

Setting A Price

Data Input Sheet

Book Title: How to Make a Million Dollars

| | <u>High Price</u> | <u>Middle Price</u> | <u>Low Price</u> |
|--|-------------------|---------------------|------------------|
| <u>Sales</u> | | | |
| List Price | \$23.00 | \$21.00 | \$16.95 |
| Average Discount Given | 50.00% | 50.00% | 50.00% |
| Copies Printed | 17,500 | 32,500 | 60,000 |
| Copies Sold, Gross | 16,750 | 30,000 | 57,000 |
| Copies Returned | 5,600 | 11,000 | 22,500 |
| <u>Royalty Information</u> | | | |
| Paid on list (enter 1) or net (enter 0) | 1 | 1 | 1 |
| Royalty Advance | \$30,000 | \$30,000 | \$30,000 |
| 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% |
| <u>Other Cost of Goods Sold</u> | | | |
| PPB per copy printed | \$2.25 | \$2.10 | \$2.00 |
| Plant (enter total here or itemize on Plant sheet) | \$8,500 | \$10,000 | \$10,000 |
| <u>Other Costs</u> | | | |
| Marketing Budget | \$6,250 | \$10,000 | \$20,000 |
| Sales Commissions (% of net revenue) | 17.50% | 17.50% | 17.50% |
| Fulfillment Cost per copy sold, net returns | \$0.00 | \$0.00 | \$0.00 |
| Other Costs, % of net sales, after disct & 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 | \$5,000 | \$10,000 | \$25,000 |
| 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.