWORK (AI)  
to FIND EFFECTIVE AMAZON AD  
KEYWORDS & ASINs

# OVERVIEW

- What is Claude Cowork and how is it different than regular Claude / ChatGPT?
- The straightforward method that I use for finding effective keywords and ASINs to target.
  - The #1 thing that matters when choosing keywords and ASINs to target for your Amazon Ads
  - This is what I used when managing 7-figures a year in Amazon Ad spend for clients, and I still use for my own books.
  - I will demonstrate how to do this manually, as well as the *thinking* behind the process first.
- How I've automated 90%+ of this research process *and* improved the results using AI (specifically, Claude Cowork).

# CLAUDE COWORK: OVERVIEW

# CLAUDE COWORK



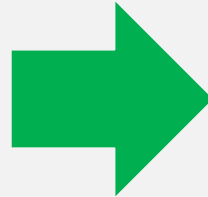
# CLAUDE COWORK: WHAT IS IT?

- Claude Cowork is an **agent**. Cowork is included with your Claude Pro subscription (\$20/mo), but you probably want the \$100/mo or \$200/mo plan.
- An **agent** is something or someone that can perform actions on your behalf.
  - E.g., real estate agent sells your house on your behalf
  - An AI agent performs tasks for you **using tools** (like the browser, Google Docs etc.)
  - In other words: it can do stuff on its own. You can even have it do *multiple* different tasks at the same time.
    - This is the major upgrade / difference between Cowork and regular chat-based Claude / ChatGPT
- Cowork uses the same model as regular Claude (use Opus 4.6 with Extended Thinking on for most tasks). It's better because of the **context** it has about your business (you can give it information about your business / you that it pulls every time), it has access to your **computer**, and it has access to **tools** that it can use autonomously.
  - You can also **schedule** tasks to happen on a recurring basis.
- This is the single most powerful / transformative piece of software I've ever used.
  - ChatGPT / Claude = dial up
  - Cowork / Claude Code = broadband

# COWORK: SKILLS

- **Skills** are the most powerful part of Cowork.
- These are processes (SOPs) which allow you to automate entire workflows / tasks. You can then trigger them whenever.
- This not only automates the task, but you can refine the process over time as you learn new things or think of new features. So it gets in the same way + also improves over time (e.g., compounds).
- It can execute the *ideal* version of the process that no human would have time / energy to actually accomplish.
- It changes the execution time for pretty much any task. You can take a structured resource (like this), turn it into a skill (or add it to an existing one), and then start *using* that information much sooner without hours / days of practice.
- You can also transfer skills to other people in a near 1:1 manner. This is the most seamless knowledge transfer out of *any* medium I've ever encountered.

# “I KNOW KUNG-FU”



# DEMO: COWORK RESEARCH SKILL

# KEYWORD AND ASIN RESEARCH

# BOOK



- Urban fantasy
- Female protagonist
- No romance subplot

# THE #1 THING

- **Relevance.**
- The more relevant a keyword / ASIN is to your book, the better it typically converts. This means a lower cost per unit.
- Bonus: this also helps Amazon's algorithm figure out who to recommend the book to.



# KEYWORD & ASINS: RELEVANCE TIERS

- Target relevance is more about how closely the packaging (cover / blurb / title / subtitle) positions a title to yours than it is about how close the author's style is to yours.
- **Tier 1 (Tight):** urban fantasy authors / books with female protagonists (e.g., Ilona Andrews, Patricia Briggs)
- **Tier 2 (Moderate):** other urban fantasy authors / books (e.g., Jim Butcher, Kevin Hearne)
- **Tier 3 (Loose):** paranormal romance; this is a tangentially related genre with crossover to urban fantasy (e.g., Nalini Singh, JR Ward).
- **Tier 4 (Branching Out):** other types of fantasy authors / books like LitRPG or epic fantasy (e.g., Brandon Sanderson), other types of fantasy romance authors / books that have less crossover with urban fantasy like paranormal reverse harem or romantasy (e.g., Sarah J. Maas), and so forth.
- **Tier 5 (Unrelated):** horror, thriller, contemporary romance authors / books etc. (e.g., Stephen King, Lee Child, Nora Roberts).
  - Not recommended to test.
  - Tier 5 targets can occasionally convert for an extremely mainstream thriller / mystery etc. that appeals to every reader demographic, but this is still not recommended as a targeting option for those books.

