

PRINT YOUR THING CHALLENGE

DAY THREE

printing + design

Printing Options

PRINT ON DEMAND

TRADITIONAL PRINTER

Which option makes the most sense for you?

Design Options

#1 Key =

BINDING:

PAPER:

SIZE:

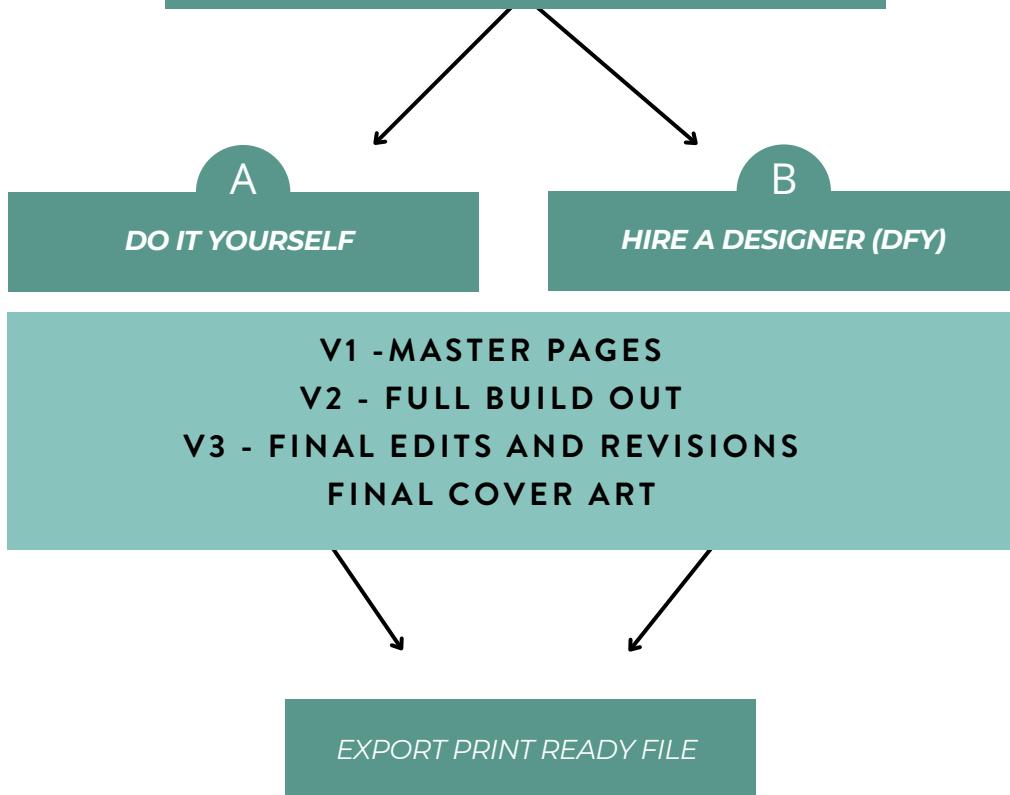
COVER STYLE:

POTENTIAL QUANTITY:

DAY THREE

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IDEATION / PROTOTYPE



MASTER PAGES ARE

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sample quotes



YEAR TWO:

2,000 UNITS @ \$5.50

COST : \$11,000

PROFIT: \$79,000

1,000 Units: Costs \$28,000

Costs \$7,000

Profit \$8,000

Profit \$29,000



notes

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sample quotes

		quantity					
style		300	500	700	1000	2000	10,000
	LARGE PLANNER // COIL BINDING	\$14.00	\$10.25	\$9.50	\$8.00	\$6.50	\$6.15
	LARGE PLANNER // BOOK BINDING	\$15.00	\$10.00	\$8.50	\$7.00	\$5.50	\$4.25
	MEDIUM BOOK // COIL BINDING	\$10.00	\$7.00	\$6.00	\$5.25	\$4.25	\$4.00
	MEDIUM BOOK// BOOK BINDING	\$10.25	\$6.75	\$5.75	\$4.75	\$3.75	\$3.00
	SMALL BOOK // COIL BINDING	\$5.80	\$3.90	\$2.75	\$2.50	\$2.00	\$1.80
	SMALL BOOK// BOOK BINDING W/ linen	\$5.50	\$3.75	\$3.00	\$2.50	\$2.00	\$1.75
	SEWN - PAPER COVER	\$3.25	\$2.00	\$1.50	\$1.25	\$0.75	\$0.50

notes

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my first order

MY STYLE CHOICE:

★ QUANTITY TO PRINT

COST PER UNIT(CPU):

MY FUNDING CHOICE:

★ RETAIL:

★ REVENUE POSSIBILITY: (QUANTITY #) X (RETAIL \$) =

my dream order

MY STYLE CHOICE:

★ DREAM QUANTITY TO PRINT

COST PER UNIT(CPU):

MY FUNDING CHOICE:

★ RETAIL:

★ DREAM REVENUE POSSIBILITY: (QUANTITY #) X (RETAIL \$) =

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HORACIOPRINTING.COM/BONUS

Notes + Takeaways

Day three homework!

You got this!

Question! Tell me how many you want to buy, how much it costs PER unit, and HOW you want to fund it!

Example:

My first print run will cost \$_____ and I will fund it via pre-order or self funding!

BONUS:

My first dream run will bring in an estimated revenue of:

My DREAM run will bring in an estimate rev of:

Estimated Revenue = (quantity X retail price)

