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Craft Fair Post-Event Review Workbook

For craft fairs, maker markets, holiday markets and other in-person selling events

The days after a market are when the details are easiest to remember. Use this workbook to write down what happened, what you'd change, and whether you'd want to do this event again. Everything in it comes from your own numbers and your own observations.

How to use this workbook

1. Fill it in within a few days of the event, while it's fresh.
2. Work out your actual profit with the Craft Fair Profit Calculator or your own records, then copy it onto page 2.
3. Skip anything that doesn't apply. The "before vs after" section on page 6 is optional.
4. Keep this with your notes for the event, so it's there the next time you decide whether to book.

Event details

Event name

Date(s)

Venue and location

Booth or space number

Setting: ☐ Indoor ☐ Outdoor ☐ Both

Weather or conditions on the day

Time you counted

Count only the time you want included. Leave a line blank if you didn't track it, and write 0 only if you spent no time on it. Your total adds up only the lines you filled in.

Activity	Hours
Travel, round trip	
Setup and load-in	
Selling hours	
Pack-down and load-out	
Prep and admin for this event	
Making time (optional — only if you want it counted)	
Total time counted (add the lines you filled in)	

You'll use this total on page 2.

WHAT HAPPENED

Your Results

> Copy your results from the Craft Fair Profit Calculator — simplelifecalc.com/c/craft-fair-profit-calculator — or from your own records. This workbook doesn't recalculate your profit.

Results

Total sales _____

Orders or transactions (if you counted them) _____

Items sold (if you counted them) _____

Event costs you paid (booth, travel and other event costs) _____

Product and packaging costs for what you sold _____

Actual event profit _____

If the event made a loss, write it with a minus sign.

This profit figure came from: ☐ Craft Fair Profit Calculator ☐ My own records

Effective hourly return for the time you counted

Actual event profit _____ ÷ Total time counted (page 1) _____ hours

= _____ per hour

- Fill this in only if your total time counted is more than 0. Otherwise, leave it blank.
- If the event made a loss, this number is negative too.
- Round to the nearest cent.
- It's your event profit divided by the hours you counted, and nothing more.

In one sentence (optional)

How did the day go for you?

_____

_____

PRODUCTS & STOCK

What Sold and What Didn’t

A quick summary is enough — no item-by-item counts needed. If you keep stock counts, the Handmade Inventory Tracker is the place for them: simplelifecalc.com/resources/handmade-inventory-tracker

Best seller(s) at this event

What people asked about most

Sold better than I expected

Asked for, but I didn’t have it

Sold slower than I expected

Bundles or sets that sold or got attention

Ran low or sold out

Custom-order requests

Came home mostly untouched

Next time

Products, not quantities.

Bring more of

Keep about the same

Bring less of

CUSTOMERS & SALES

What You Noticed

Write what you saw and heard at this event. It's a record of one day, not a rule about customers.

Questions that came up more than once

Signs or information people seemed to miss

Price questions or comments

Checkout or payment hiccups

What people said they were shopping for

Busiest and quietest times you noticed

Gift purchases or gift-wrap requests

Anything else worth remembering

Products people bought together

If prices came up a lot, you can check them with the Handmade Pricing Calculator: simplelifecalc.com/c/handmade-pricing-calculator

BOOTH & OPERATIONS

How the Day Ran

Quick check

Tick one box per row. Add a note where it helps.

Area	Worked well	Okay	Change next time	Note
Setup and load-in	☐	☐	☐	
Display and layout	☐	☐	☐	
Signs	☐	☐	☐	
Checkout and payments	☐	☐	☐	
Packaging and bags	☐	☐	☐	
Weather and venue conditions	☐	☐	☐	
Loading and parking	☐	☐	☐	
Pack-down	☐	☐	☐	
Comfort (food, water, seating, breaks)	☐	☐	☐	

Next-time notes

Forgot or ran short of

What made pack-down easier or harder

Packed but didn't use

Add to my packing list for next time

What slowed setup down

Before your next event, copy anything from this page into your Craft Fair Packing Checklist: simplelifecalc.com/resources/craft-fair-packing-checklist

LOOKING BACK

Before vs After, and Lessons

What I expected vs what happened (optional)

Skip this if you didn't set a target or make an estimate before the event. If you did — for example in Should I Book This Craft Fair? — copy those numbers into the first column.

	Before the event	What happened
Profit (my target / my actual event profit)		
Hourly return (my target / my effective hourly return from page 2)		
Sales or orders (my estimate / what I actually had)		

For a like-for-like comparison, use the same measure on both sides: sales with sales or orders with orders. For hourly return, count the same kinds of time you included before the event.

What explains the biggest difference?

Lessons

What worked

One thing to repeat

What didn't

One thing to change

Biggest lesson

YOUR DECISION

Would I Book This Event Again?

This is your call. There's no right answer — only what makes sense for your business and your time.

☐ Yes ☐ Maybe ☐ No ☐ Not sure yet

What led you to that answer?

What would need to change for your answer to change?

What will you carry into your next booking decision?

> Weighing another event? See what it would need to sell before you pay: simplelifecalc.com/c/should-i-book-this-craft-fair

Keep going with SimpleLifeCalc

Stage	Tool	Printed URL
After the event	Craft Fair Profit Calculator	simplelifecalc.com/c/craft-fair-profit-calculator
Plan the next event	Craft Fair Profit Planner	simplelifecalc.com/resources/craft-fair-profit-planner
Pack for it	Craft Fair Packing Checklist	simplelifecalc.com/resources/craft-fair-packing-checklist
Check your prices	Handmade Pricing Calculator	simplelifecalc.com/c/handmade-pricing-calculator
Learn the process	Handmade & Craft Fairs course	simplelifecalc.com/courses/handmade-and-craft-fairs

This workbook is a review aid. It records your own numbers and observations, and it isn't tax, legal, accounting or insurance advice. Profit figures follow the numbers you entered in the Craft Fair Profit Calculator or your own records.