

Promoting fiction sales (exemplar)



Revenue data

Quarter	Fantasy	Mystery	Romance	Historical
Q1	\$30,000	\$25,000	\$28,000	\$15,000
Q2	\$27,000	\$18,000	\$32,000	\$16,000
Q3	\$26,000	\$22,000	\$33,000	\$18,000
Q4	\$19,000	\$27,000	\$31,000	\$11,000
Annual	\$102,000	\$92,000	\$124,000	\$60,000



Potential solutions

- Attract customer attention to each genre through events and promotions
- Increase focus on historical fiction
 - Partner with historical societies and museums
 - Write blog posts about historical fiction releases, author interviews, and book giveaways



Open forum

What additional ideas can we brainstorm for promoting fiction sales, particularly historical fiction?

