

ECONOMICS

SELF-PUBLISHING

Traditional Publishing

VS

Self-Publishing

1 Book @ 100,000 Words

\$5,000 Advance

\$20 price tag on book with 10% print book royalty

3,000 Book Buyers 😊😊😊😊

The bottom line
\$6,000

in revenue for the author.

(\$5k advance - \$1k royalty with advance earned out)

1 Book @ 100,000 Words

\$5 Manufacturing Cost

\$15 price tag on book with 80% print book royalty

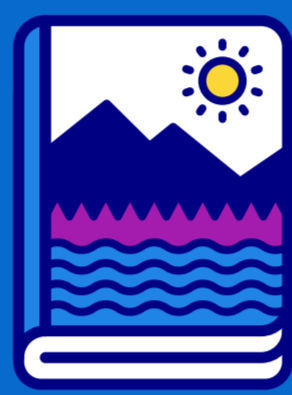
3,000 Book Buyers 😊😊😊😊

The bottom line
\$24,000

in revenue for the author.

(\$8 Profit on each copy sold x 3,000)

TOP 3 THINGS THAT SELL BOOKS



1 Cover

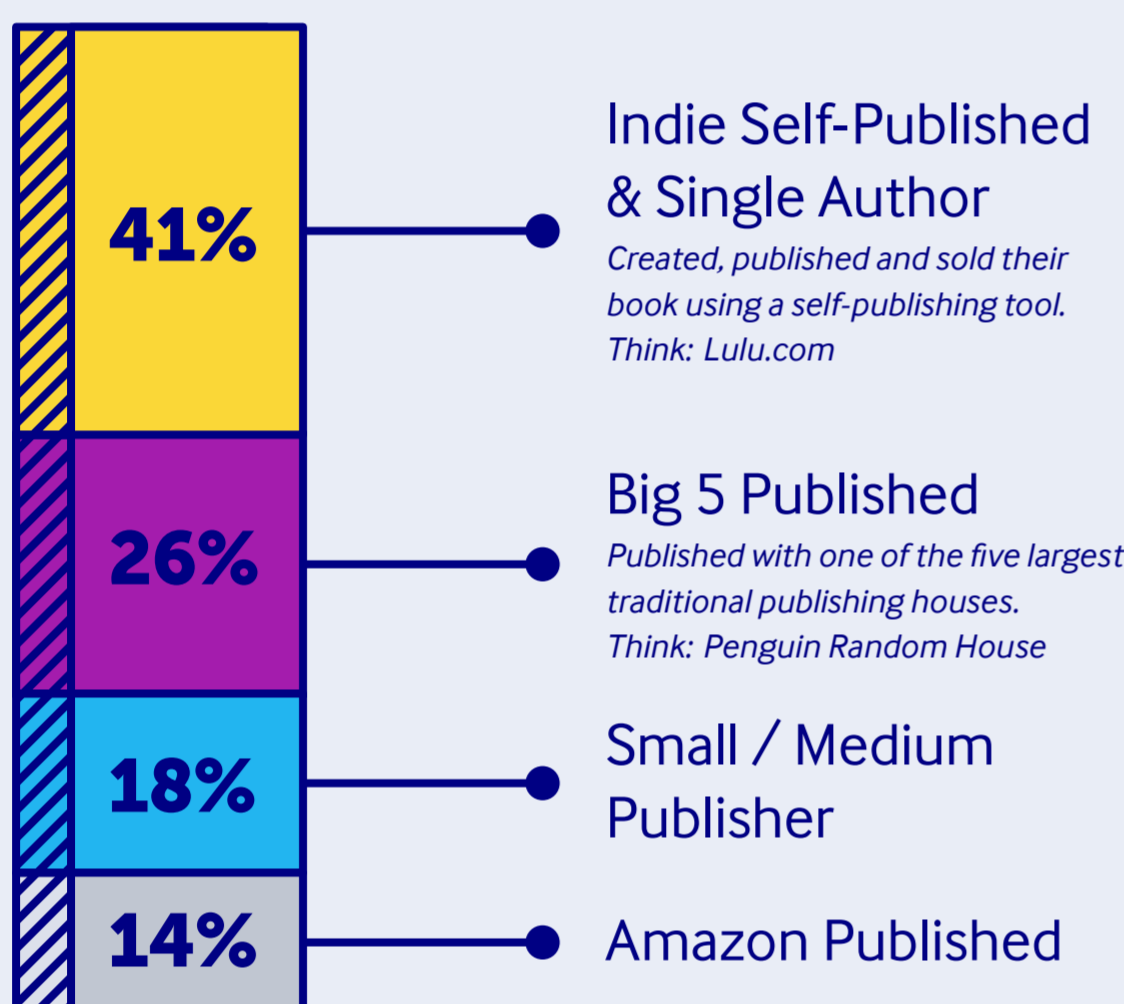


2 Price

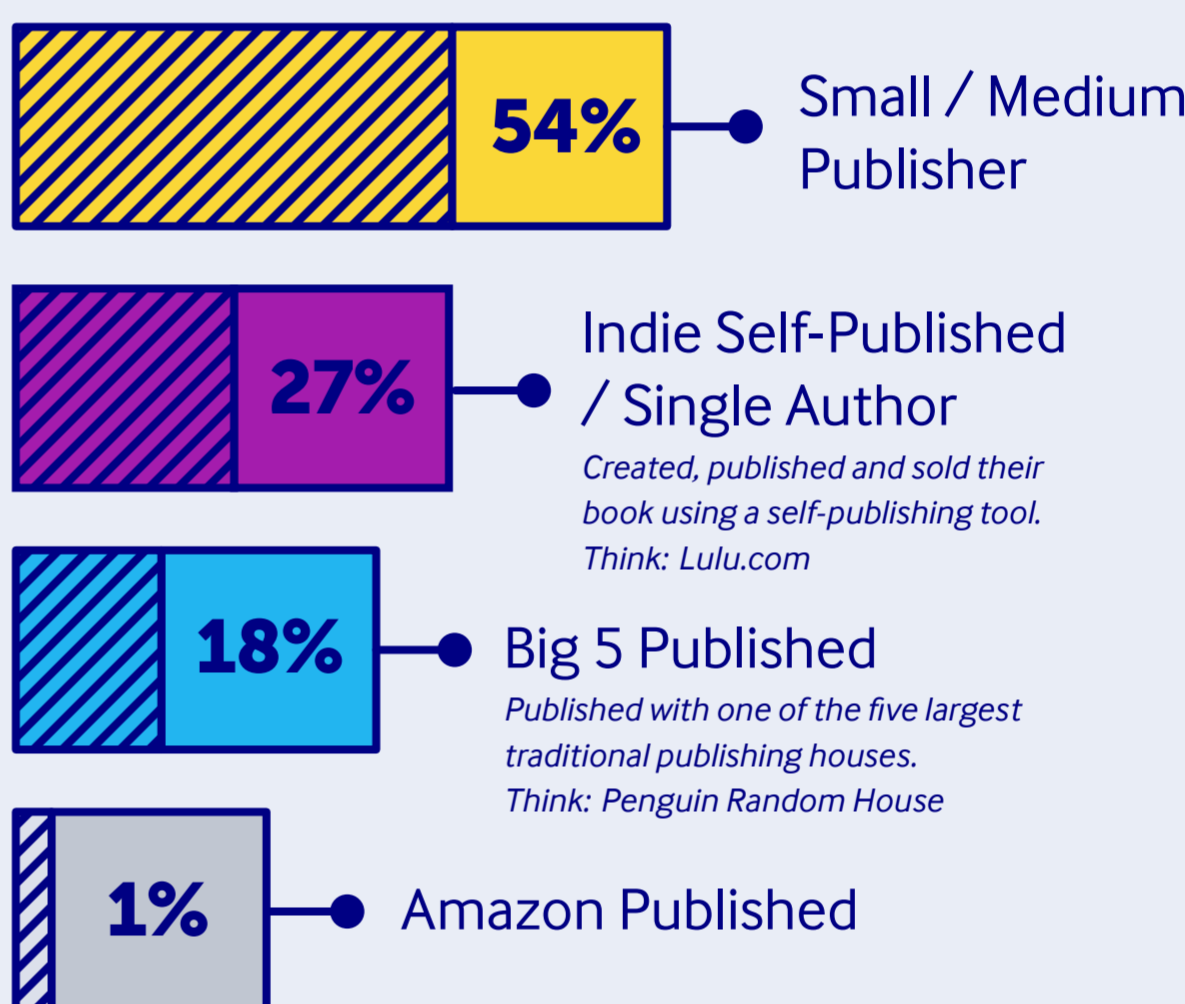


3 Blurb

Ebook Unit Retail Sales in the United States



Publishers' Share of Titles in Amazon's Book Bestseller Lists

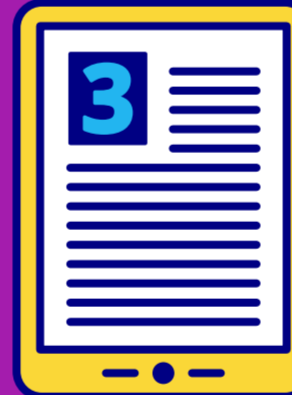


2016

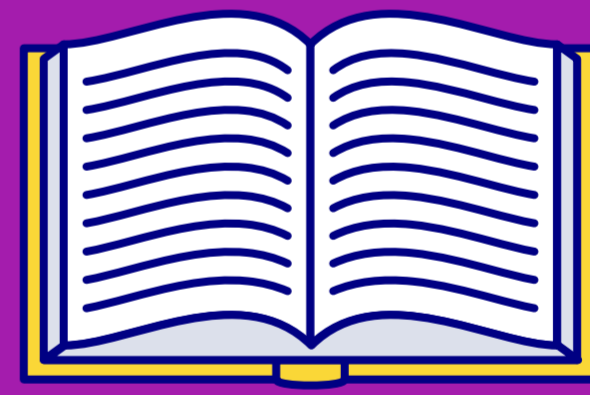
U.S. Indie Self-Published Sales by Format



Audiobooks
\$46,357,000



Ebooks
\$595,890,000



Print Books
\$225,619,000

