

**8 Ideas** *to get*  
**More Value** *from*  
**your Backlist**

# What we'll cover today

- 1 Marketing ideas
- 2 Packaging & distribution ideas
- 3 Tips for using BookBub
- 4 Questions

**#1**

**Run Price Promotions**

# How do price promotions create value?



Hook  
new readers



Boost sales  
and revenue



Increase visibility  
on retailers

# Readers use deals to discover authors

85%

are more likely to get book from an **unknown author** if it's discounted



# Discounts create loyal fans



77%

have purchased other books by an author they discovered through a price promotion

# Discounting strategies

# Discount a first-in-series

**5x**

increase in sales of  
other books in a series  
when the first book is  
discounted

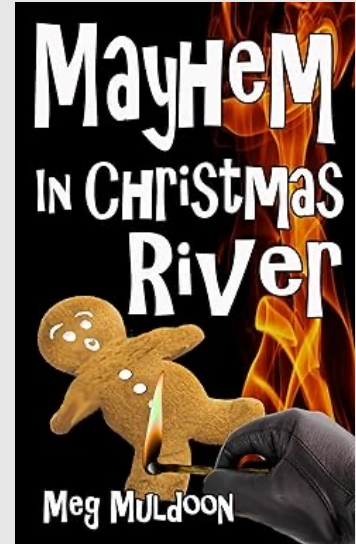




# Discount later-in-series books

*“With my Christmas River series, I’ve had some of my best success in giving away the second book in the series for free.”*

— author Meg Muldoon



# Tiered discounts

## Series: Cold Justice

Number of books: 10 | Sorted by: Order in Series



**A Cold Dark Place**  
by Toni Anderson  
~~\$14.99~~ **\$1.99** 87% OFF  
3 days left



**Cold Pursuit**  
by Toni Anderson  
~~\$17.99~~ **\$2.99** 83% OFF  
3 days left



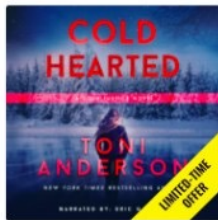
**Cold Light of Day**  
by Toni Anderson  
~~\$17.99~~ **\$3.99** 78% OFF  
3 days left



**Cold Fear**  
by Toni Anderson  
~~\$19.95~~ **\$4.99** 75% OFF  
3 days left



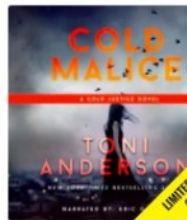
**Cold In The Shadows**  
by Toni Anderson  
~~\$17.99~~ **\$1.99** 89% OFF  
14 days left



**Cold Hearted**  
by Toni Anderson  
~~\$19.95~~ **\$7.99** 60% OFF  
3 days left

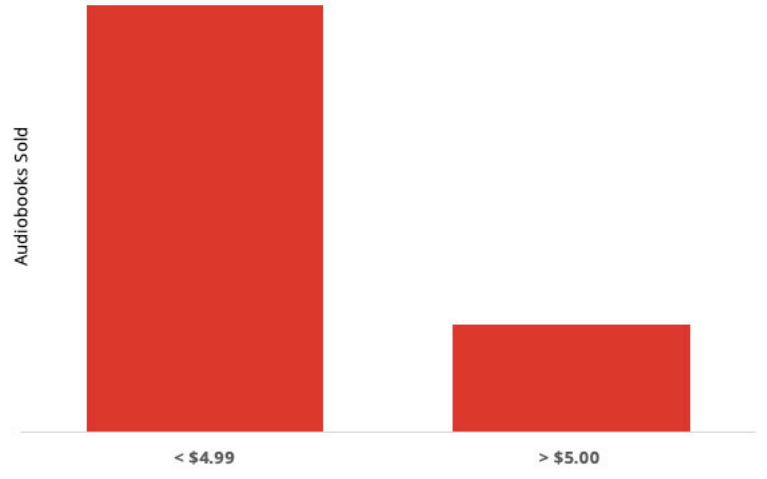


**Cold Secrets**  
by Toni Anderson  
~~\$19.95~~ **\$7.99** 60% OFF  
3 days left



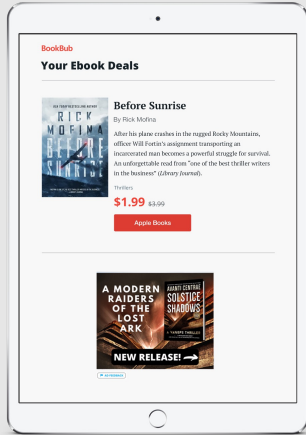
**Cold Malice**  
by Toni Anderson  
~~\$19.95~~ **\$9.99** 50% OFF  
3 days left

Average Chirp Deal Follow-On Sales by Book Price

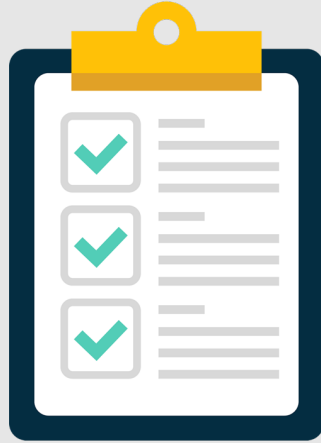


# Promoting a discount

# Get eyes on your deal



BookBub  
Featured Deals  
& BookBub Ads



Stack other  
promotions




Notify your  
current fans



Ask your  
network to  
share

# BookBub Featured Deals

- ✓ Reach millions of readers in your genre
- ✓ Generate thousands of sales or tens of thousands of downloads
- ✓ Increase retailer rankings and visibility



**BookBub**  
Your Ebook Deals

**RICK MOFINA**  
**INTO THE FIRE**  
By Rick Mofina

Into the Fire  
By Rick Mofina

First in a series from an author who writes "page-turners that don't let up" (Louise Penny): Veteran reporter Ray Wyatt's latest case involves a traumatized boy found deep in the Adirondack Mountains. As he and FBI special agent Jill McDade investigate, an unsettling realization dawns on them...

