

A SIMPLE PRICING WORKBOOK FOR HANDMADE SELLERS

HANDMADE PRODUCT PRICING WORKBOOK

Price your handmade work with confidence — covering costs, time, and profit.

Created by SimpleLifeCalc.com

Made for:

Etsy & craft fair sellers • home-based makers • jewelry & candle makers
Crochet sellers • woodworkers • small handmade businesses

Selling-platform fees change over time. Always confirm current fees in your own selling account.

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HOW TO USE THIS WORKBOOK (READ THIS FIRST)

You do NOT have to finish this in one sitting. Each page is one small job.

Go in order — each worksheet builds the next, leading to a confident price.

Do a page, fill it in, then stop. Come back when you're ready.

Feeling stuck? Just do the next single blank line. That's all.

Every dollar figure inside is an example. Your real numbers go in the blanks — use a pencil so you can update them.

1. Why Handmade Pricing Matters

Most handmade sellers undercharge — not because their work isn't worth it, but because they never add up everything that goes into it. They price the materials and forget their **time**, their **overhead**, and their **profit**. This workbook fixes that, one worksheet at a time.

The four parts of a fair price

Part	What it means	Page
Materials	What you spend making the item	Page 4
Labor	Paying yourself for your time	Page 5
Overhead	Tools, fees, and running costs	Page 6
Profit	Earnings beyond covering costs	Page 8

THE BIG IDEA

A fair price = Materials + Labor + Overhead + Profit

Leave out any one part — especially your own time — and you're quietly paying to run your own business. This workbook makes sure all four are covered.

Why this matters so much for makers

- **Your time is real.** Handmade takes hours; a fair price pays you for them.
- **Low prices don't mean more sales.** They often signal lower quality and attract bargain-hunters.
- **Confidence comes from numbers.** When you know your price is fair, you can stand behind it.



BEGINNER TIP

You make beautiful things — charging fairly for them isn't greedy, it's what keeps you able to keep making. Pricing well is how a hobby becomes a business that lasts.



KEEP IT EVERGREEN

Selling-platform fees change over time and differ by marketplace. Every figure here is an illustrative example — always confirm your current fees in your own selling account.

2. Materials Cost Worksheet

Goal for this page: add up everything that physically goes into ONE finished item. Fill in your own materials — the example shows a candle.

Your materials, per item

Material	Example (candle)	Your item
Main material (wax / yarn / wood...)	\$3.00	\$ _____
Secondary materials	\$1.20	\$ _____
Findings / fixings / extras	\$0.80	\$ _____
Packaging (box, label, wrap)	\$1.00	\$ _____
Total materials per item	\$6.00	\$ _____

Don't forget the small stuff

- Glue, thread, wicks, clasps, screws — the little consumables add up.
- A share of anything bought in bulk (divide the pack price by how many items it makes).
- Labels, tags, tissue, and packaging — part of the product, not an afterthought.

My total materials cost per item: \$ _____



BEGINNER TIP

Bought a big roll, bag, or sheet? Divide its cost by how many items it makes to get the per-item cost. A \$20 yarn cone that makes 8 hats is \$2.50 of yarn per hat — not \$20.

3. Labor Cost Worksheet

Goal for this page: pay yourself. Your **labor** is the time you spend making each item — and it belongs in the price, every time. Skipping it is the #1 reason makers burn out.

Set your hourly rate

Pick an hourly rate that respects your skill. It doesn't have to be high to start — it just can't be zero.

My hourly rate: \$ _____

Why I chose it (skill, experience, what feels fair):

Time per item

LABOR COST

Labor cost = Time to make one item (in hours) × Your hourly rate

Example: 0.5 hours × \$20/hour = \$10 labor per item.

Minutes to make one item: _____ = this many hours:

My labor cost per item (hours × rate): \$ _____



BEGINNER TIP

Time yourself making a few items, then take the average — most makers are faster than they guess in some steps and slower in others. Include set-up and clean-up; that's real working time too.



THIS IS THE STEP MOST MAKERS SKIP

If you only take one thing from this workbook: pay yourself for your time. An item that “feels” profitable but ignores your hours usually isn't. Your time has value — put it in the price.

4. Overhead Cost Worksheet

Goal for this page: account for **overhead** — the ongoing costs of running your business that aren't part of any single item, like tools, fees, and supplies you reuse.

Step 1: Your monthly overhead

Overhead cost (monthly)	Example	Your amount
Selling-platform / shop fees	\$15.00	\$ _____
Tools & equipment (spread out)	\$10.00	\$ _____
Reusable supplies (not per-item)	\$8.00	\$ _____
Marketing, software, other	\$7.00	\$ _____
Total monthly overhead	\$40.00	\$ _____

Step 2: Overhead per item

OVERHEAD PER ITEM

Overhead per item = Monthly overhead ÷ Items you make per month

Example: \$40 ÷ 40 items = \$1.00 of overhead per item.

Items I make/sell per month: _____ Overhead per item: \$ _____



BEGINNER TIP

Don't skip overhead just because it's small per item — it's the cost that quietly eats profit. Even \$1 per item across a year of sales is real money you'd otherwise lose.



KEEP IT EVERGREEN

Platform fees are part of overhead and they change over time. Use your current fees from your selling account, and the Etsy Profit Calculator at SimpleLifeCalc.com can help you see fees per sale.

