

Real Costs of Self-Publishing – Part One

Editing – From \$3 to \$5 a page or by the hour around \$40 a hour, 300 page \$1200 to \$1500

ISBN Registration for hard cover, soft cover and ebooks – single \$125, \$250 for 10
Amazon - CreateSpace are free but no good elsewhere

Each new edition of book requires new ISBN

Library of Congress listing – Free application pre-assigned L of C

Headshot by a good photographer - \$150 up

Layout of book interior – From \$1 a page up – Size you should make the book

Cover design – Runs from \$300 up to \$1000

Title Fees – CS \$0, Ingram/LS - \$75 setup for paperback and \$195 hardcover. Revisions with CS are \$40 for interior, \$40 changing cover – Ingram is \$25 each

Printing options (300 page book) penny a page

Soft Cover

- CreateSpace, 1.2 cents, 85 cents cover
- Lightning Source, 1.3 cents, 90 cents cover
- Ingram Spark (same as Lightning Source)
- Hard cover – Hardcover \$6, \$1.55 dust jacket

Ebooks – the designer should be able to generate .epub, .mobi, and .pdf – Cost can be from \$75 up. Book Baby – ebook printer and more expensive – after 500 you have to renegotiate – held hostage by vendor

Proofs – usually one or two free, then a charge

Distribution – online sales is only way

Amazon – 40%, Kindle Direct – 30% for \$1.99 - \$9.99. Higher is 65%

Amazon prime requires free for lending library.

EStore with CreateSpace – direct buy from your website 20% fee

iBook – 30%

Barnes & Noble ebooks – 30%

Ingram – return policy – minimum 40%

Lighting Source – 20%

Independents – varies per company – average 35 to 45%

Audio books – not that hard to have done. 50% of sales for most voice overs

Website created - \$750 and up

Membership in appropriate groups: Mystery Writers of America, Romance Writers of America, Cat Writers of America, etc.