

# Tiered Release Strategy

Tier 1: Hard Release / Top Tier Release	Tier 2: Medium Release	Tier 3: Soft Release / Low Tier Release
Good for: Book 2 / 5+	Good for Book 1 / 4+	Good for Book 3, 4, 5 – middle books in a series
<p>Goals: Bring in new readers to you as an author.</p> <p>Make money on series/backlist.</p> <p>Increased visibility in ranking/charts you'll then pay to maintain.</p>	<p>Goals: Bring readers to a new series specifically – raise awareness of a series.</p> <p>Increase series revenue – especially if there is a longer time between releases.</p> <p>Targeted spend on a specific series.</p>	<p>Goals: Get the book out there to existing readers.</p> <p>Prep for bigger launches when these softer release books will also sell well.</p>
<p><b>HOW TO:</b></p> <ol style="list-style-type: none"> <li>1. Previous books are discounted to free or 99c.</li> <li>2. Ads are bought on those books (Robin Reads, BookBub, and the like).</li> <li>3. Newsletter swaps.</li> <li>4. Segmented newsletter campaign on the author's own list.</li> <li>5. Limited-time sales, with big pushes on social media, in newsletters, and ads.</li> <li>6. Reinforced with ads of all types following the sale with TESTED and TRIED and OPTIMIZED keyword lists and audiences.</li> </ol>	<p><b>HOW TO:</b></p> <ol style="list-style-type: none"> <li>1. Previous books are discounted to 99c. NO FREE. Save your free book deals for a Tier 1 Release/Promo.</li> <li>2. Ads are bought on those books (Robin Reads, BookBub, and the like).</li> <li>3. Newsletter swaps.</li> <li>4. Segmented newsletter campaign on the author's own list.</li> <li>5. Low-level ads on AMS or FB (or both) with a low budget. Test audiences and keywords to use in a Tier 1 release.</li> </ol>	<p><b>HOW TO:</b></p> <ol style="list-style-type: none"> <li>1. Announce the book to your list, social media following, etc.</li> <li>2. Low-level ads on AMS or FB (or both) with a low budget, just to boost visibility/get a good start. Test audiences and keywords to use in a Tier 1 release.</li> <li>3. Move on to writing the next book and/or marketing for the next Tier 2 or Tier 1 release.</li> </ol>

