

Summary Report for *Where's My Mother's Leg*

AMS	2
Reviews on Goodreads	3
Number 1 Bestseller (9/10/20)	4
Press Release	5
Reviews on Amazon	6
Sales	7
@ KDP (Lifetime)	7
@ IngramSpark	8

Dan,

This is a summary report & metrics (KPIs) we have been monitoring for you. In addition to these areas, you should consider any publicity (podcasts, media coverage, etc) wins, and website analytics (aka # of visitors to your website and/or new signups) as well. We've been following the [Bestseller Blueprint](#) process we've been refining for years with our clients.

① There are 3 additional sheets where we are tracking data. [AMS Campaign Metadata](#) | [Review Copy Requests](#) | [Goodreads Outreach Tracker](#) (you need a google account to access them).

Thanks,
Brian & Katrina

AMS

Updated 11/12/20

539k impressions, 484 clicks, 15 sales

Products related to this item

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Page 2 of 46 Start over

The screenshot shows a row of seven book covers. The book 'Where's My Mother's Leg?' by Dan DiStefano is highlighted with a red border. To its left are 'The Scarlet Letter' and 'The Red Badge of Courage'. To its right are 'Frankenstein; or, The Modern Prometheus (Annotated)', 'Heart of Darkness', 'Swann's Way: In Search of Lost Time, Vol. 1', and 'Frankenstein'. Each book listing includes the title, author, a star rating, the number of reviews, and the price with a Prime logo.

Book Title	Author	Format	Price	Reviews
The Scarlet Letter	Nathaniel Hawthorne	Paperback	\$7.25	3,799
The Red Badge of Courage (Chump Change Edition)	Stephen Crane	Hardcover	\$11.89	1,726
Where's My Mother's Leg?	Dan DiStefano	Kindle Edition	\$4.95	43
Frankenstein; or, The Modern Prometheus (Annotated)	Mary Shelley	Paperback	\$12.95	1
Heart of Darkness	Joseph Conrad	Paperback	\$8.99	3,102
Swann's Way: In Search of Lost Time, Vol. 1	Marcel Proust	Paperback	\$8.99	882
Frankenstein	Mary Shelley	Paperback	\$8.88	6,449

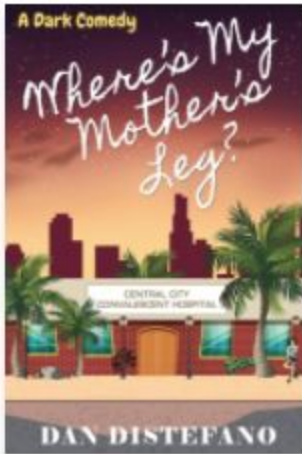
Although your ad spend exceeds your sales (you only get charged if someone clicks on your ad), it takes time to see this number improve.



One of the challenges I see with your title is that your competition has tons of reviews, and this may be swaying potential readers. You have had over 500k impressions, but out of 456 clicks, only 15 sales. However, a % of those clicks likely resulted in the reader downloading a sample which helps increase your book inside Amazon's recommendation engine.

Reviews on Goodreads

Updated 9/30/20




Where's my Mother's Leg?: A Dark Comedy

goodreads

by Dan DiStefano

★★★★☆ 4.17 ·  Rating details · 23 ratings · 10 reviews

A humorous view of what really happened after you dropped mom off at the nursing home.

Want to Read 

Rate this book



 Preview

"If you can't find the humor working in a skilled nursing facility you'll go home every night wishing vodka came out of your shower."

Number 1 Bestseller (9/10/20)

1,119 downloads over the 5-day campaign.

The screenshot shows the Amazon website interface. At the top, there's a navigation bar with the Amazon Prime logo, a search bar, and user account information. Below that, a secondary navigation bar lists various categories like 'Buy a Kindle', 'Kindle eBooks', etc. The main content area features a large teal banner with the text 'Amazon Best Sellers' and 'Our most popular products based on sales. Updated hourly.' Below the banner, a sidebar on the left provides a breadcrumb trail: 'Any Department' > 'Kindle Store' > 'Kindle eBooks' > 'Literature & Fiction' > 'Humor & Satire' > 'Dark Comedy'. The main content area is titled 'Best Sellers in Humorous Dark Comedy' and is divided into 'Top 100 Paid' and 'Top 100 Free' sections. The 'Top 100 Free' section is currently active, displaying a grid of six book covers. Each book entry includes a rank badge (e.g., #1, #2), the book cover, the title, author name, a star rating, and the price (all are \$0.00). The books shown are: 1. 'Where's my Mother's Leg?: A Dark Comedy' by Dan DiStefano; 2. 'Murder for Political Correctness: A dark comedy...' by Nick Lennon-Barrett; 3. 'Beyond Dead: An Afterlife Adventures Novel (A...)' by Jordaina Sydney Robinson; 4. 'Seven For The Slab: A Horror Portmanteau' by Doug Lamoreux; 5. 'Mango Cake and Murder: A Funny Quick Read...' by Christy Murphy; 6. 'Truncated: Apocalyptic and Loving It!' by Matt Orlando.

amazon prime

Kindle Store

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Dark Comedy
General Humor
Literary Humor
Satire

Best Sellers in Humorous Dark Comedy

Top 100 Paid Top 100 Free

#1

kindleunlimited

Where's my Mother's Leg?: A Dark Comedy
Dan DiStefano
★★★★☆ 16
Kindle Edition
\$0.00