Thrillers  
**\$0.99** \$4.99

Kobo

**Thrillers**  
January 7, 2023

**5,300**  
estimated sales

**\$0.99**  
book price

# BookBub Ads

- ✓ Promote any book at any time
- ✓ Powerful targeting options
- ✓ Customizable for any goal or budget



# Case study: first-in-series discount

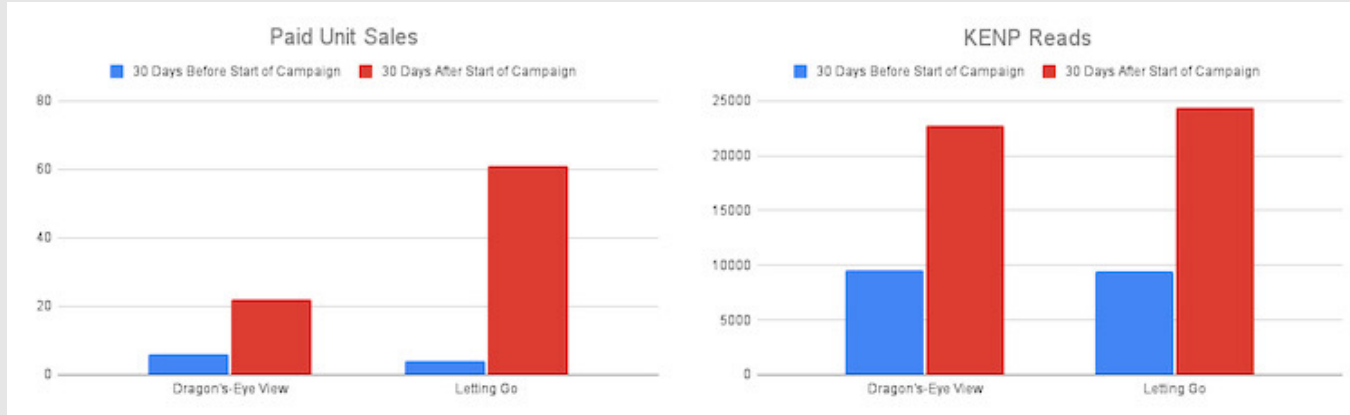
*"I hoped that if I moved a lot of copies of the series starter, **read-through of the series would eventually lead to sales of the new book.**"*

— author Danny Kneustaut



# Case study: first-in-series discount

**Results:** Generated 3k downloads of book 1, increased paid sales of book 1 after the sale ended, and increased sales of book 2 at \$4.99





**#2**

**Run Giveaways**

# How do giveaways create value?



Increase reviews



Grow your following



Create visibility on social media



Reward engaged fans

# Giveaway strategies

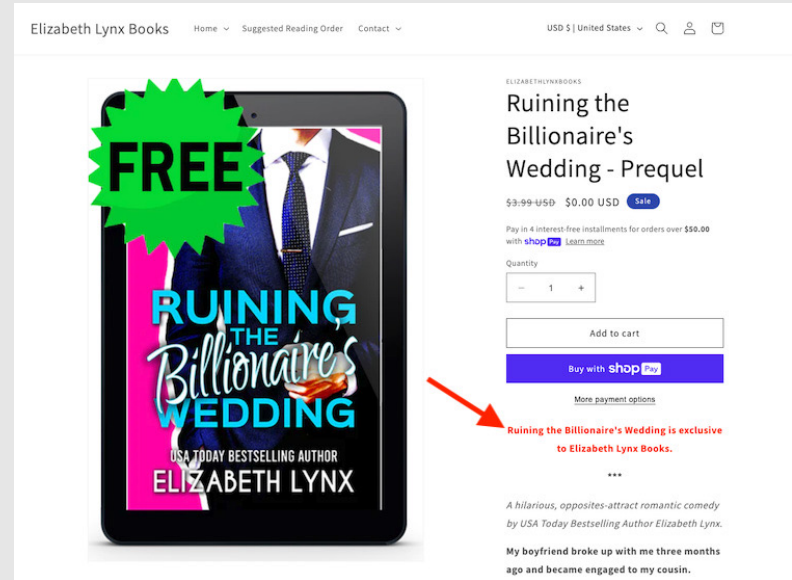
# Free books

- ✓ Grow your mailing list or followers
- ✓ Increase reviews
- ✓ Cross-promo with other authors



# Bonus content

- ✓ Grow your mailing list or followers
- ✓ Reward engaged fans



# Prizes or gifts

- ✓ Reward engaged fans
- ✓ Grow your mailing list or followers
- ✓ Create visibility on social media

 **Lori M. Lee - Preorder PAHUA!** @LoriMLee · Mar 27, 2020  
★★★★ PREORDER ANNOUNCEMENT & GIVEAWAY ★★★★★

RT (or share graphic w/ hashtag #ForestOfSouls ) to win a \$20 gift card to the Indie bookstore of your choice! I'll pick a winner every couple weeks until release!

