

## Estimating Your Sales at A Given Price

Comparable Titles	Information From Various Channels			
	Ingram	Bookscan	Other	Amazon
Title A	12,000	85,000		14,545
Title B	12,500	87,500		16,000
Title C	6,000	42,000		8,000
Title D	4,500	30,500		5,333
Title E	10,000	70,000		12,308
Title F	2,500	17,500		2,667
Title G	9,000	63,500		9,412
Title H	12,000	85,000		13,333
Title I	8,000	55,500		8,889
Title J	3,750	26,000		4,000

Average	8,025	56,250	#DIV/0!	9,449
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Source's % of Total Yearly Sales through All Channels	10.00%	70.00%	100.00%	12.50%
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Estimated Totals	Ingram	Bookscan	Other	Amazon	Average for Title
Title A	120,000	121,429	0	116,364	119,264
Title B	125,000	125,000	0	128,000	126,000
Title C	60,000	60,000	0	64,000	61,333
Title D	45,000	43,571	0	42,667	43,746
Title E	100,000	100,000	0	98,462	99,487
Title F	25,000	25,000	0	21,333	23,778
Title G	90,000	90,714	0	75,294	85,336
Title H	120,000	121,429	0	106,667	116,032
Title I	80,000	79,286	0	71,111	76,799
Title J	37,500	37,143	0	32,000	35,548
Average	80,250	80,357	0	75,590	