

What to Consider When Pricing Your Self-Published Book

This is an extra resource to go along with the original article:

[How to Price Your Self-Published Book](#)

Know That Length Matters

Shorter books don't sell for as much as longer books. An ebook that's less than 50,000 words shouldn't be more than a historical non-fiction book that's 400,000 words long.

Take a Look at Your Own Experience

Are you a new author? Newer authors are not usually able to sell books for higher prices. You have to pay your dues by accepting less in the beginning years.

Take a Look at Your Genre

Your genre can make the difference in how much you charge. Check out the price points of other books in your genre. Romance novels, for example, are often priced lower because these readers buy books in that genre more frequently.

Test Your Price

Don't get married to one price. You should consider swapping your price points at different stages of your book's time on the market. Initially, you may want to make your book more visible, so it makes sense to reduce the price. As your book gains popularity, it makes better sense to raise the price accordingly.

Calculate How Much it Costs to Sell the Book

When you self-publish, you're literally doing it all from writing the story to marketing it. Your price needs to include how much you've spent to market the book (for example, on Facebook).

Are You Writing a Series?

Writing a series can dramatically change how much you charge. Most series authors follow this popular strategy: Release book #1 for free, and then (once the reader is hooked) charge a premium for the rest of the books in the series.