PREORDER LINKS: [lorimlee.com/forestofsouls/](http://lorimlee.com/forestofsouls/)

♥♥♥



Page Street Kids and Ashley Hearn 🟡🟢🟠

🗨 41    🔄 331    ❤️ 275    📤

# Creative giveaway prize ideas

- ✓ Custom swag or merch
- ✓ Poster of your book cover
- ✓ Name a character in the next book
- ✓ Call with the author

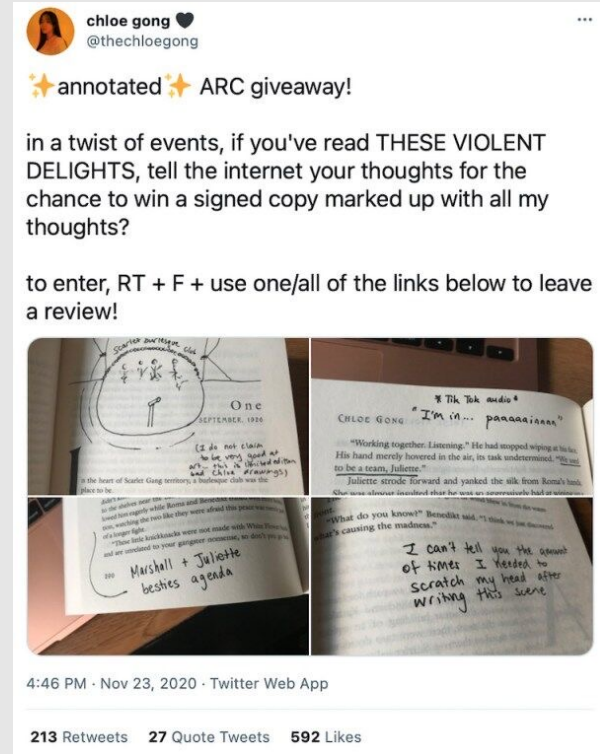


# Promoting giveaways



# Where can you promote a giveaway?

- ✓ Backmatter of your ebooks
- ✓ Social media
- ✓ Newsletter
- ✓ Live events
- ✓ Giveaway services



**#3**

**Update Your Branding**

# How does a brand refresh create value?



Stay relevant  
with current  
trends



Increase  
promotional  
opportunities



Capture  
attention of  
new readers



Remind fans of  
books they may  
have missed

# Reassess your covers

- ✓ Does your book cover fit in with current top sellers in your subgenre?
- ✓ Does it look good in a thumbnail size?
- ✓ Do you get good conversions from advertising or other promotions?
- ✓ Do you get good conversions across a series?

# Review your descriptions

- ✓ Highlight trending tropes
- ✓ Include new blurbs, reviews, or accolades
- ✓ Review metadata and keywords
- ✓ Analyze conversions



# Promoting a brand refresh

# A/B test covers and ad copy

	<p>A psychic, a witch, and a voodoo priestess walk into a bar...</p> <p><b>FREE TODAY!</b></p> <p>"A MAGICALLY FUN MYSTERY" WITH OVER 400 5 STAR REVIEWS ON GOODREADS!</p>
	<p>A psychic, a witch, and a voodoo priestess walk into a bar...</p> <p><b>FREE TODAY!</b></p> <p>"A MAGICALLY FUN MYSTERY" WITH OVER 400 5 STAR REVIEWS ON GOODREADS!</p>
	<p>A psychic, a witch, and a voodoo priestess walk into a bar...</p> <p><b>FREE TODAY!</b></p> <p>"A MAGICALLY FUN MYSTERY" WITH OVER 400 5 STAR REVIEWS ON GOODREADS!</p>

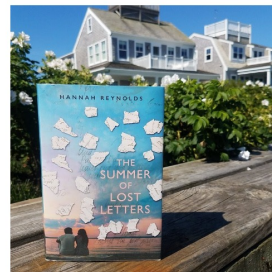
**2.9%**

**3.1%**

**5.2%**

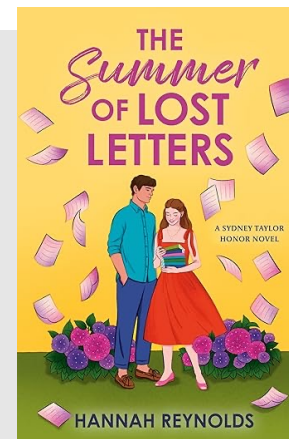
# Market to current fans

- ✓ Share the new cover in your newsletter and on social media
- ✓ Create urgency to own the original version



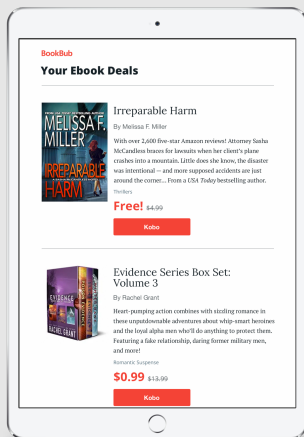
P.S. Here's *The Summer of Lost Letters* with me on Nantucket — it got a cover makeup this year to match the trend of illustrated covers! Which one do you like best?

