

Writing Career for Speech-Language Pathologists - Printing costs/investments

To determine if self-publishing is feasible for you, it is necessary to do the math on the major costs – printing.

Hardcover children's books will bring the greatest profit margin. The suggested retail price (SRP) can command \$14.95-16.95. However, your printing costs will be greater.

Printing costs vary greatly depending on the number of books printed. Small numbers of books can be printed on demand (POD) but for a higher cost per book. On the other end of the spectrum, the costs per book can be greatly decreased if printed in large numbers; i.e. increments of one, two, three thousand.

The other factor affecting printing costs is the country where the printing is done. Higher costs are entailed if the printing is done in the United States. The costs will decrease significantly if done overseas. Therefore, the printing costs can vary from approximately \$2-\$8 per book. (Keep in mind that these are printing costs, not illustrator or marketing.)

The other cost to be considered at this point to help give a ballpark figure of possible profit is the distributors. Distributors are very important to help books reach the largest audience. The distributor take is 40-50%.

Below is a chart showing ballpark figures of the least profit to the greatest profit (Again, this does not include illustrator or marketing). For comparison, the royalty percentage paid by an established publisher is also shown. This is usually approximately 5% as they do all the work of printing, illustrations, paperwork, etc. However, you may still have to do some marketing in the way of trainings to help sell your book.

Minimum profit when self-published

\$14.95 Suggested retail price
- 7.50 Maximum distributor cut
- 6.00 Maximum printing

\$ 1.45 profit per book

Maximum profit when self-published

\$16.95 Suggested retail price
-8.50 Maximum distributor cut
-2.00 Minimum printing

\$ 6.45 profit per book

Minimum profit when using established publisher

\$14.95 Suggested retail price
5% of \$14.95 = \$0.75 per book

Maximum profit when using established publisher
\$16.95 Suggested retail price
5% of \$16.95 = \$0.85

BooksJustBooks is a company that acts as a broker to print books overseas. It is possible and easy and less expensive to go directly to the printer overseas without the broker. However, a starting place to get an up-to-date estimate on printing is to go to www.booksjustbooks.com and enter your information. For your information, most children's hardcover books specifications will be as follows:

Title:

Trim size: 8 X 10

Number of pages: 32

Paper: Text: 80# gloss

Cover: 80# C1S Litho

Ink: Text: Four color process

Cover: Four color process 1 side plus gloss film lamination

Bind as: Thread sewn hard cover with jacket. 110 pt (3mm) boards wrapped with printed casewrap (64 pages and less) or Kivar stamped in foil on spine (80 pages and above) and jacket.

Endpapers are printed 1 color 1 side on 80# uncoated offset stock.

Quantity: Increments of thousands

For more in depth information on beginning writing and publishing check out www.parapublishing.com. Dan Poynter is the guru of self-publishing industry and can teach you all you need to know about self-publishing for the commercial market.

If you are more interested in writing for the educational publishers do a web search for the companies that publish and sell materials similar to yours. The educational market is different from the general market in that it relies on research-proven teaching strategies.