BUSINESS NOTE

Pre-selling a book before it exists

Nathan Barry writes about Jayson Gaignard, who pre-sold 21,000 copies of his book with only 2,500 Instagram followers at launch, and the post argues that a Kickstarter campaign and a hard deadline can carry a launch that a large audience does not.

A planner maker planning a dated planner for next January can run a short pre-order window with a stated close date and a bundle of several planners at a set price, so buyers commit before the print run is ordered and the count of orders sets the size of that run.

Source: Nathan Barry, How to ACTUALLY Launch a Book in 2027 (No Audience Needed) | 156
https://nathanbarry.com/how-to-actually-launch-a-book-in-2027-no-audience-needed-156/