# TIER I: TIGHT



**A Twist of Demon: Cocktails in Hell** Kindle Edition

by S.E. Babin (Author) | Format: Kindle Edition

4.6 ★★★★★ (1,068) 4.3 on Goodreads 903 ratings

Book 1 of 8: Cocktails in Hell [See all formats and editions](#)

Want longer hair, whiter teeth, a smaller nose?

Violet has a potion for that.

Want to hex an enemy, make someone fall in love with you, or curse someone?

Well...that will cost you.

By day, Violet is a supposed charlatan running a potion shop in New Orleans and catering to drunk tourists who want to take a walk on the wild side. By night, she's a Potion Master, a rare, magical being whose shop straddles the portal to Earth and Hell, slinging potions to magical beasts who only come out at night.

She's also the protector of both, a neutral being who carefully navigates the Accords between oblivious humans and the creatures who wouldn't mind snacking on them. Unfortunately for both sides, Violet is terrible at her job.

After the last Potion Master dies a horrible death and she's pulled out of anonymity by a handsome and super annoying

[Read more](#)

Book 1 of 8	Print length	Language	Publication date	File size
 Cocktails in Hell	 186 pages	 English	 April 6, 2023	 4597 KB

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Urban fantasy w/ a female protagonist, similar type of vibe with the blurb / cover

# TIER 2: MODERATE



**Shadow's Messenger (An Aileen Travers Novel Book 1)** Kindle Edition

by T.A. White (Author) | Format: Kindle Edition

4.4 ★★★★★ (2,969) | 4.1 on Goodreads 4,677 ratings

Book 1 of 7: An Aileen Travers Novel [See all formats and editions](#)

Life as Aileen knew it ended when she woke up in a morgue sporting a new set of fangs after a wild night out. Now as a courier for the supernatural world, she balances figuring out this whole vampire thing with making enough to support her ice cream habit.

When a job goes disastrously awry and ends with a body on the ground, Aileen finds herself in over her head as she draws the attention of a powerful creature intent on her death.

Aileen will need to separate her allies from her enemies before it's too late. To survive, she'll work with a being she swore to avoid at all costs—a powerful vampire who may hold the key to her survival. Or the flame from which her world burns.

Book 1 of 7	Print length	Language	Publication date	File size
An Aileen Travers Novel	273 pages	English	August 23, 2016	2992 KB

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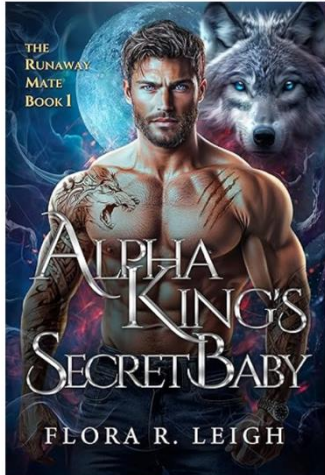
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Urban fantasy w/ a female protagonist, but cover almost looks like a supernatural suspense novel

# TIER 3: LOOSE



**Alpha King's Secret Baby: A Rejected Mate Second Chance**   
**Paranormal Werewolf Romance (The Runaway Mate Book 1)** Kindle Edition  
by Flora R. Leigh (Author) | Format: Kindle Edition  
4.1 ★★★★★ (1,379) | 3.8 on Goodreads 1,179 ratings  
Book 1 of 4: The Runaway Mate [See all formats and editions](#)

**Rejected by my fated mate, I left with a secret baby...**

**Casey**  
One night. One mate. One mistake. One rejection.

That's all it took to leave me with a broken heart and a piece of him.

Five years later, I'm over him.


My shop. My life. My family. It's all perfect now.

But just when I think I'm done with pack drama,

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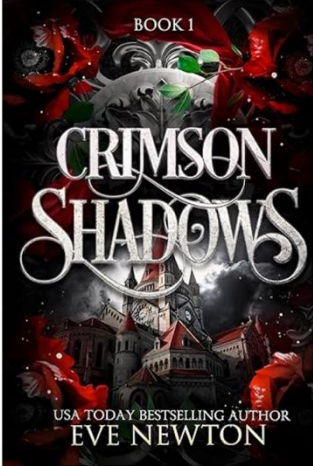
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Paranormal romance (tangential genre)

# TIER 4: BRANCHING OUT



**Crimson Shadows: A Paranormal Reverse Harem Romance (Immortal Descent (MistHallow Academy) Book 1)** Kindle Edition  
by [Eve Newton](#) (Author) | Format: Kindle Edition

4.3 ★★★★★ (2,397) 3.9 on Goodreads 2,619 ratings  
[Book 1 of 3: Immortal Descent \(MistHallow Academy\)](#) [See all formats and editions](#)

**I always knew I was different, but I never imagined how dark that difference would be.**

When my absentee father returns to inform me of my true heritage, the way to figuring out this new reality of being half blood sucker is a secret paranormal University nestled in England's misty forests. It specialises in control and focus for beings like me and those whose default setting is trouble.

