

Checklist: Should You Give Your Book Away for Free?

- ☐ Are you offering the book as a lead magnet to grow your email list?
- ☐ Is your free book the first in a series with paid follow-ups?
- ☐ Do you have a limited-time promotion planned with a specific goal?
- ☐ Will you use a platform like BookFunnel or StoryOrigin to track results?
- ☐ Do you have a way to collect reader emails during the giveaway?
- ☐ Are you using the giveaway to drive reviews or newsletter signups?
- ☐ Do you understand that Amazon's free book rankings don't transfer to paid?
- ☐ Are you aware that free books often go unread or unreviewed?
- ☐ Do you have a strategy to convert free readers into paying customers?
- ☐ Is your free book part of a larger, long-term marketing plan?

Tip: Use this checklist before launching any free ebook campaign to make sure your giveaway supports your broader publishing goals.