

Continuing Session #6: **Think Like a Salesman —**

What to Charge: Royalties, Pricing, Price Pulsing, & Giveaways

Want a bigger chunk of money from your retail dollar? Learn how to price and promote your book to sell. Compares royalties and the pros and cons of publishing options: 1) vanity press/indie/subsidy; 2) self-publishing/print on demand (POD); and 3) traditional publisher.

This session covers:

\$creen\$: The New Paper

Royalties

Pre-orders

How to price your book

Price pulsing

Freebies

\$creen\$: The New Paper

Costs of a Portable Library

Generation App

Your Publishing Future

3 Distributers Sell 95% of all E-books

Author Earnings

Royalties: Show Me the Money

How Are Writers Paid?

- 1.
- 2.
- 3.

Gross Vs. Net Royalties

Gross:

Net income:

Net profits:

Deep discounts:

Royalties based on net revenue:

Reality Check

Royalties: The Standard

First Time CBA Author Royalties

Advance Against Royalties

Self-Publishing Platforms: Royalties

Royalty Realities: Traditional vs Self-Pub

Traditional Business Percentages

Vanity or Subsidy Presses

Wolf in Sheep's Clothing

Advantage of Self-Publishing Platforms

Aggregators

Who Earns More? Indie Vs Traditional Authors

Show Me the Money

Romance Leads the Way for Indie Authors

Profit Pools: You Be the Judge

Self-publishing: Economic Advantage

Pre-Orders

What's a Pre-order?

Promote Pre-orders

Advantages of Pre-order

Pre-orders and Release Date

Timing Pre-Orders

Pricing: How to Price Your Book

Pricing

Low Pricing

What Price Point Moves the Most Books?

Kindle Free Book Promotion

What Price Point Earns the Most Money?

What Price Yields the Highest Earnings?

Making Up Lost Revenue: The 1¢ Difference

Average Book Prices

E-Book Price Points

Word Count Pricing

Book Series Pricing

Amazon Sales Ranking

Interesting Statistics

Price Pulsing: Increasing Visibility on Amazon

Price Pulsing

Amazon's Internal Queue

Advantages of Price Pulsing

Discounts

When NOT to Publish

Freebies: To Giveaway or Not to Giveaway

KDP Select

Playing the Game

Gain New Readers

No Backlist? First Book?

Raise Stats on Amazon

Changing Book Pricing

Invisible to Readers?

Advantages & Disadvantages of Freebies

Great Marketing vs. Content

Kindle Free Book Promotion

Freebie Aggregators

Review: Self-Publishing Advantages