[Amazon](#) | [Kobo](#) | [B&N](#) | [Google](#) | [Apple](#)

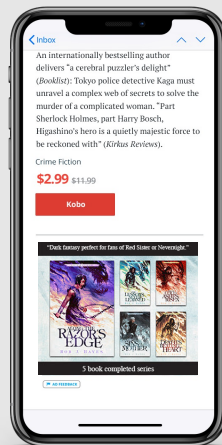




# Market to new readers



Price Promotions



Advertising



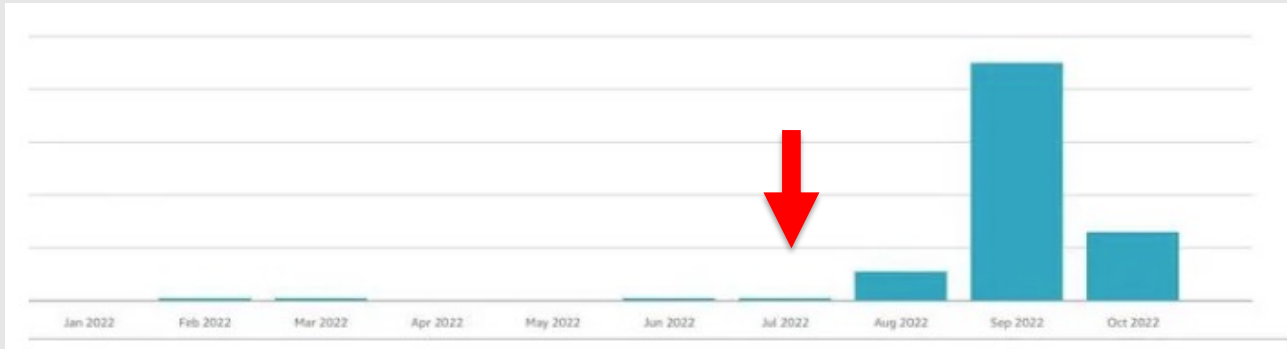
Social Media

# Case study: Jean Gill



# Case study: Jean Gill

- ✓ New covers went live in July
- ✓ Book 1 was selected for a Featured Deal in September for the first time in 4 years
- ✓ Sales increased across the series



**#4**

**Create Box Sets**

# How do box sets create value?



Increase sales  
and revenue



Capture new  
readers



Reengage  
current fans

# Box sets generate high engagement

**29%**

higher average  
purchase rates for box  
set Featured Deals than  
single title deals



# Box set strategies

# Box sets for books in a series

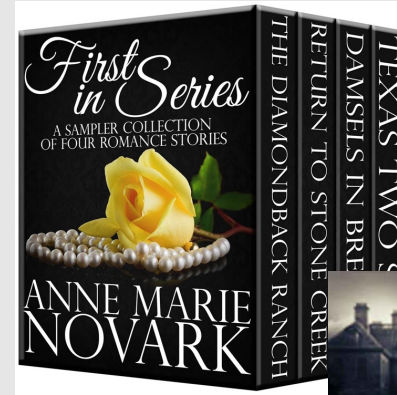
- ✓ First few books
- ✓ Collections of later books
- ✓ Complete series

The screenshot shows the Dale Mayer website's 'SEALs Of Honor Bundles' page. The navigation bar includes 'HOME', 'SERIES', 'MERCH', 'DALE MAYER', 'ABOUT', 'CONTACT', and 'NEWSLETTER'. A purple banner at the top reads 'EARLY RELEASES'. The main heading is 'SEALs Of Honor Bundles'. Below it, a link says 'Check out the single books here: <https://dalemayer.com/collections/seals-of-honor-1>'. There are 'Filter' and '12 products' options. The products are arranged in two rows. Each product is a book bundle with a 'Sale' tag and a price reduction. The first row includes: 'SEALs OF HONOR: BOOK BUNDLES 1-3' (1 star, \$20.99 from \$17.99, Save \$3.00), 'SEALs OF HONOR: BOOK BUNDLES 4-6' (3 stars, \$67.99 from \$33.99, Save \$34.00), and 'SEALs OF HONOR: BOOK BUNDLES 1-10' (1 star, \$20.99 from \$17.99, Save \$3.00). The second row includes: 'SEALs OF HONOR: BOOK BUNDLES 11-13' (\$20.99 from \$17.99, Save \$3.00), 'SEALs OF HONOR: BOOK BUNDLES 14-16' (\$20.99 from \$17.99, Save \$3.00), and 'SEALs OF HONOR: BOOK BUNDLES 17-19' (\$20.99 from \$17.99, Save \$3.00). A large promotional banner on the right side of the screenshot reads 'COMPLETE SERIES BOXSET \$0.99 LIMITED TIME 7 FULL LENGTH NOVELS' and features the cover of 'MCKENZIE RIDGE' by Stephanie St. Claire.



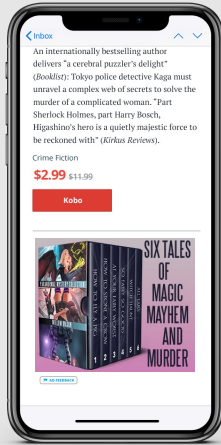
# Other box set ideas

- ✓ Standalone books
- ✓ First-in-series “sampler” from multiple series
- ✓ Multiple complete related series
- ✓ Related books from multiple authors
- ✓ Include exclusive content

