

# Self-publishing: The Numbers

By Mel Corrigan

Freelance Writer at Wordly Ink | Business Manager at Scribe Publishing Company

Subscribe to her newsletter at [www.melcorrigan.com](http://www.melcorrigan.com) and follow her on FB @melkcorrigan

Contact Mel at [dr.mel.corrigan@gmail.com](mailto:dr.mel.corrigan@gmail.com) | Read her bio at [melcorrigan.com/bio](http://melcorrigan.com/bio)

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Congratulations, Self Publisher, you are now a business owner responsible for the finances and related reporting of book production and sales, as well as an author (and marketer). This session dives into the math of self-publishing: costs, tracking sales revenue, predicting profit and loss.

We will explore:

1. Book production costs (editing, copyrighting, file conversions, POD, review copies, distribution)
2. How to track and log sales data from distributors/vendors
3. The math for 2 scenarios (breaking even or becoming profitable).

Attendants will gain access to an Excel file template that includes tables encompassing the aforementioned figures and functions.