

## Kindle Promotions (as referenced from *Published by Chandler Bolt*)

### **Amazon Free 5 Day Promotion - Kindle:**

Goal: Get downloads and get positive book reviews

- Positive reviews are part of Amazon's algorithm and a magical way to get you free organic promotion

Steps:

1. Upload your book to Amazon 3 to 5 days prior to book launch
2. Set the price (when you upload) between \$4.99 to \$9.99
3. Launch your book on a Tuesday (if you can)
4. Schedule with Amazon that you're doing a 5-day promotion but only share on your social media channels and emails that's available for 2 or 3 days
5. Schedule promo inside KDP (Kindle Direct Publishing) at least 24 hours before you want it to start
6. After promo period, raise to 99 cents for 7 days. Then you can either return it to the amount you know you want to charge (i.e. \$7.99) or incrementally raise by \$1 per week until you rest at the amount you want your book to be at.

Goodies:

- Helps you get your book off the ground without a huge following
- Builds the greatest amount of buzz during your book launch – max reviews and downloads
- Great for 1<sup>st</sup> time authors
- Inspires people to download because it's free and helps it get to the top of the free charts in your particular category

Sour Grapes:

- Free readers aren't necessarily dependable readers
- Can't rely on free downloads to opt-in to your email list
- You could lose some sales

Additional Steps:

- Web search "free book promotion websites" and submit your book during the free promotion time to the sites. These sites will send traffic to your book

## Amazon 99 Cent 5 Day Promotion – Kindle (similar to free launch):

Goal: Get downloads, get positive book reviews, kick start revenue

- Positive reviews are part of Amazon's algorithm and a magical way to get you free organic promotion

Steps:

1. Upload your book the Tuesday before it launches
2. Schedule 3 days of promo on Amazon – make sure this lands on Saturday, Sunday and Monday.
3. DO NOT share with your following that it's free for those first 3 days
4. Share with your intimate circle, family, friends etc. and ask them to download it, read it and write a review.
5. Manually stop the "free promo" between 12:00pm and 3:00pm the day before your 99 cent launch (giving Amazon plenty of time to make changes)
6. Announce to list that your book is on sale for 99 cents
7. After 2 day promo period of 99 cents you can either return it to the amount you know you want to charge (i.e. \$7.99) or incrementally raise by \$1 per week until you rest at the amount you want your book to be at.

Additional Steps:

- Web search "free book promotion websites" and submit your book during the free promotion time to the sites. These sites will send traffic to your book
- **REMEMBER:** Stop promo between 12:00pm and 3:00pm the day before your .99 cent launch (gives Amazon plenty of time to make the changes)

Goodies:

- Helps you get engagement from your following
- Gives your book longevity in the paid store
- Sense of urgency to buy before the book price increases
- Get royalties from the beginning

Sour Grapes:

- You'll gain less downloads and exposure up front (in comparison to free promo)
- It can be tricky to remember the elements so you maximize your sales
- It's a gamble to reach the top of the charts
- You'll still need to send reminders to your list to get reviews