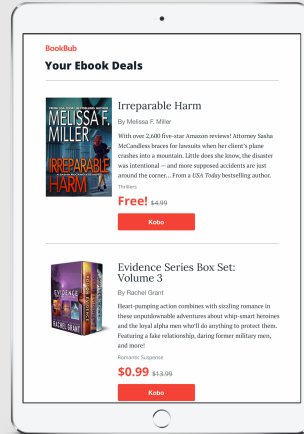


# Promoting box sets

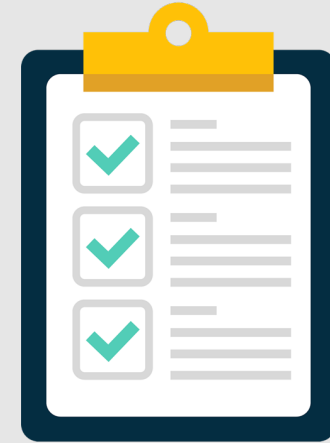
# Reach new readers



BookBub  
Ads



BookBub  
Featured Deals



Other newsletter  
promotions or  
advertising

# Tell your current fans

- ✓ Share links in your newsletter
- ✓ Post on social media
- ✓ Encourage them to spread the word



Dear Reader,

Did you know that I've just released [The Undoubtable Rose Beaufont Complete Series Boxed Set](#)? It came out last week and I am *thrilled* to announce that for the next two months it is available on Amazon for just **\$1.99!** Yes, you've got two whole months to snag this epic collection at a truly awesome price.

If you haven't yet, this is your chance to join Rose Beaufont on her incredible journey, one filled with magic, adventure, and heart-pounding action. If you're already a fan, this boxed set would be a great addition to your collection or would make a fantastic gift for someone with whom you've been wanting to share the magic of the Beaufont Universe.

Grab your copy now to enjoy the adventure yourself, or to share the magic with friends and family. Happy reading!

# Build excitement



To get ready for the box set release, you can snag the free - yes, absolutely free! - prequel novella, *Secret Seller!*

Happy Friday, dear Fellowship!

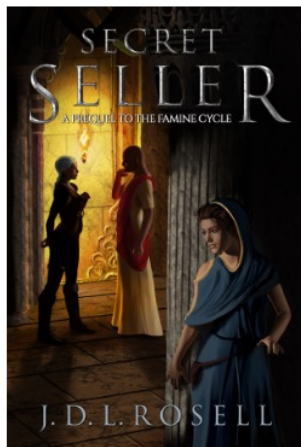
July's almost here, which is quite exciting - because in July, second box set!

The collected edition of *The Famine Cycle* releases on J

I've only done one other box set (or omnibus, if we're being another of my series: *Godslayer Rising*, the LitRPG series th publishing career.

Unlike with that one, *The Famine Cycle* will feature a brand r be thrilled to share with you soon!

For now, here's a sneak peek at what's coming:



Since it's already available at no cost, I can't include it in the collected ebook (though it is in the paperback). But at least you can get it now!

[Pick up the ebook from Amazon, Barnes & Noble or many other online retailers!](#)



Happy Friday, famished Fellowship!

I have some exciting news for today...

**The Famine Cycle Trilogy is here!**

First off, feast your eyes upon the new cover!



Between the art by Ömer Burak Önal and design by Rachel St. Clair, I'm thrilled with how it turned out! Hope you are, too.

And it looks even better in print, I think!



You can pick up the complete series in either ebook or paperback on Amazon through the button below!

[Pick up THE FAMINE CYCLE TRILOGY](#)

The hardcover (and, hopefully, audiobook) will be forthcoming in a few months. More info on those as we get closer to time!

# Case study: Jasper T. Scott

- ✓ Created a box set of a completed series
- ✓ Priced the set at \$0.99
- ✓ Ran BookBub Ads
- ✓ Aimed for a CPC of \$0.30



# Case study: Jasper T. Scott

★ ★ ★ ★ ★  
2000+ RATINGS

**THE BOUNTY HUNTER**  
THE COMPLETE SERIES BUNDLE

**99¢**

Buy now at  
[amazon.com](https://www.amazon.com) >

**\$0.28**  
average eCPC

**3.49%**  
average CTR

**\$18-\$25**  
CPM bid

**3,509**  
total clicks

**#5**

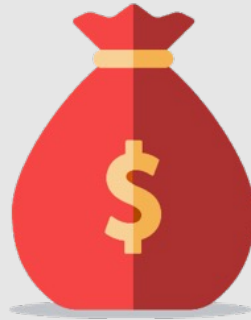
**Publish in New Formats**



# How do new formats create value?



Reach new audiences



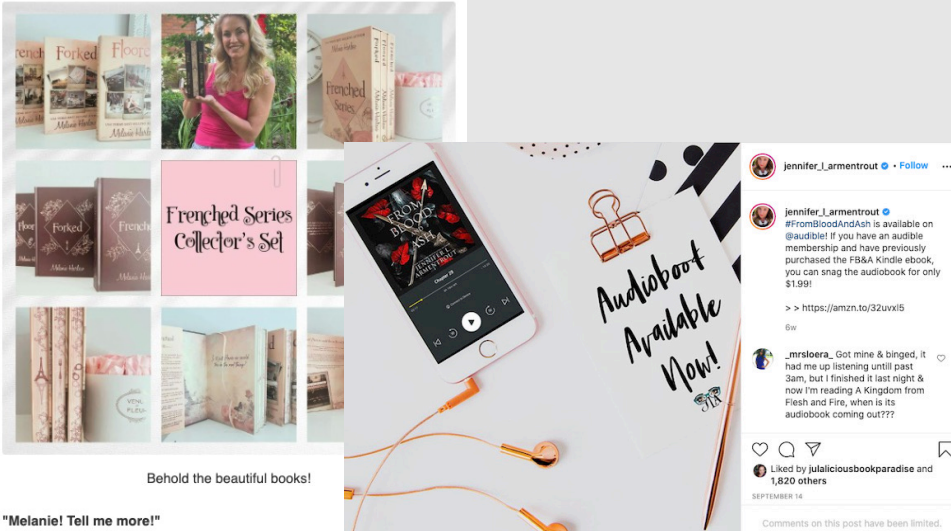
Create new revenue streams



Offer new value to current fans

# Publish in new formats

- ✓ Ebook
- ✓ Print
- ✓ Audiobooks
- ✓ Large print
- ✓ Special print editions
- ✓ Special digital editions



Behold the beautiful books!

