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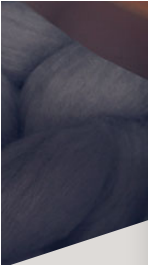
Backlist Analysis: For Established Authors

by TheIndieTea | Oct 14, 2018

BACKLIST | FEATURED POSTS

Happy Sunday! Today marks the fourth "Backlist Analysis Day" for me this year, so I thought I'd share a quick post about what that means and how I approach it.

For me, my backlist makes up a *huge* portion of my income, so I make a point to regularly assess what's



going right and what's going wrong to ensure that this portion remains profitable. I tend to categorize things by GREEN FLAG (Yayyyy! it's going well!), YELLOW FLAG (Um...You may want to make some adjustments in the coming months), and RED FLAG (Stop everything and fix this asap).

Step One:

The first thing I do is list all my paid titles from bestselling to worst selling. (My actual list is divided into four parts: *Top selling titles, mid-list selling titles, worst-selling titles, & freebie titles*) I do this for every platform, and then I add the units together. But for the sake of brevity, let's look at a brief shot of this past quarter's Amazon sales.

My worst selling Amazon titles for the previous quarter (July-Sept) are:

The Night I Met You	863
New York Nights: A Collection of Steamy, Alpha-Male Romances	886
Falling for Mr. Statham: A Billionaire Romance (Boxed Set)	939
Reasonable Doubt 3	1,138
Reasonable Doubt 2	1,157
Naughty, Dirty, Cocky	1,492
Turbulence: A Cocky Pilot Romance	1,727

image from [BookReport](#)

Step Two:

The second thing I do is ask, "So, what's going right and what's going wrong?"

Let's see!

The Night I Met You is a super short novella (\$2.99) that was published four years ago, and I play around with its branding/title here or there, but if this title sells a handful of copies a month, that's a win since this was a random book. (green flag)

Falling for Mr. Statham and New York Nights are both compilation sets that are priced at \$7.99. My goal for 2019 is for each of these to sell 2000 units per quarter, so I'll need to write a plan of attack on ways to make that happen. (yellow flag)

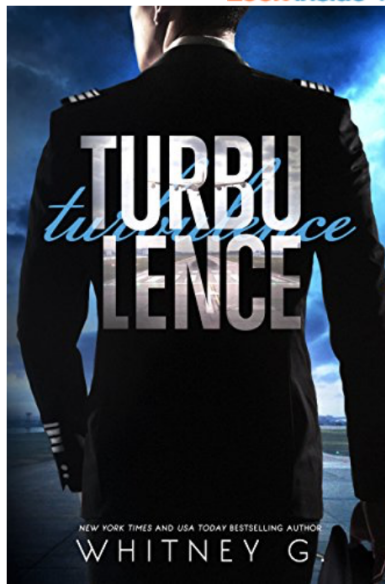
Reasonable Doubt #2 and #3 are both novellas (\$2.99 each), but since the box set is available for \$4.99 & its a mid-list selling title, this is okay. And by "okay," I mean, I'll revisit the pricing on the novellas and the box set in the coming weeks. I'll also look at ways to heighten these sales as well. (yellow flag)

Naughty, Dirty, Cocky is a box set (\$4.99) which is comprised of 3 novellas. This is "okay," so I'll assess the next books in the series—determine if there needs to be a sale before book #4, and flag it yellow for now.

Turbulence is—WHOA! WHOA! WHOA! *takes off glasses* *stares at the screen again* *puts glasses back on since taking them off made no sense*

RED FLAG.

HUGE HUGEEEEEE RED FLAG.



scrolls down to bestselling & middle-selling books this quarter *realizes all my other novellas & novels left *Turbulence* in the dust.*

Like, every book beyond *Turbulence* is where the “middle seller” line begins, and the sales numbers aren’t even close. (especially when combined with the iBooks sales :-/)

If I flip back to my previous four quarters of analysis, I can see that **Turbulence is actually my worst selling book overall.** (Yep, it’s way below all of the box sets, RD2, & RD3. I’m not counting *The Night I Met You*, but even if I was, *Turbulence* only sells a tad bit better than that title overall.)

So, that tells me a few things:

1) Although I like this book’s packaging, *the market doesn’t*, and it needs a 100% overhaul within the next few months. So, **forget my feelings, forget anyone who loves everything about this book “as is” because it’s about to change.**

New title, new blurb, new cover, everything. Nothing can remain the same, and I need to write up one hell of a “treatment plan” to get this done by early Spring 2019.

2) The price point needs to be adjusted. It needs to be raised to \$4.99 once the treatment plan is complete as its more in line with Reasonable Doubt (one of my better sellers) than any of my other titles.

3) It also needs a new funnel from a Whitney G. book. Its current funnel is the back-matter from Reasonable Doubt, but since the packaging is awful, it's not converting. So, I'll either have to A) Write a new short steamy novella that will *hopefully* steer interest into the newly packaged Turbulence B) Apply for a Bookbub sale for Naughty Dirty Cocky with the freshly packaged Turbulence as its back-matter C) Create a highly targeted sales campaign with three or four complementing elements once the packaging is complete. <-I'm leaning toward option C, but I like the sound of option A as well since it'll give me another backlist book. (Backlist is everything.)

4) Since I have not released a “wide” book this year, I feel like now is the perfect time to adjust this since two of my next books will be released on all platforms. (This book will definitely be used as the back-matter for one of those releases to help push sales.)

wipes brow *takes a long sip of water*

I do the same thing with the middle-selling books, and again with the top selling books—making sure

there are notes (or flags) on each so I can make time to work on them during this current quarter.

Now, ironically enough, most of my red flags this season are for my bestselling books (so many simple mistakes #sigh) So, I'll be fixing those things in the coming weeks.

Off to handle the red and yellow flags.

whitney g.

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