

Results of Research on Amazon, in Bookstore, Etc.

(Minimum 3 titles, maximum 10)

Title	Price	Avg Yrly Sales
1 Title A	\$17.95	1,802
2 Title B	\$17.95	1,290
3 Title C	\$16.00	2,346
4 Title D	\$19.95	1,577
5 Title E	\$15.95	5,179
6 Title F	\$16.95	3,195
7 Title G	\$21.95	2,030
8 Title H	\$19.95	1,841
9 Title I	\$17.95	2,651
10 Title J	\$16.95	2,316

Expected Performance at One Price

Your Title	\$19.95	2,500
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Your Title's Expected Sales at Other Prices

(Can accommodate up to 5)

Notes	Price	Sales Estimates
1 Test case 1	\$17.95	3,126
2 Test case 2	\$18.95	2,813
3 Test case 3	\$19.95	2,500
4 Test case 4	\$21.95	1,874
5 Test case 5	\$23.95	1,247