				Space Hippos P&L				
				Income			Expenses	
			Est. Units to be Sold	Royalty Percentage	Per-Unit Income	Revenue	Developmental Costs	
List Prices		Paperback	1,200	14.25%	2.13	2,556.00	Editorial	625.00
Paperback	14.95	eBook					Copyediting	250.00
eBook	2.99	Amazon	3,200	70%	2.09	6,688.00	Proofreading	100.00
Audiobook	14.95	B&N	1,400	65%	1.94	2,716.00	Photographs/Illustrations	0.00
		Kobo	750	70%	2.09	1,567.50	Permissions Fees	0.00
		Direct Market	210	100%	2.99	627.90	Total Developmental Costs	975.00
		Audiobook						
		Audible	150	25%	3.75	562.50	Design Costs	
		Direct Market	95	100%	14.95	1,420.25	Typesetting and Layout	500.00
						16,138.15	Interior Design (e.g. custom graphics for chapter headings)	30.00
						,	eBook Formatting	125.00
							Cover Design (print and digital)	410.00
							Total Design Costs	1,065.00
							Production Costs	
							ISBN	125.00
				Bottom Line			Copyright Registration	35.00
				ncome - Costs = Revenue			Print Setup	49.00
							Print Setup Print Proof	49.00
				10,944.15			Print Proof Per-Book Cost*	12.82
								249.00
							Total Production Costs (excluding per-book cost)	249.00
							Marketing Costs	
							Advance Reading Copies	200.00
							Bookmarks	75.00
							BookBub Promotion	630.00
							Goodreads Ads	100.00
							Facebook Ads	150.00
							Google Adwords	250.00
							Marketing Assistant	1,500.00
							Total Marketing Costs	2,905.00
							TOTAL BOOK COSTS	5,194.00
							*Note: Most indie authors won't actually be paying the per-book cost out of pocket; it's deducted from the money the print-on-demand company sends	
							to you. But it's good to list this in your budget so you can compare companies' costs if you want to shop around!	