

To Buy or Not To Buy, That is The Question

Excerpted, with permission, from Gropen Assoc. DIY Profit Analysis package

Data Input Sheet

Book Title: **Manuscript Under Consideration**

Sales	Best Case	Worst Case	Most Likely
List Price	\$24.95	\$19.95	\$22.95
Average Discount Given	50.00%	50.00%	50.00%
Copies Printed	5,000	3,500	3,500
Copies Sold, Gross	5,000	1,500	3,250
Copies Returned	750	500	488
<u>Royalty Information</u>			
Paid on list (enter 1) or net (enter 0)	0	0	0
Royalty Advance	\$2,500	\$2,500	\$2,500
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	7.50%	7.50%	7.50%
Second Level	8.50%	8.50%	8.50%
Third Level	10.00%	10.00%	10.00%
<u>Other Cost of Goods Sold</u>			
PPB per copy printed	\$2.00	\$2.50	\$2.50
Plant (enter total here or itemize on Plant sheet)	\$3,500	\$4,500	\$3,500
<u>Other Costs</u>			
Marketing Budget	\$2,750	\$1,500	\$1,500
Sales Commissions (% of net revenue)	18.00%	18.00%	18.00%
Fulfillment Cost per copy sold, net returns	\$0.00	\$0.00	\$0.00
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
<u>Rights Data</u>			
Rights Revenue Expected	\$250	\$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.