



Setting your goals, contribution levels, and rewards:

Determining your goal amount is determined by the following formula:  
**PROJECT COST + CAMPAIGN COSTS + SUPPORT COSTS = GOAL AMOUNT**

**Determine Project Costs:**

- 1) What stage is your manuscript? Completed    In Process    Concept
- 2) What are your format details?

Trim Size \_\_\_\_\_ (this is the actual finished size of the book)

Release format: Hardcover    Softcover    Audiobook    eBook    Large Print    Braille

Illustrated: Yes    No    Number of Illustrations: \_\_\_\_\_

List any special character formatting (chapter header designs, drop caps, etc.)

Number of pages: \_\_\_\_\_

To determine your page count: If your manuscript is complete be sure the file is in the correct trim size (in MS Word, under Page Layout, Size, More Sizes, enter the size from above "Trim Size"). If your manuscript is not formatted to trim size or you are estimating an unfinished manuscript take the TOTAL word count and divide it by 250. For example, a 10,000 word manuscript will be approximately 40 pages. You can reverse this method to determine your word count as well, which you will need if calculating editing costs (40 pages x 250 = 10,000 words). Note that estimating your page or word counts will mean you are not accurately calculating costs but if done correctly will give you a very close costing analysis.

- 3) What elements of the publishing process will you complete yourself and which will you hire out? (use the Services Cost Calculator at the end of this worksheet and the above information on formatting to determine costs)

Service	Cost	Service	Cost

Totals \_\_\_\_\_

Totals \_\_\_\_\_

Total cost of services: \_\_\_\_\_

Printing Costs: \_\_\_\_\_ x quantity of books you want to include in your project costs (not rewards, we'll cover that below) = \_\_\_\_\_

Total BW pages = \_\_\_\_\_ x .02 = \_\_\_\_\_ + cover cost + 2.00 = \_\_\_\_\_

Total Color pages = \_\_\_\_\_ x .06 = \_\_\_\_\_ + cover cost + 2.00 = \_\_\_\_\_

*To determine your total printing estimate, multiply the number of Black and White pages (text and illustrations) by .02 cents per page, multiply color pages (text and illustrations) by .06 per page, then add the cost of the cover printing (soft cover \$1.00, hardcover \$5.75) and that is your printing estimate WITHOUT shipping or handling, or press setup fees. To simplify the calculation process for shipping, handling, and press setup fees we're adding \$2.00 per book. Keep in mind you will be shipping many of this first order as rewards so we are costing at media mail rate with a padded envelope.*

Examples:

165 page black and white interior book with a soft cover would cost \$6.30

28 page full color picture book with a hardcover would cost \$9.43

That is the amount you would use for your REWARD COST below also.

Total Project Costs: \_\_\_\_\_ + \_\_\_\_\_ = \_\_\_\_\_  
Cost of Services                      Printing Costs                      Total Project Cost

### Determine Campaign Costs:

To determine campaign costs you will need to first take your total project costs from above and create your contribution levels. There is a little science involved here with computing data research from thousands of successful crowdfunding campaigns, but we've done that for you!

Most successful campaigns run 30-45 days, contain 9 levels of pledging, have 8 updates during the campaign, and include a video of approximately 3 minutes.

There is no rule to what dollar amount levels should be as each campaign will differ with the total amount needed to complete the individual project. But two rules stay consistent in successful campaigning always offer a \$1 level, and a FULLY FUNDED level. Since we still have some work to do to determine the final GOAL we'll start with our Total Project Cost as that number.

So if our project total is \$1,000.00 we have two of our 9 levels set. That means we can add a \$5, \$10, \$25, \$50, \$75, \$100, and \$250 level and be right on track. If you don't feel you can manage rewards for that many levels the second most common number of levels for success is 5 (\$1, \$25, \$50, \$100, fully funded for example).

How many reward levels will you use? \_\_\_\_\_ What are your reward levels in dollar amounts?

\_\_\_\_\_

Now comes the tricky part, choosing rewards by pledge level and determining your costs for each level's rewards, see the Amazing Rewards Ideas Guide. Limit the number of higher rewards to make them more desirable to early backers; once they're gone, they're gone! Don't forget to include shipping costs!

