

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

How To Price Your Book

By MalaMaal.com

How To Price Your Book!

Whatever amount you come up with for the price of your book, remember that advertising expense will usually take 50% to 60% of your selling price if you are to promote your book properly and get into the mass market. This only leaves 40% to 50% of the sales proceeds for all your other expenses and a reasonable profit for your efforts. And don't forget "all other expenses" include not only the cost of typesetting, printing, mailing and other direct expenses, but also includes numerous variable and indirect expenses; such as auto, depreciation, insurance, and all the other "general overhead", even if you only work part-time from your home. Then you must have enough left over to "pay yourself" a reasonable draw for your time, effort and risk!

Failure to understand the "Mathematics of Mail Order" is the basic reason most people do not succeed when trying to sell books by mail.

One of the most important points to learn about mailorder mathematics is just exactly where your break-even point is. This varies drastically depending on the total units produced and sold. The more units sold the less the cost per unit. In other words, the more you sell the more flexible you can be in pricing your product.

Never price a publication at less than total cost, just to increase sales, unless you have computed correctly that the increased sales will reduce you unit cost sufficiently to overcome any potential loss.

On the other side of the "coin", if the price of your publications is too high, you could be in a worse position than if selling for only half the price. Maybe a price reduction of 50% will get you 500% more sales thus lowering your variable costs per unit sufficiently. The loser is immediately turned into a blockbuster! Only tests will tell!

This Article is Courtesy of

<http://www.MalaMaal.com>

– the ultimate Resource for

Instant Download

eBooks and Software

covering various subjects that include health, self-improvement, diet and weight

loss, recipes, love and relationships, Christianity, blogging, RSS, sales and marketing, scripts and templates, search engine optimization, traffic building, etc. You are free to reprint this article in other websites, as it is without editing, as long as the author's biography and all active hyperlinks (including anchor text) remain intact.

MalaMaal.com

is a unique eStore with the Latest Collection of

Resell Rights eBooks and Software

.

Most of these eProducts are sold at fabulous discounts, some at over 90% Off on their list prices. Free eBooks are also available for instant download.

Shopping Tips

By Rick

Shopping Tips by Rick

-----+-----+-----+-----+-----+-----+
Shopping Tips:

1. When buying a new car first find out the wholesale price. Base your price negotiations on this wholesale price. Do not let a sales person coax you into putting down a deposit or to buy immediately.
2. Always comparison shop; never pay full price. Keeping a price book can help you keep track of prices at different retailers.

-----+-----+-----+-----+-----+-----+

Rick Tangri is the author of "Cyber E Newsletter". He has helped thousands of individuals save money on shopping. Visit his site to at <http://cyberreminder.com/mailstuf.htm>



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!