



ServeNoMaster 147: Should You Sign Up Your Books for Kindle Unlimited?

Highlights:

[1:04] With Kindle Unlimited, users can read any books in the Kindle Unlimited Category for only \$9.99 per month.

[1:36] Benefits to authors:

- Access to a pool of people
- You can run promotions for your books

[2:27] You can't sell the digital copy of your book in any other platform like iTunes or Kobo.

[4:02] Kindle Unlimited produces only 10% revenue for my books so I need to consider other platforms like iTunes.

[5:23] Several authors have started to shift to Kobo especially for fiction writers.

[8:19] Consider diversification of traffic to your book and of revenue.

[8:51] When you are starting it makes sense to put your books on Kindle Unlimited but as you go on, look at the revenues. If Kindle Unlimited produces less than 40% revenue then consider other channels.

[12:45] Think about your business and the decisions you are making – even the smallest ones. Think of the costs and risks involved.

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