

BOOK PRICING WORKSHEET



Quickly plug in costs, royalties, and goals to test different pricing scenarios.

STEP 1: IDENTIFY YOUR COSTS

- Editing: _____
- Cover Design: _____
- Formatting: _____
- Marketing: _____
- Other Costs: _____
- **Total Production Costs:** _____

STEP 2: UNDERSTAND PRINT COSTS (PAPERBACKS/HARDCOVERS)

- Print cost per copy: _____
- Desired royalty per copy: _____
- Minimum price required: _____

STEP 3: RESEARCH YOUR GENRE

- Typical ebook price range: _____
- Typical paperback price range: _____
- Notes on competitor pricing: _____

STEP 4: FACTOR IN ROYALTIES

- Ebook royalty rate: _____
- Paperback royalty rate: _____
- Expected royalty per sale at chosen price: _____

BOOK PRICING WORKSHEET



Quickly plug in costs, royalties, and goals to test different pricing scenarios.

STEP 5: CHOOSE YOUR GOAL

- Prioritize wider reach (lower price, more readers)
- Prioritize higher profit (higher price, fewer sales needed)
- Balance reach and profit

STEP 6: TEST YOUR PRICE POINT

Chosen Ebook Price: _____

Chosen Paperback Price: _____

Chosen Hardcover Price (if applicable): _____

STEP 7: EVALUATE AFTER LAUNCH

- Sales after 1 month: _____
- Reviews/Reader Feedback: _____
- Profit after 1 month: _____
- Notes for future adjustments: _____