

Estimating Your Sales at A Given Price

Information From Various Channels

Comparable Titles	Ingram	Bookscan	Other	Amazon
Title A	830	1,275	1,950	222
Title B	645	950		153
Title C	1,200	1,647		286
Title D	750	1,125	1,600	200
Title E	2,570	3,545		667
Title F	1,585	2,250		400
Title G	1,050	1,345	2,100	250
Title H	1,025	1,200		220
Title I		1,845		333
Title J		1,643		286

Source's % of Total Yearly Sales through All Channels	Ingram	Bookscan	Other	Amazon
	50.00%	70.00%	100.00%	12.50%

Estimated Totals	Ingram	Bookscan	Other	Amazon	Average for Title
Title A	1,660	1,821	1,950	1,778	1,802
Title B	1,290	1,357	0	1,221	1,290
Title C	2,400	2,353	0	2,286	2,346
Title D	1,500	1,607	1,600	1,600	1,577
Title E	5,140	5,064	0	5,333	5,179
Title F	3,170	3,214	0	3,200	3,195
Title G	2,100	1,921	2,100	2,000	2,030
Title H	2,050	1,714	0	1,758	1,841
Title I	0	2,636	0	2,667	2,651
Title J	0	2,347	0	2,286	2,316