Level 1- \_\_\_\_\_, Rewards: \_\_\_\_\_

\_\_\_\_\_ Cost of award: \_\_\_\_\_ Qty: \_\_\_\_\_

Level 2- \_\_\_\_\_, Rewards: \_\_\_\_\_



## **Determine Support Costs:**

Finally, you will need to determine your support costs. These are costs associated with actually running the campaign. Below are the most common costs but at this point you should be able to visualize your campaign and identify any extra cost that would be associated for your campaign personally (i.e. will you need a babysitter an extra couple of hours a week during the campaign?).

### Marketing costs:

This is the final part of support costs to add in to your campaign. You can spend as much or as little as you want here and still run a successful campaign. The advantage you have as a writer/publisher is you're already creative! Now put *that* into your plan.

### Social Media Marketing:

There are four major social media platforms you need to consider: Facebook, Twitter, Instagram, and Pinterest. (Disclaimer: there are literally hundreds more but we'll focus on the top four here, but feel free to explore Reddit, Google+, LinkedIn, YouTube, and Tumblr as well).

Firstly, for crowdfunding we don't recommend placing ads, or boosting posts to market your campaign unless you are already a seasoned social media marketer. Instead focus on building exposure for your campaign through engaging posts and a well thought out marketing campaign. You can prepare a great marketing campaign with planned events, props, pop up live posts, and doing things like Q&As or expert reels at very little cost. Once you do this you can then decide if you want to invest an extra \$5-\$25 dollars into "boosting" your exposure. Check out blog or follow our social media sites (@mypubfund on Facebook, Instagram, Twitter, and Pinterest) for ideas. How much should you add to your budget for this marketing? Allow a \$50.00 budget for the term of your campaign if your raising \$500 - \$1,000 (that includes props, gas, support, and platform boosting/ad fees).

### Tribe and Network Marketing:

The biggest mistake people make when it comes to their crowdfunding marketing is not using the connections they have! Not just friends and family but community.

If you are a member of a group or club (especially a book or reading club) host an event at your home to Kickoff your campaign! You costs are minimal and the impact can be substantial! Don't make it a fundraiser! Of course you want to focus and make sure everyone knows you're running a campaign online but by sharing this event with them they'll feel a part of it. And even those who don't have the money or inkling to contribute their cash can become your personal cheerleader in reaching out to their friends, relatives, other organizations, and now that \$5 they didn't contribute becomes \$50 or \$100 from their connections. Make sure to let everyone know your story and purpose just like your online campaign pitch, and be sure to give some way to drive your pledges (bookmarks with your campaign and book info are a great idea!). Costs are flexible; party at your home with a take away can be as little as \$3.00 per person including food and the bookmark! Try a potluck or appetizers and make alcohol BYOB to defray costs (we've even thrown Cheap Wine parties where everyone must bring a bottle under \$10 to share!).

Back to community- posters are a great way to get local exposure cost effectively. The benefit of raising money for a publishing project is it is a niche in and of itself. Not only will people who are interested in your books topic be interested in supporting it, there are tons of local brick and mortar places that are

patrons of the arts, books, and reading. Libraries, bookstores, gift stores, local art alliances, book clubs, author groups, schools, etc. Put on your thinking cap and realize that you can reach people in the real world too! Costs for this type of marketing can range from about \$1.50 - \$3.00 per poster, plus gas/travel.

Take some time now to write down five methods of marketing you'll do plus how much you plan to budget for each.

Marketing Plan:

1)	_____	\$ _____
2)	_____	\$ _____
3)	_____	\$ _____
4)	_____	\$ _____
5)	_____	\$ _____

And now we have all the information we need to determine our GOAL amount.

Add together your TOTAL PROJECT COSTS+TOTAL CAMPAIGN COSTS+TOTAL SUPPORT COSTS = \$ \_\_\_\_\_

Take that amount and add 8% (5% platform fee plus 3% payment processing fee) = \$ \_\_\_\_\_

And there you have it! You are already on the road to successfully running a crowdfunding campaign! Now get started on building the campaign and executing that marketing plan! Don't forget to tell EVERYBODY you're publishing a book and where they can go to support it,

