

How to Run a Profitable Discount Book Promotion

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Pre-Promotion Checklist

Before you plan your promotion, make sure your book has:

- A professional cover design
- Well-edited text
- An enticing landing page
- Multiple Amazon categories
- Social proof (reviews, awards) if possible

Trick of the trade: From KDP, click Support and tell them you want to add Amazon categories. You can have up to 10. Add them at least 3 days before you plan your promotion.

Don't add "fake" categories to game the system. Make sure people who browse that category would be interested in your book.

Planning Your Promotion

What will you price your book?	
Promotion duration (start date – end date)	
How will you get the <i>right</i> readers to the promotion? (List everything you plan to do.)	

Pricing Guidelines

Pricing depends on your genre, your readers, your promotion strategy, and your usual price.

Remember that on Kindle:

- Within Kindle Unlimited, you'll earn 70% royalties from Amazon—less delivery fee.
- Outside of Kindle Unlimited, you'll earn 35% royalties

My advice: If you mostly care about immediate royalties, try pricing higher: \$1.99 or \$2.99. If you want to get more books into the hands of readers, go for 99 cents. You'll move more books at a lower price.

Promotion Possibilities

Paid promotion sites

- BookBub Featured Deals
- Other general promotion sites: EReader News, Robin Reads, Bargain Booksy.
- See the [Reedsy list of promotion sites](#).

Paid advertising: *The more targeted, the better!*

- Facebook
- BookBub
- Associations/newsletters

Free promotion ideas:

- Send to own email list
- Email exchanges with related authors
- Connect with an influencer
- Social media posts and exchanges

Plan Your Promotion Schedule

Day 0:	Set the price on Kindle (or schedule ahead of time with Kindle Countdown). Schedule discounts for other ebook sellers.
Day 1:	
Day 2:	
Day 3:	
Day 4:	
Day 5:	
Day 6:	
Day 7:	
End	Reset the price and do the math. <i>What did you learn?</i>

Questions?

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