IF MONEY ISN'T YOUR THING

Self-Publishing with Lulu brings many benefits beyond earning potential



Creative Control & Flexibility



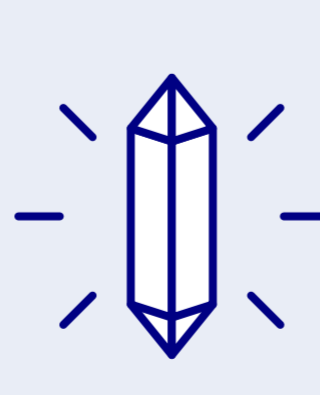
Author Owns Content Forever



Speed to Market



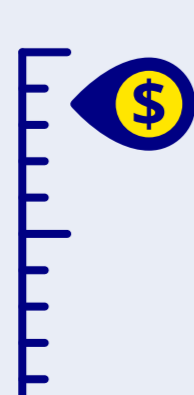
Immediate Reader Feedback



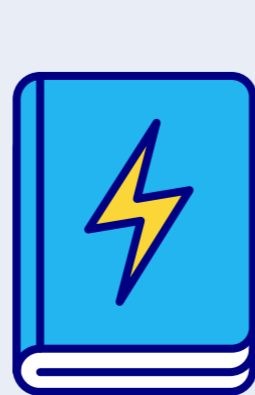
Free ISBNs & Distribution



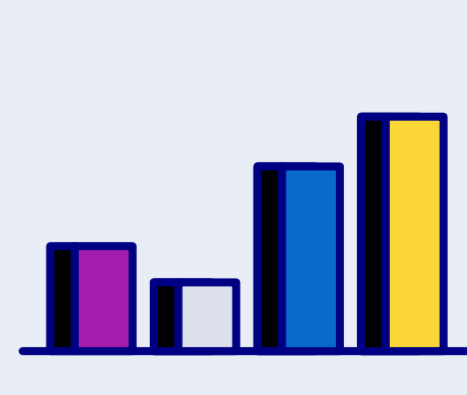
Easy to Use Publishing Wizard



Highest Royalty Payments



Books Printed on Demand



Robust Sales & Revenue Tracking