

# How to Gift Ebook Copies to Readers

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## Amazon Kindle

On Amazon.com, you can send a gift copy by going to your Kindle book's product page and going to the **Buy for others** section.

The image shows a screenshot of an Amazon Kindle product page. On the left, there's a pricing section: 'Print List Price: \$16.99', 'Kindle Price: \$4.99', and 'Save \$12.00 (71%)'. Below that is the 'Kindle Unlimited' section with a 'Read for Free' button. An 'OR' separator is followed by a 'Buy now with 1-Click' button. There's a checkbox for 'Add Audible book to your purchase for just \$7.49' and a 'Deliver to:' dropdown menu showing 'Dana's 2nd Kindle'. At the bottom, the 'Buy for others' section is circled in red. It includes the text 'Give as a gift or purchase for a team or group. Learn more' and a 'Quantity: 1' dropdown with a 'Buy for others' button.

Print List Price: \$16.99  
Kindle Price: \$4.99  
Save \$12.00 (71%)

**Kindle Unlimited**  
Unlimited reading. Over 1 million titles.  
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Deliver to:  
Dana's 2nd Kindle

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**Buying and sending eBooks to others**

Select quantity (15) → Buy and send eBooks → Recipients can read on any device

Additional gift options are available when buying one eBook at a time. [Learn more](#)

These ebooks can only be redeemed by recipients in the US. Redemption links and eBooks cannot be resold.

**You will need the recipient's email address to send the gift.**

There are two options for buying gifts for others:

- Buy a single copy (sent by Amazon)
- Buy multiple copies (sent on your own)

### Buy a Single Copy

Note that you will need the person's email address (not their Kindle email address) to send them a gift book. You will be purchasing the book for them, and Amazon will send them an email with a link they can click to claim the book. The book will then be delivered to their Kindle cloud library and downloaded

to their Kindle ereader; they can also download the book to any device where they have the Kindle app installed.

**Tip:** If you are unsure of the email address for your recipient, you can select **Email the gift to me** before placing your order. This allows you to forward the gift email or print and personally deliver it to your recipient. The gift recipient can enter the **Gift Claim Code** from the email, after logging in to their Amazon account.

### **Buy Multiple Copies**

After buying multiple copies for others, go to the **Manage Your Redemptions Links** page to view and send your redemption links. You can send them out one at a time, or you can send them out to a group by following Amazon's instructions.

**NOTE: International recipients:** If the recipient lives outside the US, Amazon's information conflicts on whether you can gift them a book. One place it says no; in another it says yes. In the past, you could definitely use gift them the book, as long as they had an online account at any online Amazon store and the title was available in their territory. If the book wasn't available, they could exchange the gift for an Amazon gift card. (I believe this is still the case but haven't tested it recently.)

#### **Pros of this method:**

- The gifted book will count toward your book's sales rank as a purchase.
- If the recipient reviews the book, the review will show up as a Verified Purchase.
- The recipient cannot pirate the book.

#### **Cons of this method:**

- You are paying retail price for the book; however you will recoup some of the cost in royalties (35% to 70%, depending on your price).
- The recipient can exchange the gift for an Amazon gift card.
- May not work outside the US (see note above regarding international recipients).

#### **Other methods to gift copies of the book to readers who want the Kindle version:**

##### **Emailing a .mobi file**

Some readers may ask you to send them a .mobi file. There are two ways to do this:

##### **Method 1: Emailing the file to the recipient's email address**

- **Pro:** This method costs you nothing.
- **Con:** The book can be pirated this way. I send .mobi files only to book reviewers.

##### **Method 2: Emailing the file to the recipient's Kindle's email address**

Note that if a reader wants you to email the .mobi file directly to their Kindle, they will need to send you their Kindle address (it ends in Kindle.com) and they will also need to add the email address that you're emailing it from to their list of approved senders on their Kindle.

- **Pro:** This method of gifting costs you nothing, and it's a bit harder (but not impossible) for the recipient to pirate the book.
- **Con:** This method is somewhat prone to error, since it relies on the recipient correctly adding your email address as an approved sender to their Kindle.

