

It takes Money to Book It

Production Cost Estimates*

Based on JLP research, the following are standard price ranges for professional and quality editing, graphics, layout, and design. PDF versions of the following forms are available for printing at JerryLePre.com/ewa-project-totals. (See page 36 for editing details.)

(Estimated page projections are based on an average of 250 words per page on a 5" x 8" book size. Cost is subject to change. Check with your JLP representative for a quote to provide requested services.)

Editing Cost (Ranges based on moderate levels of difficulty when working with experienced authors.)

- Developmental, Structural, Content, or Line Editing (each)**

\$0.03-\$0.05 per word (Minimum \$250.00) / \$7.50 to \$12.50 average per page

Projected # of Words	X	Cost per Word	=	Estimated Cost
<input type="text"/>		<input type="text"/>		<input type="text"/>

- Copy Editing**

\$0.02-\$0.04 per word (Minimum \$150.00) / \$5.00 to \$10 average per page

Projected # of Words	X	Cost per Word	=	Estimated Cost
<input type="text"/>		<input type="text"/>		<input type="text"/>

- Proofreader**

\$0.015 per word (Minimum \$75.00) / \$3.75 per average page

Projected # of Words	X	Cost per Word	=	Estimated Cost
<input type="text"/>		<input type="text"/>		<input type="text"/>

Graphics / Layout / Design

- Cover Design**

\$375 to \$800 for a single book project

Estimated Cost

\$ _____

- Layout Design** (Based on non-fiction book with no pictures and graphs)

\$6.00 per page (Minimum \$150.00)

\$ _____

Estimated Production Cost Totals*

\$

* The average hourly rate for services ranges from \$40 to \$60 for all levels of difficulty.

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Book Printing Cost Estimates

Printing Cost Comparison (for popular paperback book sizes)

Column 1

Black & white interior for 5" x 8" / 5.5" x 8.5" / and 6" x 9" book sizes on white paper with a color cover and no bleed. (Currently same pricing applies to these sizes.)

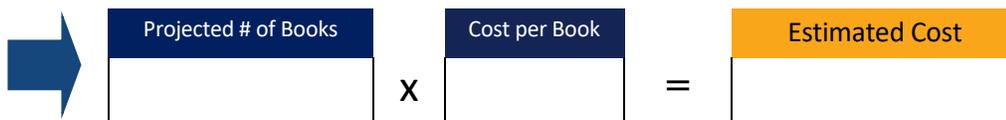
Column 2

Black & white interior for a 6.14" x 9.21" book size on white paper with a color cover and no bleed.

Column 3

Premium color interior for 5" x 8" / 5.5" x 8.5" / and 6" x 9" book sizes on white paper with a color cover with no bleed. (Currently same pricing applies to these sizes.)

Number of Pages	1	2	3
100 pages	\$2.30	\$2.84	\$7.50
150 pages	\$2.80	\$3.55	\$10.75
200 pages	\$3.40	\$4.40	\$14.00
250 pages	\$4.00	\$5.25	\$17.25
300 pages	\$4.60	\$6.10	\$20.50



Pricing Your Book

When setting the minimum list price for your book, multiply your printing cost by 4.5.

Example: A book with a print cost of \$2.30 should be sold for a minimum of \$10.35.

(NOTE: Printing cost are subject to change. Cost doesn't include taxes and shipping.)



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Marketing, Production & Print Totals

Marketing

The greatest book ever written will never be read if no one knows that it exists. An author who has little or no name recognition needs an effective marketing plan to initiate and stimulate interest that results in sales. You won't become a best-seller by selling your book to only friends and family.

Step 8, *Get the Word Out* provides basic information regarding marketing strategies that can fit any budget. A quick overview of this chapter can assist you in determining a preliminary rough estimated cost for the worksheet below. However, you may want to revise it later when you have a better understanding of your entire project.

Distribution

Most print-on-demand platforms offer worldwide distribution once you *get the word out*.

Speaking Expense	\$	Marketing	\$
Social Media	\$	Advertising	\$
Promotional Items	\$	TOTAL	\$

Total Estimated Cost for Book Project

Production Cost	\$	<i>Editing, Layout and Cover Design, Graphic Artist, Writing Coach, etc.</i>
Printing Cost	\$	<i>Projected number of books sold, sales tax, shipping, and handling. (Check for applicable sales tax)</i>
Marketing Cost	\$	<i>Project cost for marketing, events, media kits, handouts, giveaways, and advertising.</i>
Misc. Expenses	\$	<i>Items not otherwise classified in defined categories.</i>
TOTAL	\$	<i>To determine the total cost per book, divide the total by projected number of books sold.</i>