"Melanie! Tell me more!"

Mais oui! This set includes...

- Special editions of Frenched (includes Yanked!), Forked, and Floored
- Dust jackets with special edition covers
- Gorgeous hardbacks with rose gold foiling
- Collector's edition slip case for your shelf
- Stenciled edges (different on each book!)
- Beautiful custom color end papers
- Pink satin ribbon placeholder
- Digitally signed books

**Jennifer L. Armentrout** • Follow ...

**Jennifer L. Armentrout** •  
#FromBloodAndAsh is available on @audible! If you have an audible membership and have previously purchased the FB&A Kindle ebook, you can snag the audiobook for only \$1.99!  
>> <https://amzn.to/32uvx15>  
6w

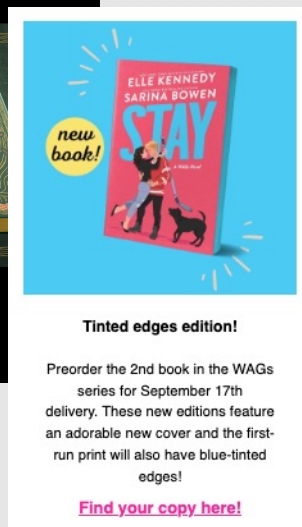
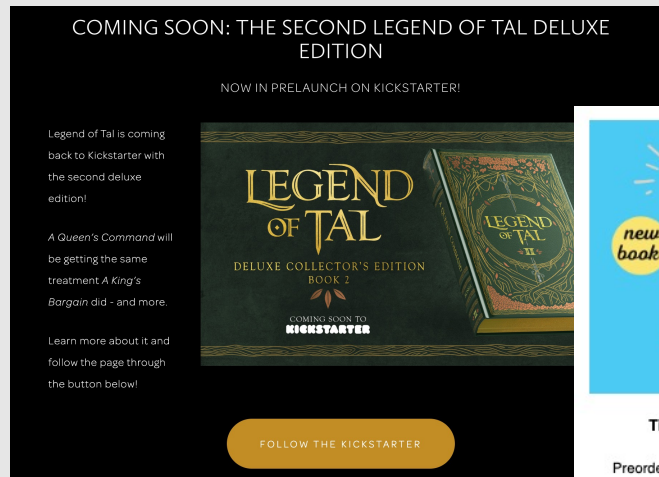
**\_mrsloera\_** Got mine & binged, it had me up listening until past 3am, but I finished it last night & now I'm reading A Kingdom from Fire and Ice, when is its audiobook coming out???

Liked by **julaliciousbookparadise** and **1,820 others**  
SEPTEMBER 14  
Comments on this post have been limited.

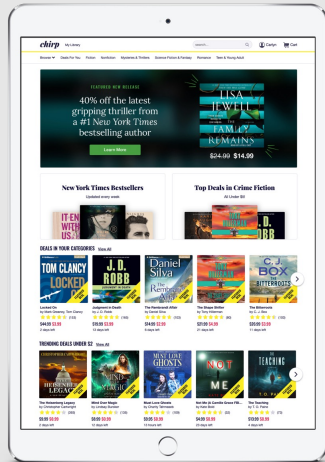
# Promoting new formats

# Reach new and current readers

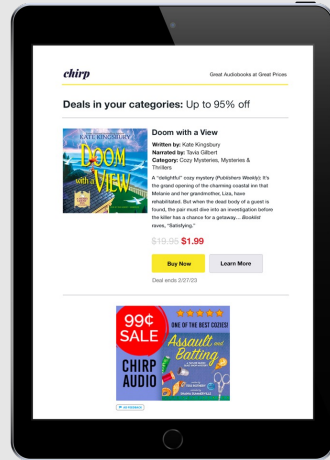
- ✓ Update your website
- ✓ Newsletter
- ✓ Social media
- ✓ Advertising
- ✓ Consider crowdfunding platforms for special editions



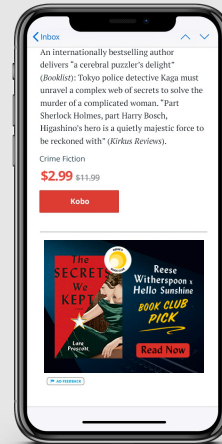
# Promoting new formats on BookBub



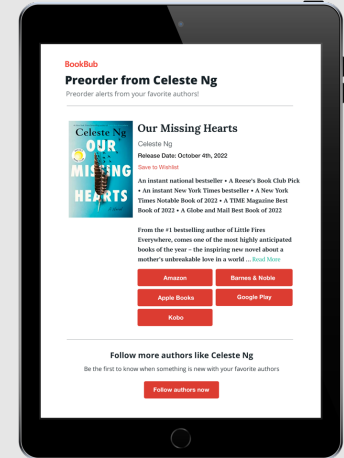
Chirp for audiobooks



BookBub Ads for audiobooks



BookBub Ads for special editions



Preorder Alerts for special ebook editions

**#6**

**Experiment with  
Distribution**

# How does distribution create value?



Reach new  
audiences




Create new  
revenue streams



Create marketing  
opportunities

# Move in or out of retailer programs

- ✓ Use programs like Kindle Unlimited or Kobo Plus strategically
- ✓ Create urgency for readers



**Leaving Kindle Unlimited Soon**

You can still borrow [The Five Year Lie](#) in Kindle Unlimited in the US and CA for 35 more days!