When I step through MistHallow University's hidden gates, I'm plunged into a world of ancient power and forbidden desires.

As my dormant powers awaken, so does a hunger I can't control and I fall under the spell of four otherworldly men who give trouble a whole new meaning.

**Zephyr:** a dark fae who is brutally savage and seductive.

**Corvus:** a vampire who can't wait to show me the darkness his world revels in.

**Ignatius:** a fire elemental burning with a passion that draws me in.  
[Read more](#)

[Read sample](#) [Audible sample](#)

Book 1 of 3	Print length	Language	Publication date	File size
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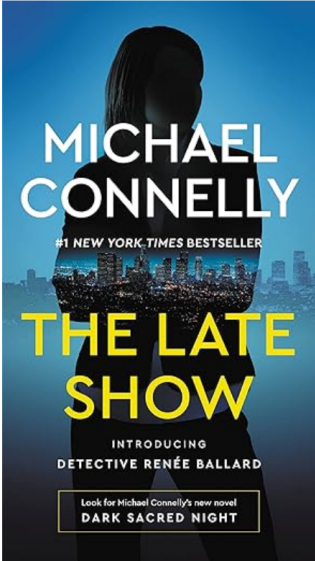
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Paranormal reverse harem romance

# TIER 5: UNRELATED



**Read sample** **Audible sample**

### The Late Show (Renee Ballard Book 1) Kindle Edition

by [Michael Connelly](#) (Author) | Format: Kindle Edition

4.5 ★★★★★ (60,594) 4.1 on Goodreads 94,130 ratings  
Book 1 of 6: [Renée Ballard and Harry Bosch](#)

**Editors' pick** Best Mystery, Thriller & Suspense [See all formats and editions](#)

In this first installment of the Renée Ballard series, #1 bestselling author Michael Connelly introduces a "complicated and driven" young detective fighting to prove herself on the LAPD's toughest beat (*The New York Times*). Renee Ballard works the midnight shift in Hollywood, beginning many investigations but finishing few, as each morning she turns everything over to the daytime units. It's a frustrating job for a once up-and-coming detective, but it's no accident. She's been given this beat as punishment after filing a sexual harassment complaint against a supervisor. But one night Ballard catches two assignments she doesn't want to part with. First, a prostitute is brutally beaten and left for dead in a parking lot. All signs point to a crime of premeditation, not passion, by someone with big evil on his mind. Then she sees a young waitress breathe her last after being caught up in a nightclub shooting. Though dubbed a peripheral victim, the waitress buys Ballard a way in, and this time she is determined not to give up at dawn. Against orders and her partner's wishes, she works both cases by day while maintaining her shift by night. As the investigations intertwine, Ballard is forced to face her own demons and confront a danger she could never have imagined. To find justice for these victims who can't speak for themselves, she must put not only her career but her life on the line.

[Read more](#)

Book 1 of 6	Print length	Language	Publisher	Publication date
<a href="#">Renée Ballard and Harry Bosch</a>	387 pages <a href="#">v</a>	English	Little, Brown and Company	July 18, 2017 <a href="#">v</a>

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Mystery

## KEYWORD & ASINS: SCALING

- If you want to scale beyond \$100/day for a single book in the US / UK in a larger genre like romance / thriller (\$50/day in smaller genres like urban fantasy / space opera), you usually need to convert well for Tier 3 targets.
  - 10%+ total conversion for a \$2.99+ book in Kindle Unlimited
  - 15%+ for a 99c book
- If you can spend \$100/day in the US and the book performs well in the UK as well, then you can typically spend \$25/day or \$50/day in the UK, since the UK is a smaller market.

