

Title Profit Analysis

Excerpted, with permission, from Gropen Associates DIY Profit Analysis Package

Calculation of Contribution to Profit and Overhead

Book Title: **Manuscript Under Consideration**

	<u>Best Case</u>	<u>Worst Case</u>	<u>Most Likely</u>
Sales			
Gross Sales, List	\$208,525	\$26,925	\$89,775
Returns at List	\$54,875	\$8,975	\$29,925
Net at List	\$153,650	\$17,950	\$59,850
Less Discount	\$76,825	\$8,975	\$29,925
Subtotal: Net Sales	<u>\$76,825</u>	<u>\$8,975</u>	<u>\$29,925</u>
Cost of Selling			
Sales Commissions	\$15,365	\$1,795	\$5,985
Fulfillment	\$0	\$0	\$0
Cost of Goods Sold			
PPB for total run	\$20,000	\$9,625	\$11,750
Royalties			
Unearned Advance	\$0	\$1,827	\$256
Level 1	\$4,116	\$673	\$2,244
Level 2	\$1,866	\$0	\$0
Level 3	\$0	\$0	\$0
Plant	\$3,500	\$4,500	\$3,500
Other Costs			
Marketing	\$4,000	\$1,500	\$1,500
Other Costs, % of sales	\$0	\$0	\$0
Other Costs, \$ per copy sold, net	\$0	\$0	\$0
Subtotal: Costs	<u>\$48,846</u>	<u>\$19,920</u>	<u>\$25,235</u>
Contribution from Copy Sales	<u>\$27,979</u>	(\$10,945)	<u>\$4,690</u>
Rights Revenue			
Less Author's Share	\$250	\$0	\$0
Net Proceeds	\$125	\$0	\$0
Contribution to Overhead and Profit	<u>\$28,104</u>	<u>(\$10,945)</u>	<u>\$4,690</u>