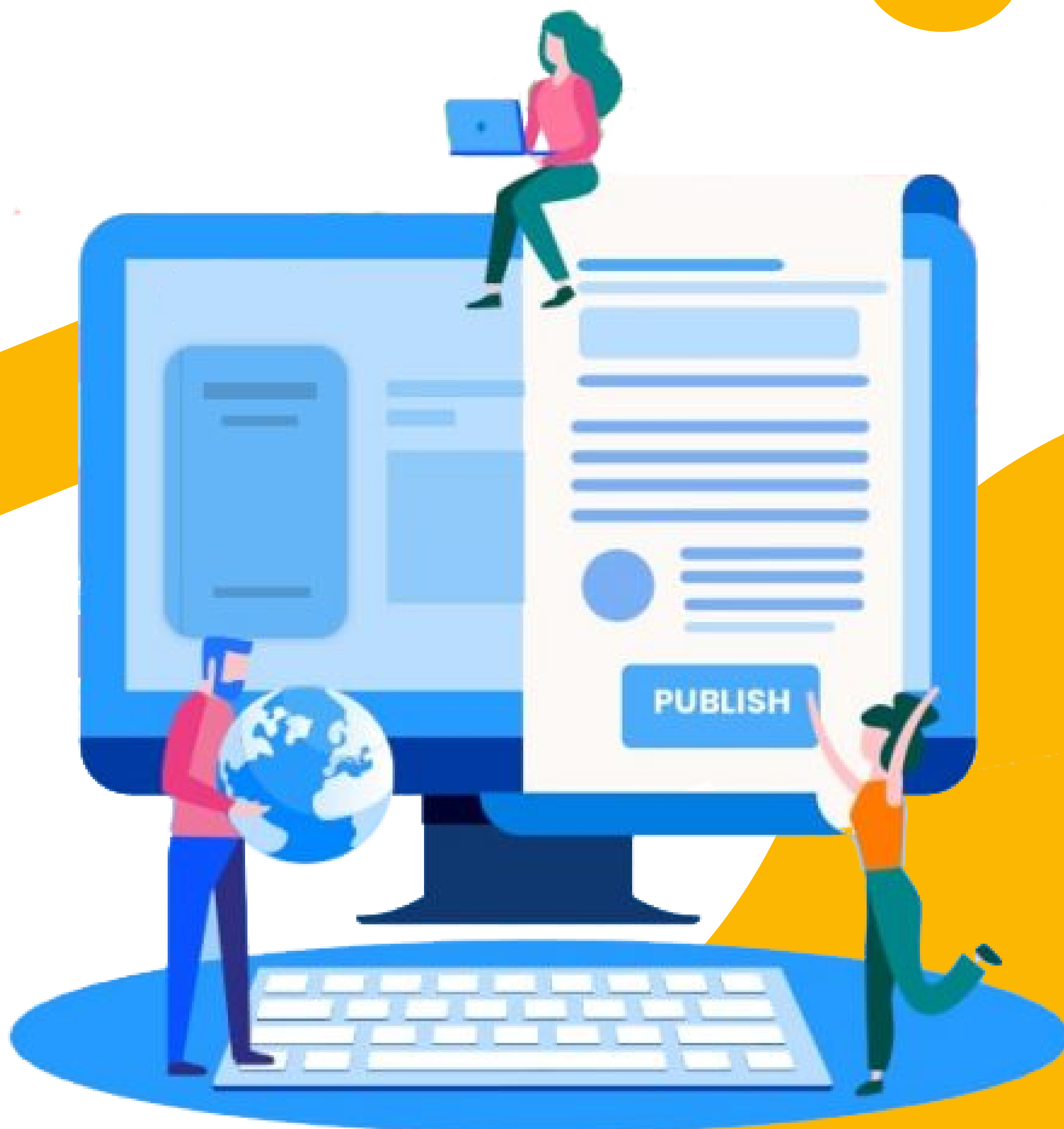


PUBLISH ON AMAZON ONLY OR GO WIDE?



Perhaps you have heard the expression “go wide for the win.” Perhaps you have heard that it is much better to publish your books with exclusivity for Amazon. Which is right? What option should you choose?

As always, there are advantages and disadvantages to each option.

