

Book Return-on-Investment (ROI) Worksheet



How will your book support your business? And life?

A book can be an excellent way to more credibility and revenue for you, and it's useful to plan those income streams before writing your book.

Here's a way to plan your return-on-investment (ROI) for your book. Fill in the worksheet below with these columns.

1. **Which services will you offer with your book?** Check the boxes in the first column for the ways you will do that. These are ideas to get you started. Feel free to add or change anything.



2. How much will you charge for each?

Per unit or per person. Write the numbers in the second column. For example, you might charge \$297 for one person to attend a 1-day Workshop. Or \$5,000 for a Consulting package. Write those down.



3. How many per month can you sell? Write those in the third column. Let's say you can sell 40 people in a Workshop per month. Write down 40. Or maybe one Consulting package every second month. That would average to 0.5 packages per month. Write down 0.5.



4. **Total service per month.** This is how much you make per month on each service. Take the number from column 2, multiply by the number in column 3, and you'll get the number for column 4. In the Workshop example, it would be $\$297 \times 40 = \$11,880$. For the Consulting example, it would be $\$5,000 \times 0.5 = \$2,500$.



5. **Monthly total.** With all your services, how much will you make each month combined? Add the numbers in the right column and get the monthly total at the bottom.



6. **Yearly total.** How much will you make in one year? Multiply the monthly total by 12 months, and you get how much you'll make each year.



Book Return-on-Investment (ROI)



1. Which of these will you offer?
Check all that apply.

2. How much will you charge for each? (Per unit or person)

3. How many per month can you sell? (Average)

4. Total per service per month

<input type="checkbox"/> Books	\$ _____	x _____	= \$ _____
<input type="checkbox"/> eBook	\$ _____	x _____	= \$ _____
<input type="checkbox"/> audiobook	\$ _____	x _____	= \$ _____
<input type="checkbox"/> signature talk/ speaking	\$ _____	x _____	= \$ _____
<input type="checkbox"/> online course	\$ _____	x _____	= \$ _____
<input type="checkbox"/> workbook	\$ _____	x _____	= \$ _____
<input type="checkbox"/> live event	\$ _____	x _____	= \$ _____
<input type="checkbox"/> Coaching	\$ _____	x _____	= \$ _____
<input type="checkbox"/> Workshops	\$ _____	x _____	= \$ _____
1/2 day	\$ _____	x _____	= \$ _____
1 day	\$ _____	x _____	= \$ _____
3 days	\$ _____	x _____	= \$ _____
<input type="checkbox"/> Consulting	\$ _____	x _____	= \$ _____
<input type="checkbox"/> Webinars	\$ _____	x _____	= \$ _____
<input type="checkbox"/> Programs	\$ _____	x _____	= \$ _____
3 months	\$ _____	x _____	= \$ _____
6 months	\$ _____	x _____	= \$ _____
12 months	\$ _____	x _____	= \$ _____
<input type="checkbox"/> Documentary	\$ _____	x _____	= \$ _____
<input type="checkbox"/> Products	\$ _____	x _____	= \$ _____



5. Monthly Total

= \$

6. Yearly Total

= \$ _____ /mo x 12 months

\$ /yr