

## ***Boost Sales by using the “Bundling” Technique***

**by Stephanie Bond**

Most buyers arrive at the portal of an Internet bookstore knowing exactly what they want. As a result, the online customer often goes straight to the item they’re looking for, buys it, and logs off. In short, Internet bookstores are at a huge disadvantage to traditional bookstores when it comes to enticing buyers to browse. To increase marginal sales, many online booksellers have implemented the practice of “bundling.” Bundling simply means to pair complementary items to inform customers of books they might not otherwise be aware of, with the hope that the customer will buy *both* items, perhaps at a discount. You can use bundling to push slow-moving items, introduce a new author to your readers, or revisit the classics. Here are some ideas for bundling books to increase sales:

- **Pair a best-selling romance novel with a “sleeper,” a book that you think is great, but somehow was overlooked by the masses.**
- **Pair a classic romance novel with a more modern telling of the same theme.**
- **Pair an historical romance with a contemporary romance set in the same locale.**
- **Pair the book of an established romance author with the book of a debut author.**
- **Pair the book of an author with an anthology that the author has contributed to.**
- **Pair two romance novels around the same theme: a holiday, matchmaking, , etc.**
- **Pair an historical romance novel set in one country with an historical romance novel set in another country during the same time period.**
- **Pair an author’s new release with a title from the author’s backlist.**
- **Pair a full-price romance novel with a clearance-price romance novel.**
- **Pair an adult romance novel with a YA romance novel for a mother-daughter bundle.**
- **Pair two Romance Writers of America RITA® award-winning books.**

So how should you present the bundled books? Tie them together with bright colored ribbon, back to back, so the reader can see both covers. Or even a simple rubber band will do. Attach a “Great Buy” tag to the bundle with the special bundled price. You might consider piling the bundles on a table or in a big basket in the romance section. ~**SBond**

© Stephanie Bond, Inc. All rights reserved.  
Article first appeared in *Romance Sells*, a publication of Romance Writers of America.