

Contemporary Romance Author AJ Harmon Discusses Free Kindle Books in an Interview

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Contemporary Romance Author AJ Harmon discusses free Kindle books in an interview with I Love Romance Novels Online. Are free Kindle downloads hurting authors and training readers not to buy books?

(Newswire.net -- September 16, 2014) Portland, Oregon --

First Class to New York, book one in contemporary romance author AJ Harmon's top rated romance novel series, is currently free on Amazon Kindle, Nook and KOBO. I Love Romance Novels Online, claiming that some authors feel that Amazon's free promotion strategy is bad for authors because it trains readers to only download free books, devalues their hard work and lowers potential revenues generated by their books sales, recently interviewed her about her marketing strategy.

"It's a personal choice ever author has to make," Harmon stated defending her free book marketing strategy. "Amazon gives us this great opportunity to promote our books and put them up in Kindle bookstore for free for a period of time and it's something that you can choose to utilize or not as an author. For me, I've really had a great response from using their free promo feature. It's a way to attract new readers, kind of like a test drive, they can try my book out for free to see if we're a good fit.

"Sometimes it is hard for readers to pay money to download a book from an author that they've never read before, maybe never heard of before and I understand that as a reader. I have the same hesitation, not knowing what you're going to get. So this is a way for readers to take a look at the first book in this series and see if they're going to like it," AJ explained. "If they like book one, they will want to buy the rest of the books in the series. I have to say that, so far, most of the readers are really enjoying the first book and they're going on and purchasing the other books in the series. So it's working out well for me."

Authors who only have one or two books published struggle with the Free Kindle Books promotion strategy. Once they've offered their book to a reader at no cost, they have nothing for the consumer to purchase and fail to monetize their efforts. Free book readers can help new authors that they enjoy reading by posting reviews online to help other potential readers to find the book to purchase it after the promotion is over.

"The first time we offered *First Class to New York* for free on Amazon Kindle, it had only been out for a few weeks and we had 11,000 people download the book in the course is just a couple of days which for a brand new author was overwhelmingly exciting," continued Harmon. "The only problem that we had with that, was out of those 11,000 downloads I only got 11 reviews. Now they were great reviews and I appreciate every review I got, but that's only one review per thousand free downloads and that was a little bit disheartening. I think that for me as a reader if I'm going to download a book for free when an author is giving away their books for free I think it's the least I can do for that author to leave them a review telling them how much I loved the book. I think that is the nice thing to do."

First Class Family, the boxed set for AJ Harmon's series, is currently the #1 Top-Rated series in collections and anthologies on Amazon. With over 250,000 books from her series downloaded, AJ Harmon's free Kindle books strategy has helped a lot of romance readers discover this new contemporary romance author.

If you'd like to claim a free Kindle version of her book go to: <http://FirstClassNovels.com/freekindlebooks>

About FirstClassNovels.com



First Class Novels is the debut romance novel series by author AJ Harmon. AJ Harmon's books can be found on Amazon Kindle, Barnes and Noble Nook and KOBO for digital download to your favorite reading device. He's No Saint, a novel about forbidden love was dubbed the OMG book of 2015 by readers.

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