

# **Business Models that Guarantee Profitability in Publishing**

Bob Pritchett  
Logos Bible Software

Income >  
Expenses

**Secret of Profitability**

Launch Product



Take Orders



- Cover Costs -



Start Production



Ship and Charge

**Process**

Dollars

**\$34.95**

0%

20%

40%

60%

80%

100%

**Gathering Interest**

Dollars

**\$34.95**

**\$39.95**

0%

20%

40%

60%

80%

100%

**Gathering Interest**

Dollars

**\$34.95**

**\$39.95**

**\$44.95**

0%

20%

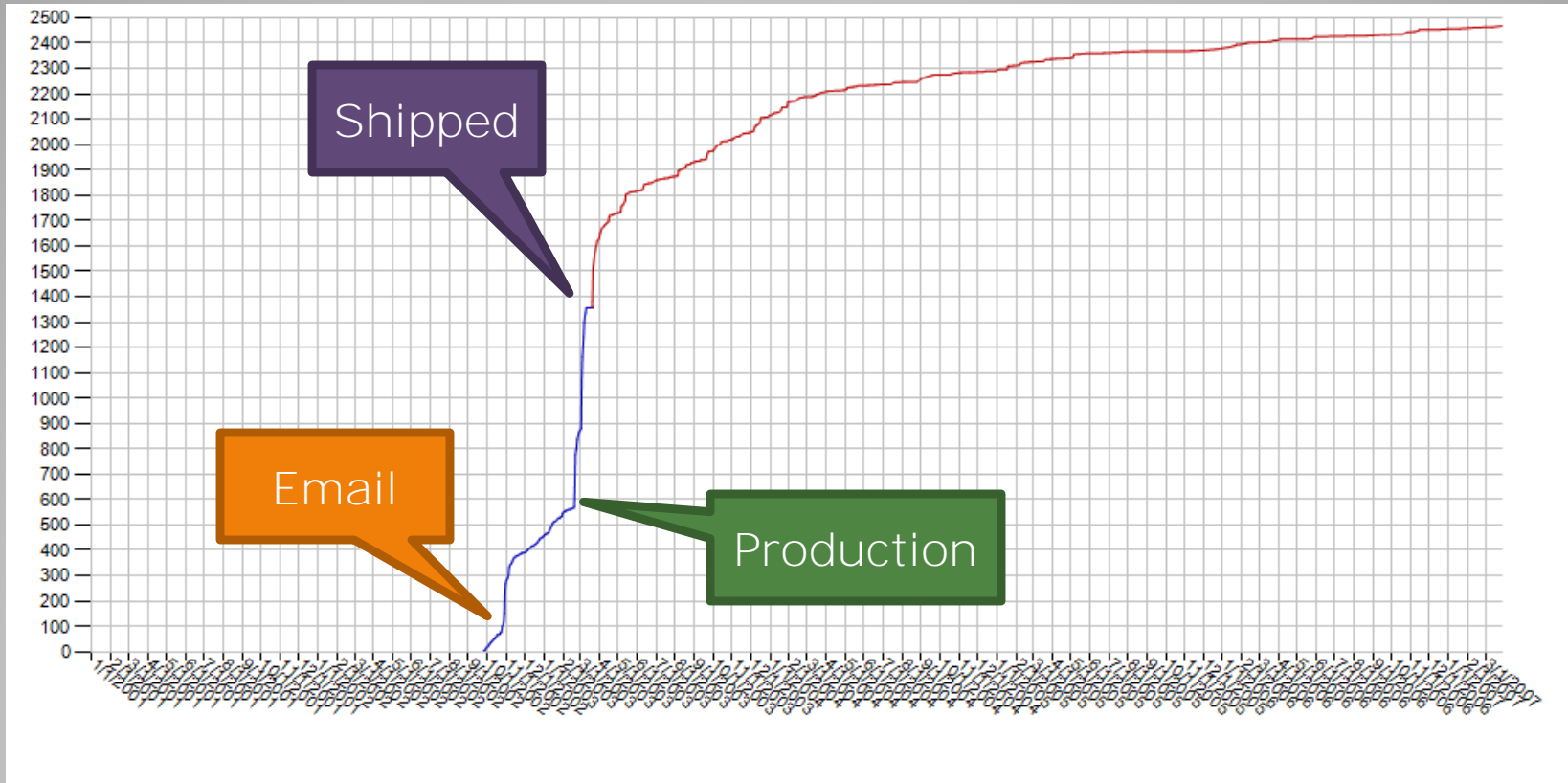
40%

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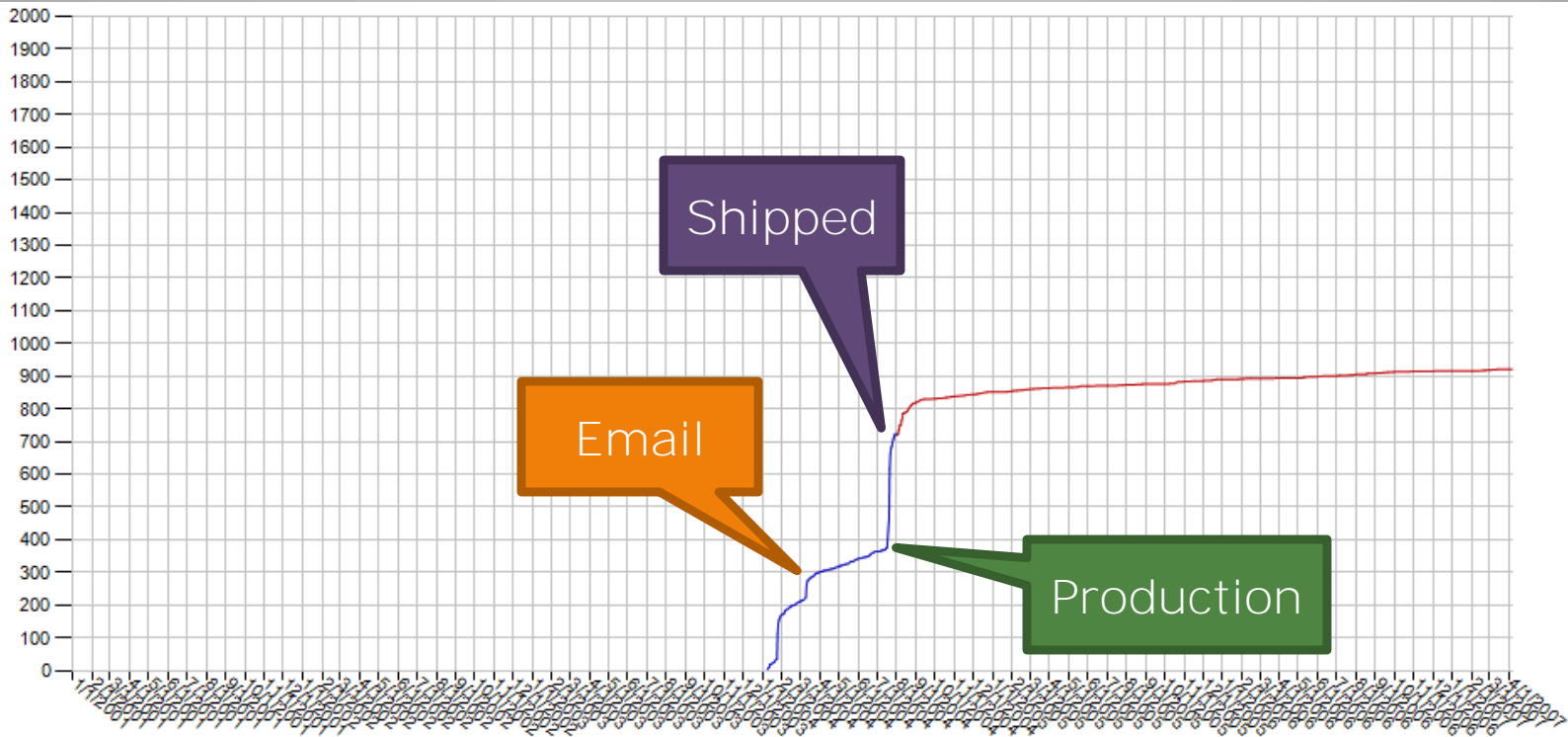
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**Under Development**



# Reference Book



# Coffee Table Book

Buy Now!

