What could your book earn?

Some quick math to see where you stand today and what to work on next.

1 How many people follow you?

Count your email list first. Those people usually buy more than social media followers.

Followers: _____

2 How many might buy?

For most small creators, it's 1 to 3 out of every 100. Start with 2.

Buy rate: _____ **%**

3 How much do you keep per book?

Your price, minus printing, minus shipping and fees.

Profit per book: $ _____

Followers _____ × buy rate _____ × profit _____ = $ _____

A few examples

Followers	Buy rate	Profit per book	Total
500	2%	$8	**$80**
2,000	2%	$8	**$320**
5,000	3%	$10	**$1,500**

Want a bigger number? Pick one to work on.

More followers

Grow your email list.

More buyers

Sell in person at events. People buy more face to face.

More profit per book

Sell from your own site, or bundle books with prints.

Your numbers will be different from these examples, so treat them as a starting point.