DIGITAL PRODUCTS / SOLO SELLERS

Printable Pricing Worksheet



Price the value.
Check what remains.

A practical pricing workbook for printable and digital-download creators. Start with the buyer's need, then test a price against real selling costs.

THREE MOVES / ONE CLEAR PRICE

01 **DEFINE THE VALUE**
Name the problem solved and compare similar listings.

02 **PRICE + VERIFY**
Choose a list price; check applicable selling fees.

03 **TEST + REVIEW**
Plan bundles, sales goals and a measured next action.

PRODUCT / LISTING

REVIEW DATE

WORKBOOK GUIDE

Find your next *pricing move.*



Use one copy per product. Write in your own fees, compare the value you offer, and keep the numbers you can explain.

THE 13 WORKING SECTIONS

01 Why printable pricing differs 03

02 Product value worksheet 04

03 Comparable listing research 05

04 Set your starting price 06

05 After-fee planning worksheet 07

06 Set a monthly sales goal 08

07 Build a bundle price 09

08 Discount planning 10

09 Monthly pricing review 11

10 Common pricing mistakes 12

11 Quick wins to test 13

12 Pricing confidence check 14

13 Your final action plan 15

A SIMPLE ROUTINE

Define the buyer benefit, compare similar offers, then verify what remains after actual costs. Print extra copies of tracking pages as needed.

01 / THE DIGITAL PRODUCT DIFFERENCE

Price the solution.



A digital download can be sold repeatedly without physical inventory or outbound postage. Creation, platform, support and marketing costs still deserve attention.

TWO WAYS OF SELLING / DIFFERENT COST STRUCTURES

CONSIDER	PHYSICAL PRODUCT	DIGITAL DOWNLOAD
Inventory	Materials and stock for each unit	One file can serve many orders
Delivery	Physical packing and postage	Platform or digital delivery costs
Effort	Production labor for each unit	Design, updates and customer support
Price signal	Material quality and usefulness	Buyer outcome, format and quality

WHAT A GOOD PRICE STILL NEEDS TO COVER

01 The benefit to the buyer, not simply the number of pages

02 Your creation and maintenance effort over time

03 Marketplace, advertising and delivery-related charges

A USEFUL DISTINCTION

Repeatable digital delivery reduces some costs; it does not make each sale pure profit. Use your real account charges and a realistic demand test.

02 / WHO IS THIS FOR?



Name the value *before the number.*

Complete this page for one printable. A specific buyer problem is more useful than guessing a price from page count alone.

PRODUCT / LISTING

WHO IT HELPS

THE PROBLEM IT SOLVES

A buyer would choose this because...

Time, effort or uncertainty it may help reduce

SIGNALS OF VALUE / MARK WHAT IS TRUE

- ☐ Useful for a clear task
- ☐ Easy to understand and use
- ☐ Polished and readable
- ☐ Includes practical variants
- ☐ Saves preparation time
- ☐ Fits a specific audience

MY VALUE RATING / CHOOSE ONE ☐ LOW ☐ MEDIUM ☐ HIGH

My reason

03 / RESEARCH

Look at the market.

Keep your judgment.

Compare four or five genuinely similar downloads. Research is context, not proof that another seller earns a certain profit.

FIVE COMPARABLE LISTINGS

PRODUCT / SELLER	PRICE	WHAT IS INCLUDED	DIFFERENCE

WHAT THE SAMPLE TELLS YOU

LOWEST PRICE	HIGHEST PRICE	MIDDLE / TYPICAL
$	$	$

COMPARE LIKE WITH LIKE

Look at format, included pages, licensing, readability and audience. Reviews or listing visibility do not establish another seller's actual conversion or profit.

04 / STARTING PRICE

Choose a starting price.

Then check the costs.



Use your buyer-value notes and comparable listings to set a sensible test range—not a guaranteed selling price.