**Benefits**

P R O P O S A L S  
FOR PRINTING BY SUBSCRIPTION.

ON A FINE PAPER, WITH A NEW AND ELEGANT AMERICAN LETTER, CAST BY JOHN BAINÉ & CO.

T R A V E L S

THROUGH  
NORTH AND SOUTH-CAROLINA, GEORGIA, EAST AND WEST-FLORIDA,  
THE CHEROKEE NATIONS, AND THROUGH THE EXTENSIVE TER-  
RITORIES OF THE MUSCOGULGES OR CREEK  
CONFEDERACY, AND THE COUNTRY OF THE  
CHACTAWS:

CONTAINING  
AN ACCOUNT OF THE SOIL AND NATURAL PRODUCTIONS OF THOSE REGIONS  
TOGETHER WITH OBSERVATIONS ON THE MANNERS AND  
CUSTOMS OF THE INDIANS.

By WILLIAM BARTRAM, BOTANIST, of *Philadelphia*, who was employed  
from 1773 to 1777, by the celebrated DOCTOR FOTHERGILL, of *London*,  
to explore the extensive Countries above-mentioned.

C O N D I T I O N S.

- I. IT is expected the work will contain between five and six hundred pages of letter press, carefully executed, price to subscribers, two Spanish milled dollars, in an handsome octavo volume, neatly bound and lettered.
- II. Whenever names are obtained for two hundred copies, the work shall be put to press.
- III. The work will be interspersed with six or eight elegant copperplates, descriptive of the plants, animals, &c. peculiar to the countries through which the writer travelled, the bust of the long warrior Mico-chlucco, chief or great king of the Siminoles, or Lower Creeks, executed in a smaller manner, will be given as a frontispiece.
- IV. Every subscriber for twelve copies, shall be entitled to a thirteenth gratis.

Subscriptions are received by James and Johnson, the printers; Thomas Dobson; William Spofford; William Young; and Mathew Carey; Philadelphia. Hodge, Allen and Campbell; New-York. William P. Young; Charleston (S.C.) Isaiah Thomas; Worcester, Massachusetts: and the principal book-sellers on the Continent.

