

How to price an ebook appropriately by J. Valentine

Have you ever pondered what a fair price for your typical ebook would be? How much should you charge your readers to read something that you have written in a digital (ebook) file?

Now, I know that you have worked really hard on putting your ebook together and want the most for its value. However, have you ever thought about giving it away for free? Yes... for free!

I am not saying give the whole thing away for free, but it is definitely an option. It is helpful to get your writing material out there in the universe and one way to do this is by letting your readers sample some of the stuff you have written. A blog is a helpful forum to showcase the style of your writing. But, what about Amazon and other places to download ebooks?

If you are a new author and would like people to notice you, one way is writing a short ebook about your topic or genre.

After providing a free sample for your readers- what's next?

The next step is to do a little bit of online market research.

Go to Amazon and search the topic that you are writing about. Go to the search box and type in the title of a similar book or you can go to Kindle (search for the drop box) and search for a similar ebook there.

At what price are other authors pricing their ebooks? What would you pay to download an ebook?

Use these tips as a guideline.

Often people want to overprice an ebook after all, why not? You've worked really hard on your content and now you want to get paid!

However, try taking a few things into consideration before deciding on the price of your ebook.

- Is this the first ebook you have written? If it is, you may want to set the price low or even free.
- Is your book part of a niche market? You may be able to charge a slightly higher price.
- Is your book part of a series? Perhaps starting out with a lower price for the first book and then gradually increase the price a fraction if proven to be a successful book.
- How much would you pay for an ebook? Many people usually pay \$1.99-\$2.99 for ebooks online. However, if the ebook was written by a well-known author, a reader is more likely to pay more than \$8.99 to download the book.

Top tip: The more purchases that take place on Amazon the cheaper your book and/or ebook. This is good because more people will want to download the book (or purchase the book in print). So, if sales are low... the higher the price and the less likely someone will purchase the piece of writing you've put on Amazon.