# RESEARCH PROCESS: STEP-BY-STEP

1. Find 20 – 30 Tier 1 & Tier 2 author keywords and / or ASINs.
  1. Tier 1 & Tier 2 targets are more likely to convert. Can branch out into Tier 3 targets later if you've exhausted the Tier 1 & Tier 2 targets for a book, or if you're trying to scale aggressively. This saves time and money and also makes analyzing the data much more manageable.
  2. When bidding, I generally bid the same for Tier 1 and Tier 2 targets. For Tier 3 and beyond targets, I may bid the same (if I'm trying to test + scale fast and see if these targets convert well enough to target), or I may start the bid lower (\$0.10 - \$0.20)
  3. Generally recommend 50 keywords or ASINs max in a campaign. You can have up to 100 keywords / ASINs in a campaign before the budget starts to get a bit top-heavy (can split them out into other campaigns if you have more than 50 - 100). Strongly recommend starting with 20 – 30 and focus on relevance.
2. Go to the Top 100 in your sub-genre (Google "Kindle Top 100 bestseller" [your genre])
  1. Find relevant authors and ASINs (Tier 1 and Tier 2 targets) and add them to your list.
  2. Relevance is critical, but target must also be able to generate clicks. Advantage with the Top 100 is that you know these targets are popular, and thus the author keywords and ASINs have clicks. This rules out one of the reasons why your ads aren't serving (targets aren't popular enough).
3. Go to the also boughts / also reads for the relevant books you find in the Top 100 to find additional Tier 1 and Tier 2 targets
  1. This is where you can start when you already have winning keywords / ASINs that work (e.g., you know what your Tier 1 and Tier 2 targets are)—go to those Amazon pages to find similar keywords and ASINs to target
  2. Also pull all of the relevant ASINs from the authors that have converted well, or find relevant ASINs for what you think are your Tier 1 and Tier 2 targets (e.g., if someone has a book in the Top 100 that you think is a Tier 1 or Tier 2 target, go and pull the rest of the books in the series / relevant books in their back catalog to target)
    1. This would not happen when doing things manually
4. **Alternative starting point:** your own book's also boughts / also reads. These may not be popular keywords / ASINs and have significant click volume, however.
5. Search BookBub, Goodreads "Best of [Genre] [Year]" or "Best of [Genre]" or Most Popular lists, can also look at book blogs, other sources
  1. This would not happen when doing things manually
6. Use data to refine targeting and future research: what you initially believed was a Tier 1 or Tier 2 target may not be relevant.
  1. Test → analyze the data → go through the research process again
  2. Can also mine Search Term Report for winning keywords / ASINs (terms from auto, Kindle Category, broad match keywords)
  3. Repeat this process when you're analyzing the data (or can schedule a recurring research task with Cowork)

# CURATING TARGETS

1. **For ASINs in a series:** I start with the first book and /or the last book. These are usually the most popular and have the most click volume available. If these convert well, then I can target other books in the series / similar books in the author's catalog.
2. **Author keywords:** if an author writes in multiple genres (e.g., urban fantasy and paranormal cozy mystery), some of which aren't relevant to my book, then you have three options
  1. Skip targeting that author initially as an author keyword (recommended). You can circle back later if you're trying to test more keywords / trying to scale.
  2. Target this author's relevant books via ASIN instead (recommended)
  3. Target the author keyword anyway, knowing that your book may appear on some irrelevant titles (applying a negative target list can help here)

# DEMO: MANUAL V. AUTOMATED

IN CLOSING

# NEXT STEPS

1. **Download the Claude desktop app; Cowork is included in that (claude.ai).**
    - Claude Pro (\$20/mo) is required to use Cowork.
  2. **Set up a Claude folder on your desktop for Cowork to work in.**
  3. **Give it the class transcript + this presentation**
  4. Ask it, “Can you help me create a skill out of this? Let’s plan this out first and then build the skill.” (use Monologue or Wisprflow to dictate and increase speed by 50%+)
  5. Test out the research process and see what happens, then refine + iterate
- **My #1 current AI workflow:** can AI do this?
    - This is a very advanced two-step process.
      1. I toss it a task (dictate using an app like Monologue or Wisprflow to save time / make this seamless)
      2. I see what happens.
        - This costs 30 seconds.
        - Over the past month, I’ve found very few things Cowork can’t do. Some of these take more effort / background knowledge of the domain than others.
        - You can now build the business you want. Just ask.

# COURSE

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4. Research / Targeting Skill for Claude Cowork / Code

END