

# The Costs of Publishing a Book

Stan C. Smith

## Editing

### Shoestring Budget

#### Zero Cost:

- Self Editing
- Friends and family
- ARC Team
- All of the above!

#### Low Cost:

- editors from budget sites like [fiverr.com](https://www.fiverr.com) (as low as 0.2¢/word)

*Cost for 80,000 word book:*  
\$0 - \$200

### Moderate Budget

#### Mainstream Editors:

- Google Search
- [reedsy.com/editing/book-editor](https://www.reedsy.com/editing/book-editor)
- [Thecreativepenn.com/editors](https://www.thecreativepenn.com/editors)
- Ask in your Facebook groups

*Cost for 80,000 word book:*  
1¢ to 3¢ per word  
\$800 - \$2,400

*Remember: Structural editing, Line editing, Proofreading (I only hire line editing)*

## Cover Design

### Shoestring Budget

#### Zero Cost:

- Do it yourself
- Friend or family volunteer

#### Low Cost:

- Designers from budget sites like [fiverr.com](https://www.fiverr.com) (as low as \$25)
- Professional *Premade* covers (\$50 to \$200)

*Cost:*  
\$0 - \$200

### Moderate Budget

#### Mainstream Cover Designers:

- Google Search
- [reedsy.com/design/book-cover-design](https://www.reedsy.com/design/book-cover-design)
- Ask in your Facebook groups

*Cost:*  
\$250 - \$600

*Remember: The print wrap-around PDF may add to the cost.*

## Interior Formatting

### Shoestring Budget

#### Zero Cost:

- [Reedsy.com/write-a-book](https://www.reedsy.com/write-a-book) has a terrific free tool for **ebook** and print.
- [Draft2Digital.com](https://www.draft2digital.com) has a terrific free tool for **ebook** and print.
- [Amazon.com/kindle-create](https://www.amazon.com/kindle-create) for formatting **ebooks** (for Amazon only).
- [Jutoh](https://www.jutoh.com) - free Windows software for formatting.

#### Low Cost:

- Designers from budget sites like [fiverr.com](https://www.fiverr.com) (as low as \$20)

*Cost:*  
\$0 - \$20

### Moderate Budget

#### Vellum Software:

- Professional quality design
- Mac only
- Cost: \$200 - \$250 (one-time cost)

#### Mainstream Pro Formatters:

- Google Search
- [reedsy.com/design/book-layout-design](https://www.reedsy.com/design/book-layout-design)
- Cost: \$40 - \$150

*Cost:*  
\$40 - \$250

*Remember: The \$250 Vellum cost allows you to format unlimited books (ebook and print)*

# Marketing

## Shoestring Budget

### Zero Cost:

- Social media posts (not ads)
- Word of mouth
- Email newsletter subscribers
- Newsletter Swaps
- Reader Magnet multi-author giveaways

### Low Cost:

- Email promotion services such as Fussy Librarian, [Freebooksy](#), [MyBookCave](#), etc. (as low as \$15 per promotion)

### Cost:

Variable and ongoing

## Moderate Budget

### Bookbub Featured Deals:

- The gold standard of email promotion sites (Cost: \$150 - \$2,000)

### Bookbub Ads

### Amazon Ads

### Facebook Ads

### Cost:

Variable and ongoing

*Remember:* The more you put into it, the more you get out

*Remember:* Effective marketing has a learning curve

# Tools

## Writing:

- Google Docs (free)
- Scrivener (\$40)
- Word (\$30 - \$70/year)

## Author Website

- Free to \$200/year

## Email List Service:

- Free up to 1,000 to 2,000 subscribers ([MailerLite](#) and [MailChimp](#))
- [MailerLite](#) is the least expensive (1,001 - 2,500 subscribers = \$126/year)

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## Book Distribution:

- [Bookfunnel](#) (\$10/month)

## Multi-author Giveaways

- [Bookfunnel](#) (\$10/month)

## Custom Domain Name:

- \$15/year

## Publisher Rocket:

- \$99 (one-time cost) - VERY helpful in choosing keywords and categories

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# Learning

## Shoestring Budget

### Zero Cost:

- [Kindlepreneur](#) Amazon Ads course
- Join Facebook groups!
- Info sites like [Kindlepreneur](#), Joanna Penn, Mark Dawson, etc.

### Low Cost:

- [Udemy](#) online courses (\$10 - \$15/course)
- Books (there are thousands!)

## Moderate Budget

### Indie Publishing Courses:

- Mark Dawson - Self-Publishing 101 (\$400)
- Mark Dawson - Ads for Authors (\$650)
- Nick Stephenson - Your First 1,000 Readers (\$600)

*Remember:* The more you put into Indie Publishing, the more you get out of it.