SIMPLELIFECALC PUBLISHING TOOLKIT

IngramSpark Book Pricing Worksheet

Build a list price from your current print cost, wholesale settings, and compensation goal.

Pricing principle. There is no single correct list price or wholesale discount for every title. Use your current title values and platform settings.

What's inside

- Page 2 — Your current title numbers
- Page 3 — IngramSpark pricing math, with a fill-in calculation
- Page 4 — Find your price range: compare scenarios you can actually select
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- Page 6 — Final pricing decision and pre-publish checklist

How to use it

- Have your current IngramSpark title setup open. Copy values from it rather than from an old table.
- Work in pencil. Print costs, available settings and minimums can change.
- Everything here is a planning estimate, not guaranteed earnings.

My pricing goal for this title

Compensation I'd like per copy ($) _____

Price range readers expect ($) _____

_____

_____

STEP 1

Your current title numbers

Copy these from your current IngramSpark title setup.

Book title _____

Format ☐ Paperback ☐ Hardcover ☐ Other: _____

Marketplace / currency _____

Current print cost ($) _____

Current wholesale discount (%) _____

Returnability ☐ No ☐ Yes — Destroy ☐ Yes — Deliver

Current list price ($) _____

Current publisher compensation ($) _____

Use the values currently shown for your title. Print costs and available settings can change.

Notes from my account

STEP 2

IngramSpark pricing math

How a list price becomes publisher compensation.

List price → Wholesale discount → Wholesale price → - Print cost → Base planning compensation

Wholesale price = List price × (1 - wholesale discount)

Base planning compensation = Wholesale price - current print cost

Your calculation

List price ($) _____

Wholesale discount (%) _____

Wholesale price ($) _____

Print cost ($) _____

Base planning compensation ($) _____

Current publisher compensation shown by IngramSpark ($) _____

> **IngramSpark's published example — not a recommended discount or price.**
> $20.00 list × (1 − 53%) = $9.40 wholesale price. $9.40 − $3.66 print cost = $5.74 in IngramSpark's example. It does not model every current charge — use your current print cost and title settings for your own calculation.

IngramSpark's current pricing materials list a Global Distribution Fee. Because current documentation does not present every compensation example the same way, do not manually force that fee into this worksheet's formula. Use the current publisher compensation shown by IngramSpark for the final figure.

Working space

STEP 3

Find your price range

Compare settings you can actually select in your account. Do not assume an old percentage table still applies.

	Scenario A	Scenario B	Scenario C
List price ($)			
Current / proposed wholesale discount (%)			
Current print cost ($)			
Base planning compensation ($)			
Current publisher compensation shown by IngramSpark ($)			
Returnability choice			
Notes			

Decision prompts

Which scenario protects compensation? _____

Which supports the availability you want? _____

Which gives acceptable return exposure? _____

Which price makes sense for your audience? _____

Availability is not the same as stocking. A higher discount or a returnable setting does not guarantee that a retailer will order your book.

STEP 4 · COMPARISON ONLY

KDP vs IngramSpark price check

These platforms use different compensation models.

IngramSpark

List price _____

Wholesale discount _____

Print cost _____

Base planning compensation _____

(List price × (1 − discount)) − current print cost. Final figure: the publisher compensation IngramSpark shows.

KDP print

List price _____

Applicable royalty rate _____

Current print cost _____

Estimated compensation _____

(List price × applicable royalty rate) − print cost

KDP rate is not a single number. KDP pays either a 50% or a 60% royalty rate on paperbacks sold on Amazon marketplaces, depending on list price and marketplace. On Amazon.com the rate is 50% at or below $9.98 and 60% at or above $9.99. Check the rate KDP shows for your price and marketplace, and use your current KDP print cost.

What I notice when I compare

STEP 5

Final pricing decision

Record your choice and the reason for it.

My chosen list price ($) _____

My current wholesale discount (%) _____

My current print cost ($) _____

Base planning compensation ($) _____

Current publisher compensation shown by IngramSpark ($) _____

Returnability choice _____

Why this price works

_____

_____

Before publishing

- ☐ I checked my current print cost
- ☐ I checked the current wholesale options for this title
- ☐ I compared base planning math with the compensation IngramSpark shows
- ☐ I checked returnability separately
- ☐ I compared more than one price scenario
- ☐ I did not rely on an old 40% / 55% rule
- ☐ I confirmed my current KDP inputs separately if comparing platforms
- ☐ I understand the calculation is an estimate, not guaranteed earnings