

Getting Amazon to List your Kindle for Free – Steps you can try



Some context

The first thing to remember about Amazon is that they are frequently changing the rules.

The second thing to remember is that they consider book readers to be their primary customers, not book publishers. So they don't hold high customer service standards when you're wanting to get a change made.

Amazon will not want to make your book free. They're in the business to make money on books. But they do have a price match policy. So if they see it is free somewhere else they will typically comply and make it free also on Amazon.

Here is the primary approach that has worked in the past. If you run into difficulty or if the rules seem to have changed, then please email me immediately and we'll figure it out.

Goal – To get Amazon to price match your book to another site that is free in order to also have it free on Amazon

Steps

1. List your book on www.SmashWords.com
2. Set the price on Smashwords to Free
3. Set up your Kindle on Amazon and set the price to the lowest that Amazon will allow (this will vary depending on what you are publishing)
4. Go to your e-book's details page on Amazon where you will see a link that says "tell us about a lower price".
5. Click that link and provide them a link to the product page for your free book at SmashWords.com (or any other site). It you only intend it to be free for a certain period of time, please ensure you tell Amazon that and the date that the price will be going back up again. Don't expect Amazon to be accurate and you may have to hassle them to ensure this change gets made. Expect any change to take from 4 days to 3 weeks. Amazon does not typically have fast turnaround.