KDP Select Pros and Cons

If you publish a book and enroll it in KDP Select, it means that you can only publish your book in electronic form on Amazon. No other places. Not even in PDF format on your own homepage.

You give Amazon full exclusive rights to sell your book for up to 90 days.

Every three months, you can take your book out of KDP Select should you so choose, but during the period where you are enrolled, you are bound by Amazon’s exclusivity.

Is that good? No. Of course not. But Amazon gives advantages that may make it worth for you.

First, when your book is enrolled in KDP Select, it will automatically be a part of the pool of books that are available for subscribers to Kindle Unlimited (KU). That means that KU members can download and read your book as part of their membership.

This is a great way to get new eyeballs on your books. Subscribers do not have to think twice. There are no money-concerns. They simply click and download your book.

If they like your book, they will probably check out your other books as well.

As the author, you get paid for each page the KU member reads. The amount changes monthly, but it is usually around \$0.004 to \$0.005 per page. In other words, if a reader goes through 200 of your pages, you will make around \$1.

In comparison, if you have priced your 200-page book at \$2.99, and if a customer buys your book, you will get around \$2.00.

So, the advantage is that you can get your book out to more readers, and the disadvantage is that you make much less in royalties. This one particularly matters if you are running paid ads to your book. Unless you are willing to run them at a loss and hope that readers will make up for it when they buy your other books, then this is a serious disadvantage.

KDP Select also offers you the possibility of giving your book away for free, five days during each 90-day period, or to sell it at a lower price for five days. Back when Kindle was still young, this meant future sales and recognition for writers, but today the effect is lower, although it is still there.

This is the only way you can offer your book for free, if you are enrolled in KDP Select.

Going Wide

The alternative to giving Amazon exclusive rights to your electronic book is to deny it and sell your book elsewhere as well.

You can do that by adding your book to other online bookstores one by one, or by joining Draft2Digital. There you only need to upload your cover and manuscript once, and they will—for a small fee—distribute your eBook to online retailers like Barnes & Noble, Kobo, Apple Pay, and more.

There is a clear advantage to doing so. Customers, who do not use Amazon, will be able to find and buy your books elsewhere.

Another enormous advantage is that you no longer risk it all by depending on one retailer. You are spreading your eggs between several baskets.

A third big advantage is that if you want one of your books to be permanently free on Amazon, then you can make it free through Draft2Digital, and then tell Amazon that your book is available at a lower price elsewhere. Most of the time Amazon will then lower the price to zero.

Are there disadvantages? Yes, you cannot be in KDP Select if you publish widely. That means that KU members cannot discover your book for free.

Are All Books Equal?

Should your choice change depending on whether you write fiction or nonfiction?

No, but there is one fiction genre that overall does best when it is in KDP Select.

It is the romance genre.

Romance readers are voracious readers. They do not seem to read books, but to devour them. One book a day? Bring it on!

If they had to buy all their books, it would make a considerable sum on their budget. Therefore, many romance readers are subscribers to Kindle Unlimited.

As a subscriber, you can have a maximum of ten books in your reader at a time, but you can return read books and borrow new ones whenever you want.

Many KU subscribers read over 20 books per month. If you write romance, then this is a splendid chance to have your book discovered. And if enough romance readers read your book, then all the pages read will add up and make a considerable part of your royalties.

So, What Is It?

Should you give Amazon exclusivity or go wide and have your books distributed to several big online bookstores?

If you write romance, then your best option—at the moment—is to join KDP Select and get most of your readers through Kindle Unlimited.

If you write in other fiction genres or if you write nonfiction, the answer is not as clear.

Consider the Pros and Cons

Is it worth it to give up your freedom, when you consider you will depend on one client, Amazon, who can change their policies overnight?

Or would it be risky to hope for people to risk their money when they have to buy your book and cannot read it for free under a membership?

Would you rather offer your book for five days every three months or have it free, always?

If you are running paid ads, are you fine with not making any income from them just to be discovered? Or would you rather both be discovered and make some money?

If you are in doubt, test it with one book at a time.

See if your income drops or increases. And then make a permanent decision about giving exclusivity to Amazon or going wide.

References:

<https://www.writtenwordmedia.com/kindle-unlimited-subscribers/>