

## **Predictions Vs. Results**

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

### **Data Input Sheet**

Book Title: **Editors are Such Optimists!**

	<u>On Signing</u>	<u>On Printing</u>	<u>Final</u>
<b><u>Sales</u></b>			
List Price	\$29.95	\$24.95	\$24.95
Average Discount Given	50.00%	50.00%	50.00%
Copies Printed	5,000	4,000	4,000
Copies Sold, Gross	5,000	4,000	4,000
Copies Returned	1,000	800	500
<b><u>Royalty Information</u></b>			
Paid on list (enter 1) or net (enter 0)	0	0	0
Royalty Advance	\$4,500	\$4,500	\$4,500
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	10.00%	10.00%	10.00%
Second Level	12.50%	12.50%	12.50%
Third Level	15.00%	15.00%	15.00%
<b><u>Other Cost of Goods Sold</u></b>			
PPB per copy printed	\$2.50	\$2.75	\$2.75
Plant (enter total here or itemize on Plant sheet)	\$4,875	\$5,500	\$5,500
<b><u>Other Costs</u></b>			
Marketing Budget	\$2,500	\$2,500	\$2,750
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 disct & returns	0.00%	0.00%	0.00%
Other Costs, \$ per copy sold, net	\$0.00	\$0.00	\$0.00
<b><u>Rights Data</u></b>			
Rights Revenue Expected	\$0	\$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.