

Publishing Costs Worksheet

COSTS	Fixed costs	Editing/Proofreading	\$	_____	
		Design/layout	\$	_____	
		Photography/illustration	\$	_____	
		Cover	\$	_____	
		Launch/Marketing	\$	_____	
		Administrative/Other	\$	_____	
		Website	\$	_____	
		Total	\$	_____	
		Printing costs (including shipping)	Option A: _____ Copies	\$	_____
			Option B: _____ Copies	\$	_____
		Option C: _____ Copies	\$	_____	
	Total costs (Fixed costs + printing costs)	Option A	\$	_____	
		Option B	\$	_____	
		Option C	\$	_____	
	Total unit cost (Total cost ÷ quantity)	Option A per copy	\$	_____	
		Option B per copy	\$	_____	
		Option C per copy	\$	_____	
REVENUE	Retail Price	\$ _____			
	Direct sales	Retain 100% of retail price	_____ copies	\$ _____	
	Website sales	Retain 85% of retail price	_____ copies	\$ _____	
	Consignment sales	Retain 60% of retail price	_____ copies	\$ _____	
	KDP/Ingram sales	Retain 40% of retail price	_____ copies	\$ _____	
	E-Book sales	Retain 60% of \$ _____	_____ copies	\$ _____	
		Total		\$ _____	

PROFIT	Total cost – total revenue	Option A		\$ _____	
		Option B		\$ _____	
		Option C		\$ _____	