[Grab it here](#)



# Expand to new regions and languages

- ✓ Reach new markets and audiences
- ✓ Invest in translations
- ✓ Research marketing opportunities



# Sell direct to readers

- ✓ Generate more revenue
- ✓ Offer exclusive content or deals
- ✓ Up-sell or cross-sell based on purchases

The screenshot shows the author's book store for Dusty Sharp. The header includes the author's name, navigation links for BOOKS, BLOG, FREE BOOKS!, WIKI, ABOUT, and BOOK STORE, along with a shopping cart icon. The main content area is titled "BOOK STORE" and features a promotional message about direct sales to readers. Below this, there are six product listings for "Blood Brothers" and "Blood Out" in various formats (audiobook, ebook, paperback) with their respective prices and ratings. The right sidebar contains sections for "SHOPPING CART" (empty), "BOOK STORE" navigation, "RECENT BLOG POSTS", and "META" information.

Dusty Sharp | AUTHOR

BOOKS ▾ BLOG FREE BOOKS! WIKI ABOUT ▾ BOOK STORE ▾

Book Store / Book Store

## BOOK STORE

Support Indie Authors! Myself and a growing number of authors are now selling our books directly to readers and listeners, from our own websites! This is a significant development in the indie author world because it enables us to keep the majority of the proceeds from the sale of our work, rather than only keeping a pittance as a royalty while the huge multi-national corporations receive the lions' share. Direct-sold eBooks are easily loaded into your E-reader or device of choice. Audiobooks are seamlessly delivered through the free BookFunnel app to your devices.

Showing 1-9 of 17 results

Default sorting ▾

- BLOOD BROTHERS - AUDIOBOOK**  
\$4.99 ~~\$2.99~~
- BLOOD BROTHERS - EBOOK**  
★★★★★  
\$2.99
- BLOOD BROTHERS - PAPERBACK**  
\$9.99
- BLOOD BROTHERS - SIGNED PAPERBACK**  
\$15.99
- BLOOD OUT - AUDIOBOOK**  
\$12.99 ~~\$9.99~~
- BLOOD OUT - EBOOK**  
★★★★★  
\$4.99

### SHOPPING CART

No products in the cart.

### BOOK STORE

- Print Books
- eBooks
- Audiobooks
- Signed Paperbacks
- Books by Title
- Swag & Merch
- Uncategorized

### RECENT BLOG POSTS

- An Excerpt from the Next Austin Conrad Thriller!
- The Last Gift: A Brand New Austin Conrad Story!
- Under Cover: A Fresh New Look for the Austin Conrad Series

### META

- Log in
- Entries feed
- Comments feed
- WordPress.org

# Promoting new platforms

# Reach readers where they are

- ✓ Target new audiences with advertising
- ✓ Use BookBub Ads to promote to readers on particular retailers
- ✓ Use your newsletter
- ✓ Create urgency with “now available” or “last chance” messages



**#7**

**Identify Seasonal  
Opportunities**

# How does this create value?




Capitalize on  
attention for  
current events



Identify  
marketing  
opportunities


# Cultural events

- ✓ Sporting events
- ✓ Pop culture
- ✓ News and current events
- ✓ Memes or social media trends

 **Keira Andrews**  
@keiraandrews

If you read BFFs-to-lovers romance *Only One Bed*, you met Sam's brother Henry and his skating rival Theo. When they're forced to train together only months before the Olympics, sparks fly!

Pre-order now or borrow in #KindleUnlimited tomorrow:  
[readerlinks.com/l/2237865](https://readerlinks.com/l/2237865)



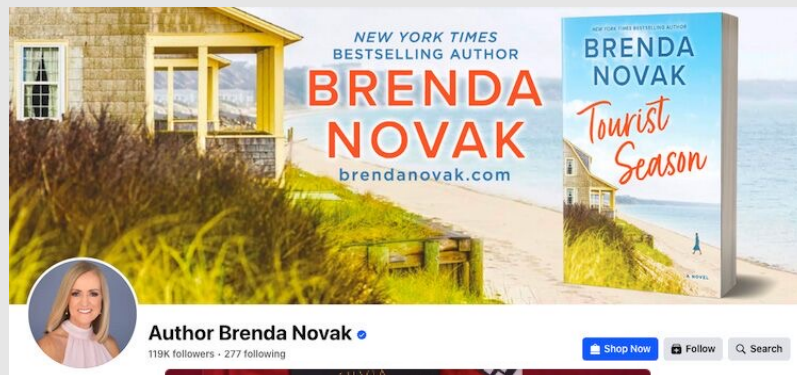
4:51 PM · Jan 5, 2022 · Twitter Web App

4 Retweets 18 Likes



# Calendar events

- ✓ Seasonal reads
- ✓ Major holidays
- ✓ Daily “holidays”
- ✓ Weekly themes
- ✓ Personal milestones



16 Books Everyone Should Read for  
Hispanic Heritage Month

August 26, 2024



# Seasonal marketing strategies

# Identify marketing opportunities

- ✓ What upcoming events are relevant to your books?
- ✓ Is your own background or expertise relevant?
- ✓ How would your characters react or celebrate?
- ✓ Don't forget about generic promotional opportunities