YOUR PRICE RANGE / ONE PRODUCT

LOW END OF COMPARABLE RANGE

HIGH END OF COMPARABLE RANGE

WHY MY PRODUCT FITS THIS RANGE

TEST A PRICE AGAINST REAL FEES

Candidate item price $

Optional charm price $

Estimated selling fees / ads

Other per-sale costs

PROVISIONAL AMOUNT AFTER THESE COSTS

$

CHECK BEFORE YOU PUBLISH

Try your actual order inputs in the Printable Pricing Calculator or Etsy Profit Calculator. Confirm fees from your selling account; do not treat another shop's price as a promise.

05 / PROFIT PLANNING

What a sale leaves *after the fees.*



Record the item price and the fees that apply to your order. The amount left after selling fees is not automatically your accounting profit.

YOUR PRICE / FEE RECORD

Item list price	$ _____
Listing / renewal fee	$ _____
Transaction fee	$ _____
Payment processing fee	$ _____
Other fees / ads (if applicable)	$ _____
Total applicable fees	$ _____

EXAMPLE ONLY

Item list price	**$6.00**
Listing / renewal fee	**$0.20**
Transaction fee	**$0.39**
Payment processing fee	**$0.43**
Other fees / ads	**$0.00**
FEES	**$1.02**

REMAINDER AFTER LISTED FEES

$ _____

Example

$4.98

83% of price

KNOW WHAT THIS NUMBER MEANS

The $6 example and fees are illustrations from the source, not today's platform rates. Check your account; refunds, advertising, creation time and other costs may reduce final profit.

06 / MONTHLY SALES GOAL

Make the goal *measurable.*



Work from an amount you expect to retain per sale. Use a consistent cost basis, and round sales requirements up to whole orders.

START WITH YOUR OWN FIGURES

MONTHLY AFTER-FEE TARGET

AFTER-FEE AMOUNT PER SALE

THE SALES-COUNT FORMULA

Sales needed = monthly target ÷ amount retained per sale

Round UP to the next whole sale. If the per-sale amount is zero or negative, revise the plan first.

ILLUSTRATIVE GOAL USING THE $6 PRINTABLE

$300 ÷ $4.98 = 60.24… → 61 sales

Four-week pace: round 61 ÷ 4 up to 16 sales per week.

Across 30 days: 61 ÷ 30 ≈ 2.03 sales per day on average.

MY REQUIRED SALES / MONTH

DO NOT CONFUSE TARGET WITH PREDICTION

This is a required sales COUNT for the chosen after-fee target, not a forecast of demand or accounting net profit. Additional business costs still matter.

07 / BUILD A BUNDLE

Combine the value.

Check the price.

A bundle can be convenient for buyers, but the discount and order-level fees still need to make sense.

WHAT WILL THE CUSTOMER RECEIVE?

ITEM / VARIATION	SEPARATE PRICE	WHY IT BELONGS

BUNDLE MATH / ONE TRANSACTION

Total individual list prices	$18.00
Illustrative bundle reduction	−$6.00
Illustrative bundle price	$12.00

YOUR BUNDLE DECISION

My proposed bundle reduction $ _____

My intended bundle price $ _____ Review date _____

08 / PROMOTIONS

Discount with intention.

Keep the numbers visible.

Evaluate a planned promotion at the discounted checkout price, not only at the original list price.

FROM LIST PRICE TO PROMOTIONAL PRICE

NORMAL ITEM PRICE	PROPOSED DISCOUNT %
YOUR CALCULATED PROMOTIONAL PRICE	$

SIMPLE WORKED PRICE REDUCTION

$6.00 × (1 − 0.20) = $4.80 sale price

20% is an example discount, NOT a recommended standard.

CHECK THE AMOUNT YOU KEEP AT THE SALE PRICE

Actual applicable selling / payment fees	$
Advertising, refunds or other per-sale costs	$
Remaining amount after THESE costs	$

A SALE IS A TEST

Use the actual charges at the DISCOUNTED checkout price, then subtract relevant costs once. A discount does not guarantee more orders or a larger remainder.

09 / MONTHLY REVIEW

Let actual sales *guide the next price.*



Review the same period and cost basis each month. Choose one price change to test next.

