

The following information is a sample chapter from the Authors Revolution Workbook, which is part of the Authors Revolution program created by B Alan Bourgeois, founder, director and author activist who has been helping authors since 2011 better understand how to market themselves and their books.

You are welcome to email Alan with any suggestions or comments about the sample chapter to: BourgeoisMedia@outlook.com You may also send emails to ask questions about publishing or marketing of books, he will answer the questions during his Ask Alan Anything podcast that is live on Facebook's Indie Beacon Radio show which can also be seen on Amazon Fire TV for free in under the Education channel.

The Cost of Publishing Worksheets

The following worksheets for Authors show the cost of being a published author. The figures shown are from the 2018-2021 Annual Survey by Texas Authors. There are figures for both low end and high-end costs.

There is space for Authors to list their cost and determine how many books they need to sell just to break even from the initial publishing and marketing cost.

Authors can then determine what their annual costs will be and how many books they need to sell to cover the cost and make a profit.

Necessary Expenses

Creation of the Book Base Prices	Low	High	What Did You Pay?
Cover Design	250	1000	
Editorial	350	1500	
Proof Reading	350	750	
Layout Design	300	1500	
Book Print Cost	2	4	
	\$ 1,252.00	\$ 4,754.00	

Total Cost Avg for 587 Books	\$1,252.00	\$ 4,754.00	
Sales Based on 587 @ 15.67 E	\$ 9,198.00	\$ 9,198.00	
P/L	\$7,946.00	\$4,444.00	

Shipping Costs	\$ 3.00	\$ 1,761.00	7.2	\$ 4,226.00	
Packaging of Internet Book Sales	\$ -		2	\$ 1,174.00	
	\$ 1,761.00			\$ 5,400.00	

P/L	\$6,185.00	-\$956.00	
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Distribution Fees

	Low	High	What Did You Pay?
These figures are based on the average retail price from the survey: \$15.67			
Book Sales Commission 40%	6.29	6.29	
Book Store Commissions based on 587 sold	\$ 3,692.23	\$ 3,692.23	
P/L	\$2,492.77	-\$4,648.23	
Printing Distribution Commission 55%	8.62	8.62	
Distributor Commission based on 587 sold	\$ 5,060.00	\$ 5,060.00	
Total Costs	\$8,752.23	\$8,752.23	

Other Expenses			Low	High	What Did You Pay?
Office Expenses					
	Phone		25	100	<input type="text"/>
12x12 room	Rent		100	250	<input type="text"/>
	Utilities		25	100	<input type="text"/>
	Car		100	250	<input type="text"/>
	Car Ins		50	200	<input type="text"/>
1,000-24,000	Car Milage	1000-2400	530	12720	<input type="text"/>
			830	13620	<input type="text"/>
Marketing Materials					
1,000	Bookmarkers		100	450	<input type="text"/>
	Poster/Sign		10	75	<input type="text"/>
	Misc Table Items		100	250	<input type="text"/>
	Table scert		250	1250	<input type="text"/>
			460	2025	<input type="text"/>
Total Costs			\$ 2,855.00	\$ 15,645.00	<input type="text"/>

Optional Expenses

Book Festivals Costs

Avg Book Festival attend a year 5

Abg Book Fest Cost \$390

Book Festival Fees - Avg 5 events per year

	Low	High
Table Fees	300	1500
Hotel	325	1000
300-1000 Millage	169	560
Food	60	125
Total Costs	\$ 854.00	\$ 3,185.00

What Did You Pay?

Contest & Review Expenses

Book Contest - 3

	Low	High
Entry Fee	75	375
Book Mailing	9	21
Book	12	18

\$ 96.00 \$ 414.00

What Did You Pay?

Reviews - 6

	Low	High
Postage	18	43
Book	24	30
Fees?	0	425

\$ 42.00 \$ 498.00

Total Costs

\$138.00 \$912.00

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Profit or Loss

	Low	High
Bottom Line P/L & Total Books Needed to Sell to Break Even		
Book Creation Total Cost	\$ 3,013.00	\$ 10,154.00
P/L Just from basic publishing costs	\$ 6,185.00	\$ (956.00)
All Expenses Total Cost	\$12,559.00	\$ (29,450.00)
P/L after Everyday Expenses & Festivals	\$ (6,414.00)	\$ (29,450.00)
How Many Books do YOU have to Sell to Break Even for Book Creation?		
10.53 per book profit	587 books	
How Many Books do YOU have to Sell to Break Even for All Expenses?		
Base profit of \$1.50 per book	8,374	19,634
	\$ 12,559.59	\$ 29,451.00

What Did You Pay? What are Your Figures?