



## Pricing

Pricing your book is part strategy, part psychology, and part simple maths. The goal isn't to guess the "perfect" number, it's to choose a price that fits your genre, respects your work, and makes sense for the format you're offering. Readers make quick decisions based on price, so a thoughtful approach helps your book feel aligned with its market.

### **A Quick Prompt to Get You Started**

*Do I want to maximise reach, maximise earnings, or find a balance between the two?*  
Your answer shapes your pricing strategy.

### **How Readers Think About Price**

Readers don't compare your book to every book ever written. They compare it to the books they already buy in your genre and format. A cosy mystery reader expects one range, a business reader expects another. Matching those expectations builds trust.

Readers also judge value by:

- length
- professionalism
- genre norms
- perceived expertise (for non-fiction)
- whether the book is part of a series

Price is a signal as much as a number.

## **Ebook Pricing**

Ebooks are the most flexible format to price. They're also the easiest to adjust later.

Common ranges:

- fiction: £1.99–£4.99
- non-fiction: £2.99–£7.99
- short works: £0.99–£1.99
- premium or specialist non-fiction: higher ranges are acceptable

Lower prices can help with visibility, especially for new authors or series starters. Higher prices can work when the book offers clear value or sits in a niche.

## **Paperback Pricing**

Paperbacks have physical costs, so your price must cover:

- printing cost
- platform fees
- your royalty

Most paperbacks fall into these ranges:

- standard fiction: £7.99–£10.99
- non-fiction: £8.99–£14.99
- larger formats or colour interiors: higher ranges

Readers expect paperbacks to cost more than Ebooks, but they still compare within genre norms.

## **Hardback Pricing**

Hardbacks are premium products. They cost more to print and are priced accordingly.

Typical ranges:

- fiction: £14.99–£19.99
- non-fiction: £16.99–£24.99
- illustrated or full-colour books: significantly higher

Hardbacks are often bought as gifts or collector editions, so readers accept higher prices.

## **Royalties and Break-Even Thinking**

Your royalty depends on:

- list price
- printing cost (for print books)
- platform royalty rate
- wholesale discount (IngramSpark only)

A simple way to check your pricing is to ask:

*Does this price feel fair to the reader, and does it give me a reasonable return?*

You don't need to maximise profit on every sale, but you shouldn't undervalue your work either.

## **Series Pricing**

If you're publishing a series, pricing becomes a strategic tool.

Common approaches:

- lower price for book one to encourage entry
- consistent pricing for middle books
- slightly higher pricing for finales or longer instalments

Readers appreciate predictability.

## **When to Adjust Your Price**

You can change your price at any time. Reasons to adjust include:

- launching a promotion
- aligning with genre norms
- responding to reader feedback
- seasonal sales
- experimenting with visibility

Pricing is not a permanent decision, it's a lever you can pull.

## **A Simple Exercise**

Look up ten books similar to yours in format and genre. Write down their prices. Your ideal price will sit comfortably within that range.

## **A Final Thought**

Pricing isn't about guessing what readers will pay. It's about understanding your market, respecting your work, and choosing a number that feels aligned with your goals. You can always adjust later, the important thing is to start with a price that feels intentional.

Too often books are overpriced, based on the printing cost, and then do not sell. As already said, you should not undervalue your work but it is important to be realistic over price.