

## Data Input Sheet

**Book Title:** **Are We There Yet?**

	<b>Likely</b>	<b>Best</b>	<b>Worst</b>
<b>Sales</b>			
List Price	\$19.95	\$19.95	\$17.95
Average Discount Given	50.00%	50.00%	50.00%
Copies Printed	2,750	4,000	1,000
Copies Sold, Gross	2,500	3,750	900
Return Rate	15.00%	15.00%	30.00%
Number of Copies Returned	375	563	270
Net Number of Copies	2,125	3,188	630
<b>Royalty Information</b>			
Paid on list (enter 1) or net (enter 0)	0	0	0
Royalty Advance	\$1,500	\$1,500	\$1,500
Royalty Splits, Levels by number of copies			
First Level is 0 to	5,000	5,000	5,000
Second Level is from 1st to	10,000	10,000	10,000
Third Level is from 2nd up			
Royalty Rates			
Rate as a % of Base Value, Net Returns			
First Level	10.00%	10.00%	10.00%
Second Level	12.50%	12.50%	12.50%
Third Level	15.00%	15.00%	15.00%
<b>Other Costs of Goods Sold</b>			
Total PPB (printed in runs, offset or digital)	\$4,000	\$5,750	\$2,750
PPB per copy (POD)	\$0.00	\$0.00	\$0.00
Plant (enter total here or itemize on Plant sheet)	\$5,175	\$4,375	\$6,475
<b>Other Costs</b>			
Marketing (enter \$ here or itemize on Mktg sheet)	\$450	\$525	\$525
Sales Commissions (% of net revenue)	0.00%	0.00%	0.00%
Fulfillment Cost (per copy sold, net returns)	\$1.50	\$1.50	\$1.50
Other Costs (% of net sales, after disc & returns)	0.00%	0.00%	0.00%
Other Costs (\$ per copy sold, net)	\$0.00	\$0.00	\$0.00
<b>Rights Data</b>			
Rights Revenue Expected	\$0	\$0	\$0
Rights % Due to Author	50.00%	50.00%	50.00%

Please only make changes in the blue cells. Anything else will cause the formulas to fail.