What's better to price your eBook at on Amazon when you're doing a best-seller launch:

Get the eBook for Free, or charge $0.99?

✅ $0.99 Pricing

- **Most common for bestseller launches.**
- Amazon counts **paid downloads** toward bestseller rankings (even at $0.99).
- Helps you qualify for the **paid bestseller lists**, which tend to hold more credibility than the free lists.
- Readers are often more invested in a book they paid for, even if it's just a dollar, so you'll see slightly higher engagement.
- Keeps you out of the "freebie chasers" pool — people who download hundreds of free books but never open them.
- After launch, you can raise the price to $2.99+ for ongoing royalties.

✅ Free Pricing

- Works well if your **#1 priority is visibility and massive downloads** (you can easily get hundreds or thousands in a couple of days).
- Helps with exposure and list-building if your back-end funnel (email opt-in inside the book, lead magnet, links to programs) is strong.
- You'll show up on the **free bestseller lists**, which can still look impressive, but many readers (and some entrepreneurs) know the difference between *free* vs. *paid* rankings.
- Engagement is usually lower (people may not read it at all).

Best Practice for Authors/Coaches

Most business coaches, speakers, and publishers (like you) use **$0.99** during launch week. It positions the book as having value, helps secure bestseller in **paid categories**, and still allows you to drive high volume when you rally your network.

You can also:

1. Run at **$0.99 for 3–5 days** to maximize paid bestseller status.
2. Optionally switch to **Free for 1–2 days** later (via Kindle Free Promo if you're in KDP Select) to boost visibility and get thousands of downloads.
3. Then raise to your long-term price ($2.99–$4.99).