Optimum Royalties Checklist

[ ] When you launch your book, price it at 99 cents. This allows you to get verified reviews.

[ ] After you get reviews, monitor sales. How is your book doing? If people are on fire for your book, raise the price to $2.99. If sales continue to be strong, raise the price to $4.99. If sales slack off at $4.99, drop the price back to $2.99. You have now discovered the optimum price for your book.

[ ] If sales are weak, make the book perma-free. This way it will reach as many readers as possible, and you will build your email list for the launch of the second book in your series. Make sure you entice readers to sign up to your subscriber list with a free gift that they actually need.

[ ] If sales are strong, don't change the price of Book 1. And make sure you give Book 2 the same price as Book 1. Of course, use your email list when you launch Book 2.

[ ] If sales are strong, you can experiment with giving Book 1 away for free via KDP Select. Monitor email sign-ups. Are you getting more subscribers? Monitor sales of Book 2. Did they increase? If yes, keep doing free promotions of Book 1.

[ ] If Book 1 is perma-free, how are sales of Book 2 doing? Are they strong? And how many email subscriptions are you getting? If your free book is ranking well and you are getting many email sign-ups, but your second book has low sales - your second book may be out of synch with your first book. Email your list and ask them what they expect in a sequel. Use Google Forms to create a survey and send your list to it.

[ ] Always monitor everything! Conditions change. Keep an eye on how many subscribers you are gathering. Keep an eye on book sales. Keep writing Book 3 and getting ready for launch. Keep asking your fans what they want, what they expect, what will excite them. You now have a successful book series and a bunch of fans. Life is good!

Godspeed to you! If you need any further guidance or help, you can always contact me:

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