#2

MURDER FOR POLITICAL CORRECTNESS

Murder for Political Correctness: A dark comedy...
Nick Lennon-Barrett
★★★★☆ 15
Kindle Edition
\$0.00

#3

Beyond Dead: An Afterlife Adventures Novel (A...
Jordaina Sydney Robinson
★★★★☆ 413
Kindle Edition
\$0.00

#4

kindleunlimited

SEVEN FOR THE SLAB

Seven For The Slab: A Horror Portmanteau
Doug Lamoreux
★★★★☆ 20
Kindle Edition

#5

CHRISTY MURPHY

Mango Cake and Murder: A Funny Quick Read...
Christy Murphy
★★★★☆ 294
Kindle Edition

#6

MATT ORLANDO

TRUNCATED: APOCALYPTIC AND LOVING IT!

Truncated: Apocalyptic and Loving It!
Matt Orlando
★★★★☆ 30
Kindle Edition

Press Release

Press Release: <https://www.prlog.org/12828559.htm>

Report: <https://www.prlog.org/pub/stats.html?id=12828559> (Access Code = 95e745)

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October 2020

Fr	Th	We	Tu	Mo	Su	Sa
2	1					

September 2020

	30	29	28	27	26	
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'Where's My Mother's Leg' Debuts at #74 on the Amazon Best Seller List

A new dark comedy by a Hollywood writer gives a humorous view of what really happens after you drop a parent off at the nursing home.

By: [Wise Media Group](#)

LONG BEACH, Calif. - July 6, 2020 - PRLog -- [Where's My Mother's Leg](#) is a dark comedy from debut author Dan DiStefano. A former television writer, Dan is now a nursing home administrator. He began sharing stories about life in a nursing facility with his friends. As a result of repeated pleas by his friends to finally put his stories into a book, Dan soon found himself on the Amazon Bestseller list!

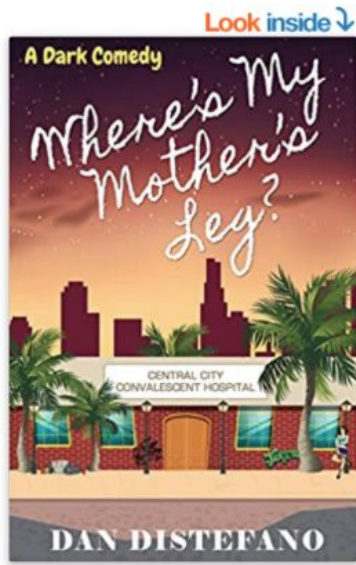
"If you have ever thought of placing your loved one in a "home" ... you definitely want to read this book first. It touches on both the realities and absurdities of life in a nursing home. Although a comical view of a retirement facility, *Where's My Mother's Leg* does open your eyes to the machinations of how these institutions are run. Profit before all else. I read this book in one sitting, wanting to see if Ned would indeed succeed or not. At times hilarious and at times poignant. It's a story worth reading." ~ Amazon Reviewer



#74 on Amazon Bestseller's List

Reviews on Amazon

Updated 9/30/20



Where's my Mother's Leg?: A Dark Comedy Paperback – June 16, 2020

by Dan DiStefano (Author)

★★★★☆ 34 ratings

> See all formats and editions

Kindle
\$0.00 [kindleunlimited](#)

Hardcover
\$24.95 [prime](#)

Paperback
\$14.95 [prime](#)

Read with Kindle Unlimited to also enjoy access to over 1 million more titles
\$4.95 to buy

4 New from \$23.17

1 Used from \$13.49

7 New from \$13.51

A humorous view of what really happened after you dropped mom off at the nursing home.

"If you can't find the humor working in a skilled nursing facility you'll go home every night wishing vodka came out of your shower."

Ned Russo thought he had it all. Lovely home in Pasadena, a beautiful ex-wife who didn't hate him, a charming daughter at UCLA that adored him and a cushy job with a fat salary he earned as

Sales

@ KDP (Lifetime)

Updated 9/30/20

Royalties Earned [\(What's this?\)](#) ▼

Currency	eBook Royalty	Paperback Royalty	KU/KOLL Royalty	Total Royalty
USD	84.75	347.10	2.83	434.68
GBP	0.00	0.00	0.00	0.00
EUR	0.00	0.00	0.00	0.00
JPY	0.00	0.00	0.00	0.00
INR	0.00	0.00	0.00	0.00
CAD	0.00	0.00	0.00	0.00
BRL	0.00	0.00	0.00	0.00
MXN	0.00	0.00	0.00	0.00
AUD	0.00	0.00	0.00	0.00

@ IngramSpark

19 books sold as of 9/30/20



POD Wholesale Compensation Report
Daniel Distefano (9169429)
United States Operating Unit - USD Transactions
For Period of CUSTOM

Run Date: 30-SEP-2020
Period: 01-JAN-2020 To 30-SEP-2020
Page: 1

This report includes an open period, the amounts are not final.

ISBN 13-Digit/10-Digit	Title	Author(s)	List Price	Disc	Wholesale Price	Quantity	Net Sales	Print Charge	Global Dist Fee	Other	Net Pub Comp	Recovery Remaining
9781629671789 1629671789	Where's my Mother's Leg?: MTD Sales YTD Sales	DiStefano,	14.95	55%	6.73	19 19	127.87 127.87	-95.38 -95.38	0.00 0.00	0.00 0.00	32.49 32.49	0.00