## Barnes & Noble Nook

On BarnesAndNoble.com, you can send a gift copy by going to your Nook book's product page and clicking **Buy as Gift**.

NOOK Book (eBook)

**\$2.99**

ADD TO CART

Instant Purchase

Available on Compatible NOOK Devices and the free NOOK Apps. 



WANT A NOOK? [Explore Now](#)



Get Free NOOK Book Sample



Buy As Gift

**You will need the recipient's email address to send the gift.**



LEND ME® [See Details](#)

Note that you will need the person's email address to send them a gift book. You will be purchasing the book for them, and Barnes & Noble will send them an email with a link they can click to claim the book. The book will then be delivered to their Nook library and downloaded to their Nook ereader; they can also download the book to any device where they have the Nook app installed.

### Pros of this method:

- The gifted book will count toward your book's sales rank as a purchase.
- The recipient cannot pirate the book.

### **Cons of this method:**

- You are paying retail price for the book; however you will recoup some of the cost in royalties (35% to 70%, depending on your price).

### **Other methods to gift copies of the book to readers who want the Nook version:**

#### **Emailing an .epub file**

Some readers may ask you to send them an .epub file so that they can sideload the file onto their Nook.

- **Pro:** This method costs you nothing.
- **Con:** The book can be pirated this way. I send .epub files only to book reviewers.

## **Smashwords**

A unique feature of Smashwords is the ability to generate coupon codes that you can give to readers. You can set coupons for cents or dollars off, or percentage off, free, and also set an expiration date. You can also set up public coupons, which show up on your book page, to offer everyone a discount. If you've created a public coupon, your book will also be listed in the "Special Deals" section on Smashwords as long as the coupon is active.

To generate a coupon, go to <https://www.smashwords.com/dashboard/coupons> and select the book you want to set up a coupon for.

#### **Pros:**

- This method costs you nothing.
- You can send out the code to a particular reader, your mailing list, or a reviewer. You can also post the code on Facebook, Twitter or other social media sites.
- Because you can sell multiple book formats at Smashwords (.mobi, .epub, .pdf), the recipient can select the file format they want.

#### **Cons:**

- You can't necessarily control how many times the code is used or who uses it, which is why you'll probably want to set an expiration date for the code.
- Most readers do not already have an account at Smashwords.
- Readers may not know how to get the book onto their ereader device.

If readers do not know how to read books they get from Smashwords, direct them to this link:

<https://www.smashwords.com/about/supportfaq#GettingStarted>

### **Another method to gift copies of the book to readers who want the book from Smashwords:**

On Smashwords.com, you can send a gift copy by going to your book's Smashwords product page and clicking the **Give as Gift** button.



**You will need the recipient's email address.**

Note that you will need the person's email address to send them a gift book. You will be purchasing the book for them, and Smashwords will send them an email with a link they can click to claim the book. The book will then be delivered to their Smashwords library.

#### **Pros of this method:**

- The recipient receives an email notification about the gift book.
- You have more control over how many people receive the book.

#### **Cons of this method:**

- You are paying retail price for the book; however you will recoup 85% of the cost in royalties.
- Most readers do not already have an account at Smashwords.
- Readers may not know how to get the book onto their ereader device.

If readers do not know how to read books they get from Smashwords, direct them to this link:

<https://www.smashwords.com/about/supportfaq#GettingStarted>

## **Other Options**

These two sites make it easy to distribute free books to readers. However, you may have to pay a monthly fee for these services, so if you decide to use them, you may want to set up a mailing list first so that you can collect email addresses of folks who've downloaded the book (to the extent that this is possible given the new GDPR rules):

- [Prolific Works](#) (formerly Instafreebie)
- [BookFunnel](#)

BookFunnel in particular has some really nice features for doing ARC giveaways, such watermarking the files and reminding readers to review if you use their "Certified Mail" feature:

<http://bookfunnel.com/features/certifiedmail/>