YOUR SMALL MONTHLY SCORECARD

MONTH / YEAR	PRINTABLES SOLD
TOTAL SALES RECEIPTS	AFTER-FEE AMOUNT
ACTIVE LISTINGS	BEST SELLING PRINTABLE

CHANGES WORTH CHECKING

- ☐ New or changed platform charges
- ☐ Higher buyer support / refund costs
- ☐ Most-viewed listing not converting
- ☐ Best seller has strong repeat interest
- ☐ Discount changed the order value
- ☐ Price test changed unit sales

ONE CHANGE I WILL TEST NEXT MONTH

Review on _____ What I will measure _____

10 / RISK CHECKLIST

Know what may be *distorting the price.*



Mark any pricing habits worth investigating. One clear correction is more useful than changing everything at once.

COSTS / BASIS

- ☐ Using page count as my only price basis
- ☐ Comparing unlike products or licenses
- ☐ Treating fees as if they never change
- ☐ Forgetting creation or support costs
- ☐ Confusing gross receipts with profit
- ☐ Ignoring discount effects on fees

TESTING / BUYER SIGNALS

- ☐ Copying the cheapest shop automatically
- ☐ Assuming high reviews prove profitability
- ☐ Leaving all prices unreviewed
- ☐ Running promotions without a floor
- ☐ Expecting bundles to sell themselves
- ☐ Changing prices without tracking results

ONE ISSUE TO INVESTIGATE

My highest-impact issue _____

First small correction _____

11 / QUICK WINS

Eight useful things *to test.*



Select a small change that fits your product. Treat each as an experiment, not a guaranteed lift in revenue.

PICK THE MOST RELEVANT ONE

01 **Review the best seller's price**
Compare units sold and amount retained.

02 **Build a practical bundle**
Price the complete offer after fees.

03 **Test a rounded vs. charm price**
Compare actual buyer response.

04 **Check one listing's fee math**
Use current account charges.

05 **Improve the product preview**
Make the buyer benefit clearer.

06 **Plan a limited promotion**
Model the discounted price first.

07 **Audit a low-priced listing**
Check value, costs and demand.

08 **Create a related variation**
Test whether it serves another need.

MY NEXT EXPERIMENT

I will change _____ I will compare by _____

12 / BEFORE YOU LIST

A clear final check.

Then publish thoughtfully.

Use this page for the specific digital product you are pricing. Unticked boxes are clues for what to verify—not reasons to abandon the work.

PRODUCT / LISTING _____

PLANNED PRICE _____

I KNOW THE BUYER VALUE

- [ ] The product solves a specific problem
- [ ] I can describe who needs it
- [ ] The offer's contents are accurate

I CHECKED COMPARABLES

- [ ] I reviewed relevant listings
- [ ] I compared quality and features
- [ ] I know the range is not a guarantee

I CHECKED THE MATH

- [ ] Current applicable fees are included
- [ ] Other per-sale costs are considered
- [ ] After-fee amount is not called net profit

I HAVE A TEST PLAN

- [ ] I know why I chose this price
- [ ] I have a metric to review
- [ ] I set a date to check the result

THE STANDARD IS A REASONABLE DECISION

A price can be well-reasoned without being permanent. Publish when the essentials are clear, then refine with your own data.

13 / YOUR NEXT PRICING MOVE

Choose a price.
Then test it.



Bring together your product value, price research and after-fee estimate. Choose one clear next move, then check what actually happens.

PRODUCT / LISTING	SELLING PLATFORM	REVIEW DATE

MY PRICING DECISION

STARTING PRICE	AFTER-FEE AMOUNT	MONTHLY SALES GOAL
$	$	

WHY THIS PRICE?

A buyer would pay because: _____

Comparable listing range: $ _____ to $ _____

MY NEXT THREE MOVES

- [ ] Confirm the current fees and any order-specific costs
- [ ] Publish or update one listing with my chosen price
- [ ] Review actual sales, buyer response and the amount retained