

Budgeting for Success

Product Development	High	Low
Editing		
Editorial Assessment	_____	_____
Structural Editing	_____	_____
Developmental Editing	_____	_____
Content Editing	_____	_____
Fact Checking	_____	_____
Sensitivity Readers	_____	_____
Line Editing	_____	_____
Copy Editing	_____	_____
Proofreading	_____	_____
Formatting		
Interior Design	_____	_____
Ebook Conversion	_____	_____
Audio Book Recording	_____	_____
Graphics		
Cover Art	_____	_____
Illustrations	_____	_____
Headshot	_____	_____
Product Development Total	=====	=====

Business Development	High	Low
File LLC with SOS	_____	_____
Logo	_____	_____
Trademark Registration	_____	_____
Meta Data	_____	_____
ISBNs, Barcodes, & QR Codes	_____	_____
Copyright	_____	_____
Warehouses/Distributors Fees	_____	_____
Accountant	_____	_____
Business Development Totals	=====	=====

Marketing	High	Low
Developing Readership		
Website Hosting & Domain Purchase	_____	_____
Contest Entry Fees	_____	_____
Conference Registration	_____	_____
Speaking Engagements (Travel/Meals)	_____	_____
Review Expenses		
Printing ARCs	_____	_____
Shipping	_____	_____
Paid Reviews	_____	_____
Advertising		
Book Trailer	_____	_____
Print Media (business cards, bookmarks, posters)	_____	_____
Advertising (Print & SMM)	_____	_____
Direct Marketing (email list, libraries, bookstores)	_____	_____
Events		
Launch Party	_____	_____
Book Tour	_____	_____
Marketing Totals	=====	=====

Grand Total	=====	=====
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*Info later used to determin pricing and break even analysis for business plan.