



Book Pricing Worksheet

Set a price that the market accepts and your royalty survives.

COST, MARKET & MARGIN — RECONCILED

A fill-in worksheet to choose a list price three ways — by cost, by market, and by royalty goal — then reconcile them into one confident number. Includes a worked example and a final pricing decision box.

WHAT'S INSIDE

- Know your cost floor
- Read your market
- Set a royalty goal
- Reconcile to one price
- Stress-test the discount
- Worked example
- Pricing decision
- Related calculators

Start with your cost floor

The lowest price that still pays you what you need.

HOW TO USE THIS WORKSHEET

1. Work the three pages in order — cost floor, market, royalty goal.
2. Each page gives you a candidate price; the reconcile page picks the winner.
3. Stress-test the winner at a 55% discount if you'll go wide.
4. Write the final number — and the reason — in the decision box.

Figures shown are illustrative teaching examples. Printing costs, royalty rates, fees, and discount terms change over time and vary by platform, trim size, and territory — always confirm current numbers in your publishing dashboard and with the matching SimpleLifeCalc calculator.

Step 1 • Your cost floor

Printing cost per copy (from KDP/Ingram) _____

Minimum royalty you'll accept per copy _____

Cost-floor price \approx (cost + min royalty) \div keep rate _____

COST-FLOOR EXAMPLE — RIVERSTONE PRESS

Print \$4.85 + want \geq \$4.00 royalty, KDP keep rate 60%

Floor \approx ($\$4.85 + \4.00) \div 0.60 = **\$14.75** minimum list price

Throughout this toolkit, examples follow **Riverstone Press** and its 240-page 6×9 black-and-white paperback, *The Quiet Garden*, with a list price of **\$16.99**.

Market & royalty goal

What readers will pay, and what you need to earn.

Step 2 · Read your market

List 3-5 comparable books in your genre, trim, and length. Price near the middle unless you have a clear reason to sit above or below.

COMPARABLE TITLE	FORMAT / PAGES	THEIR PRICE
Market midpoint		

Step 3 · Set a royalty goal

Target royalty per copy _____

Keep rate (60% KDP, or 1 - discount on Ingram) _____

Royalty-goal price = (cost + target royalty) ÷ keep rate _____

TIP
 Three signals, one decision: your **cost floor** sets the minimum, the **market** sets the ceiling, your **royalty goal** sets the target. The right price usually lives where they overlap.

Reconcile & stress-test

Turn three candidate prices into one you can defend.

Step 4 • Reconcile to one price

Cost-floor price (Step 1) _____

Market midpoint (Step 2) _____

Royalty-goal price (Step 3) _____

Chosen list price _____

Step 5 • Stress-test the discount

If you'll sell wide on IngramSpark, confirm the price still earns at a full trade discount.

Royalty at 40% = (list × 0.60) – print _____

Royalty at 55% = (list × 0.45) – print _____

RECONCILE EXAMPLE — RIVERSTONE PRESS

Floor \$14.75 · Market midpoint \$16.99 · Royalty-goal \$14.75 → choose **\$16.99** (matches market, beats the floor).

Stress-test at 55%: $(\$16.99 \times 0.45) - \$5.00 = \$2.65$. Thin but positive — acceptable for bookstore reach.

WATCH OUT

If your chosen price earns a *negative* royalty at 55%, it's too low to go wide. Raise the price or skip the full trade discount.

Lock your price

Commit the number – and the reasoning behind it.

Pricing decision

Final list price (paperback) _____

Final list price (ebook, \$2.99–\$9.99 ideal) _____

Wholesale discount you'll set _____

The one-line reason

I chose this price because... _____

TIP

Write the reason down. When self-doubt hits at launch, a clear rationale keeps you from panic-discounting a price that's actually right.

GO FURTHER

Related SimpleLifeCalc Tools

Helpful companions to this resource – not required, just faster.

These run the worksheet math live, so you can test prices without recalculating by hand.

Book Pricing Calculator

WHAT IT DOES Builds a list price from cost, margin, and market.

WHEN TO USE On the reconcile page, to compare candidates.

WHY IT HELPS Test ten prices in the time it takes to write one.

KDP Royalty Calculator

WHAT IT DOES Shows royalty per copy at any list price.

WHEN TO USE During the stress-test step.

WHY IT HELPS Confirms the price survives a wide discount.

Wholesale Discount Calculator

WHAT IT DOES Shows earnings at each discount level.

WHEN TO USE When setting the discount on the decision page.

WHY IT HELPS Pricing and discount get solved together.

KEEP THEM HANDY

Every calculator is free at SimpleLifeCalc.com – bookmark the two or three you'll use most so your numbers stay current.