

Special Sales

Excerpted from Gropen Assoc. DIY Profit Analysis package with permission

Data Input Sheet

Book Title: **Galleys Drew Interest For Use as a Premium**

Incremental Changes Only

	<u>Without Sale</u>	<u>5,000 @ \$2 royalty per</u>	<u>5,000 @ 80% discount</u>
Sales			
List Price	\$57.95	\$57.95	\$57.95
Average Discount Given	50.00%	50.00%	80.00%
Copies Printed	5,000	0	5,000
Copies Sold, Gross	4,750	0	5,000
Copies Returned	725	0	0
Royalty Information			
Paid on list (enter 1) or net (enter 0)	0	0	0
Royalty Advance	\$5,000	\$0	\$0
Royalty Splits, Levels by number of copies			
First Level is 0 to	5,000	0	975
Second Level is from 1st to	10,000	0	5,000
Third Level is from 2nd up			
Royalty Rates			
Rate as a % of Base Value, Net Returns			
First Level	10.00%	0.00%	10.00%
Second Level	12.50%	0.00%	12.50%
Third Level	15.00%	0.00%	15.00%
Other Cost of Goods Sold			
PPB per copy printed	\$3.25	\$0.00	\$3.00
Plant (enter total here or itemize on Plant sheet)	\$3,500	\$0	\$0
Other Costs			
Marketing Budget	\$3,500	\$0	\$0
Sales Commissions (% of net revenue)	18.00%	0.00%	0.00%
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
Rights Data			
Rights Revenue Expected	\$0	\$10,000	\$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.