# Seasonal marketing tips

- ✓ Leverage your newsletter
- ✓ Chime in on social media
- ✓ Use seasonal imagery or marketing copy
- ✓ Update your Facebook cover photo or website home page



#8

Engage Your Fans

# How does this create value?



Remind them what they love about your books



Build relationships



Stay top-of-mind between releases

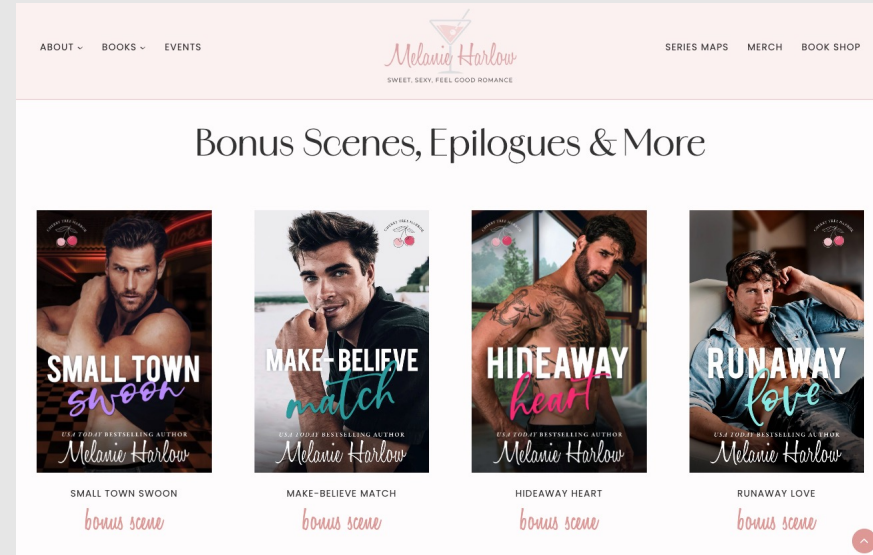
# Choose a platform

- ✓ Email
- ✓ Facebook group
- ✓ Instagram
- ✓ TikTok
- ✓ Community-building platforms



# Share bonus content


- ✓ Bonus prequels, epilogues, or short stories
- ✓ Deleted scenes
- ✓ Inspiration or research
- ✓ Alternate cover options
- ✓ Other “behind-the-scenes” details



# Recommend similar books

A little magic in your love story  
**INES JOHNSON**

**It's a Hot Reads Summer!**  
Check out these free books from some of my author friends!



the trouble with wanting  
JILLIAN LIOTA


on his Bended Knee  
SHANAE JOHNSON  
THE BRIDES OF PURPLE HEART RANCH

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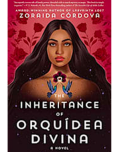
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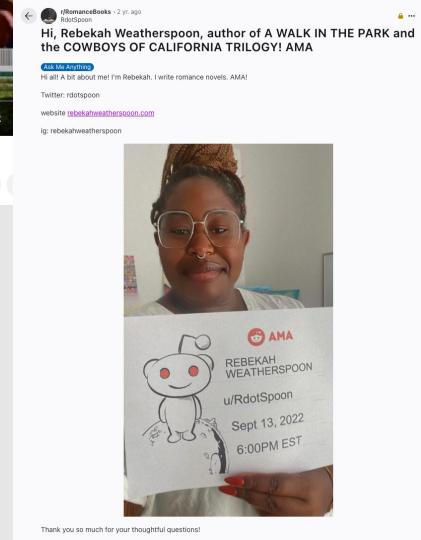
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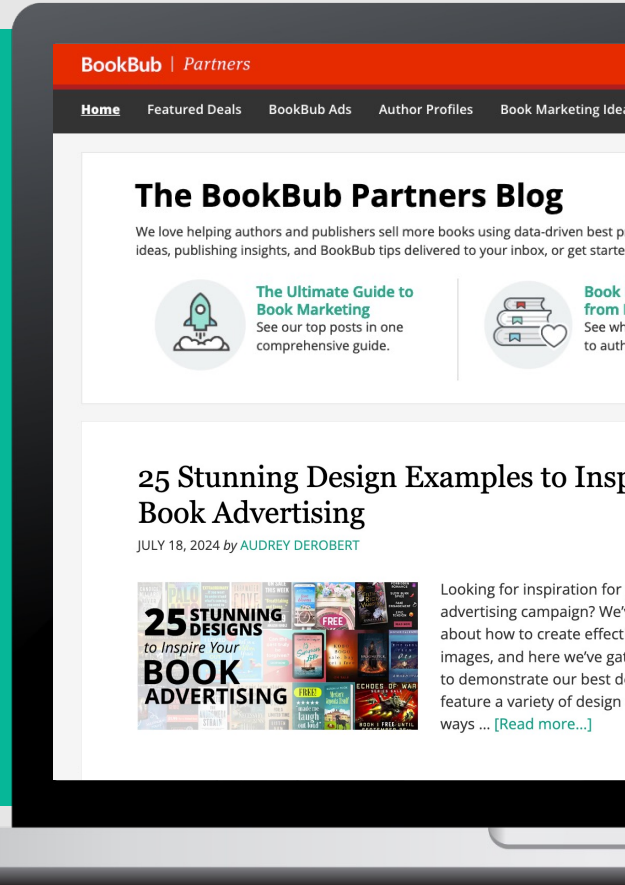
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