An Old  
Business  
Model

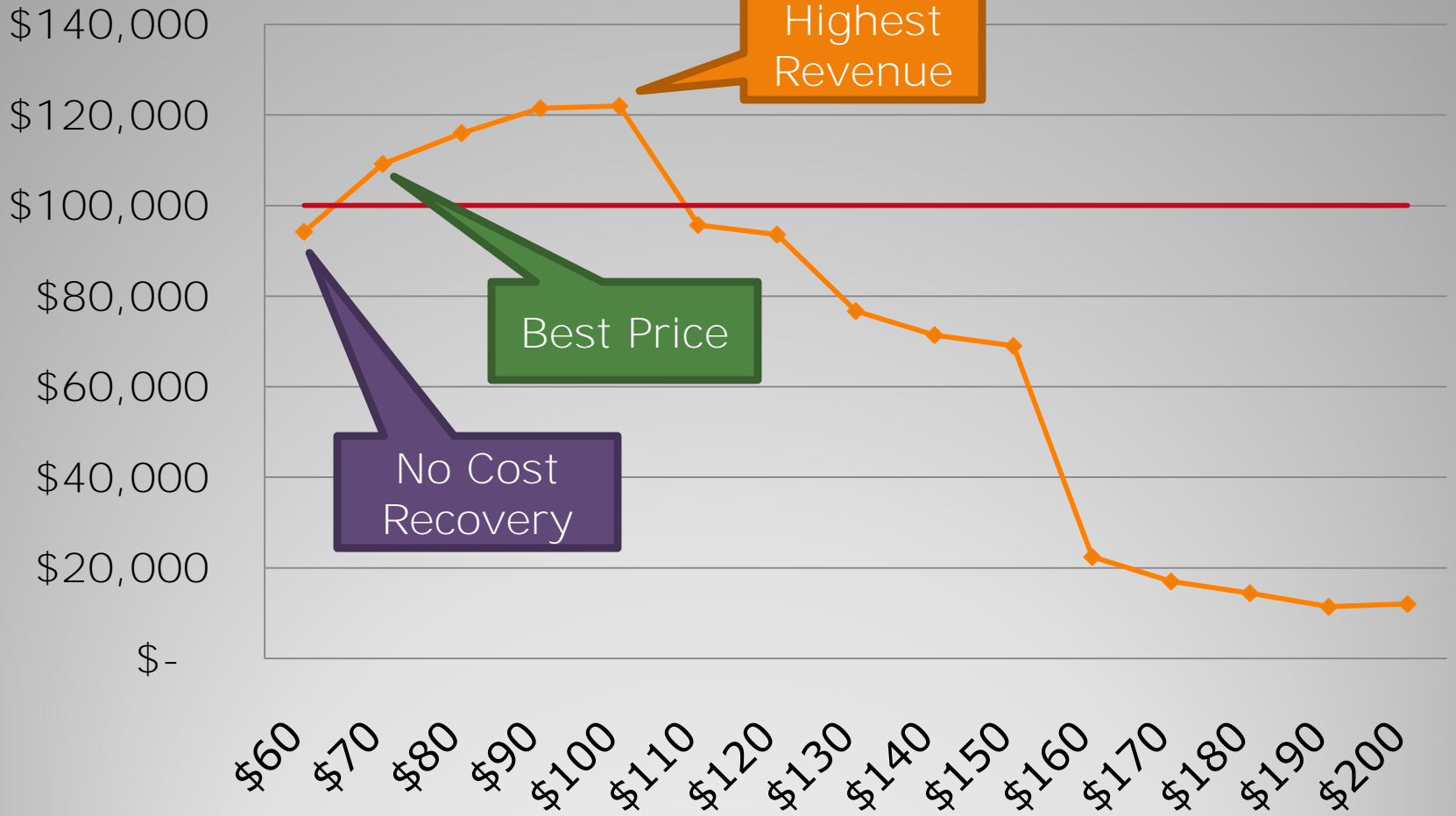
$$1,000 \times \$10 = \$10,000$$

$$250 \times \$40 = \$10,000$$

$$100 \times \$100 = \$10,000$$

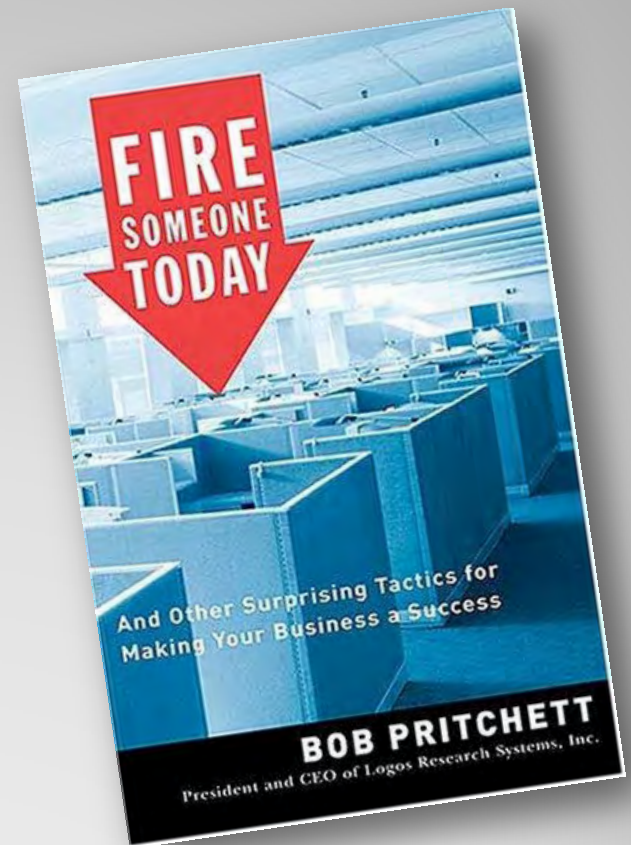
$$10 \times \$1,000 = \$10,000$$

**Community Pricing**



# Community Pricing

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**Contact**