5. Pricing Formula Worksheet

Goal for this page: put materials, labor, and overhead together to find your base cost — then see two common ways makers turn that into a price.

Step 1: Your base cost per item

Line	Example	Your number
Materials (page 4)	\$6.00	\$ _____
Labor (page 5)	\$10.00	\$ _____
Overhead (page 6)	\$1.00	\$ _____
Base cost per item	\$17.00	\$ _____

Step 2: Two common pricing approaches

TWO MAKER FORMULAS

A) Wholesale-style: Price = Base cost × 2

Example: $\$17 \times 2 = \34 . Simple, and leaves room for profit and selling at fairs or to shops.

B) Cost-plus-profit: Price = Base cost + the profit you want

Example: $\$17 + \$13 = \$30$. You choose the profit directly.

My base cost per item: \$ _____

My price using approach A ($\times 2$): \$ _____

My price using approach B (+ profit): \$ _____

The price I'll start with: \$ _____



BEGINNER TIP

There's no single "right" formula — these are starting points. Try both, then sense-check against your research (page 9). The goal is a price that covers everything AND feels fair to your buyer.

6. Profit Planning Worksheet

Goal for this page: make sure real profit is built into your price — and see what you actually keep after selling fees.

Step 1: Your profit per item

PROFIT PER ITEM

Profit = Selling price – Base cost – Selling fees

Example: \$34 price – \$17 base cost – \$3 fees = \$14 profit per item.

My selling price: \$ _____

My base cost (page 7): \$ _____

Estimated selling fees per item: \$ _____

My profit per item: \$ _____

Step 2: Check it's worth your while

- ☐ My profit is more than zero (I'm not paying to sell).
- ☐ My profit feels worth the time I put in.
- ☐ My price still profits after platform fees.
- ☐ There's room for an occasional sale without losing money.



BEGINNER TIP

Don't forget selling fees come out AFTER your price. The Etsy Profit Calculator at SimpleLifeCalc.com shows what you keep per sale after fees — plug that in here so your profit number is real.



KEEP IT EVERGREEN

Fees change over time and vary by platform. Use your current fees rather than an old figure, and recheck whenever your marketplace updates its pricing.

7. Competitor Pricing Worksheet

Goal for this page: sense-check your price against similar handmade items — not to copy the cheapest, but to make sure your price fits the market for your quality.

Research 4–5 similar makers

Maker / listing	Price	Quality vs. mine (better / similar / worse)

What to notice

Lowest price I saw: \$ _____

Highest price I saw: \$ _____

Most common price (the middle): \$ _____

Where my price sits, and why that's fair: _____



BEGINNER TIP

If your fair price is higher than the cheapest seller, that's okay — you're not competing on price, you're competing on quality, story, and craftsmanship. Show that value in your photos and description.



DON'T RACE TO THE BOTTOM

The cheapest seller may be undercharging, losing money, or selling lower quality. Use research as a guide, not a rule — your costs and time set your floor, not someone else's price.

8. Bundle Pricing Worksheet

Goal for this page: price a **bundle** — several items sold together for one price. Bundles raise your average sale and feel like great value to buyers.

Build your bundle

Items in my bundle: _____

Number of items: _____

The bundle math

Line	Example	Your number
Total if bought separately	\$60.00	\$ _____
Bundle discount (feels generous)	– \$12.00	\$ _____
Bundle price	\$48.00	\$ _____
Still above my total base cost?	Yes	_____

The buyer feels they saved, and you earn more per sale than selling one item — as long as the bundle price still clears your combined costs.

Bundle ideas for makers

- A matching set (e.g., earrings + necklace, hat + scarf).
- A “starter” or gift set with a few small items.
- Seasonal collections (holiday, wedding, baby).
- Color or scent variety packs.



BEGINNER TIP

Make the discount feel generous but keep the bundle price comfortably above your combined base cost. The goal is more profit per sale, not a discount that erases it.

9. Common Pricing Mistakes

Tick any that sound like you — then fix them. Every one quietly costs makers money or confidence.

- ☐ Pricing materials only, and forgetting labor.
- ☐ Not paying yourself an hourly rate at all.
- ☐ Ignoring overhead (tools, fees, reusable supplies).
- ☐ Forgetting selling fees come out of the price.
- ☐ Copying the cheapest competitor instead of pricing to my costs.
- ☐ Pricing so low that buyers assume low quality.
- ☐ Never raising prices, even as skills and costs grow.
- ☐ Confusing total sales with actual profit.
- ☐ Running discounts that dip below base cost.
- ☐ Underpricing out of fear, especially when starting out.
- ☐ Never bundling, so every sale stays small.
- ☐ Setting a price once and never reviewing it.

THE BIGGEST MISTAKE

Not paying yourself for your time. It's the most common handmade mistake by far — and it turns a business back into an expensive hobby. Your hours belong in every price.

PICK JUST ONE

Don't fix all of these today. Choose the ONE costing you most and handle it this week. One change at a time adds up fast.

10. Quick Wins

Short on time? These are the fastest ways to price better and earn more. Pick ONE and do it today.

1. **Add your labor to one price.** Pick your best seller and make sure your time is actually in the price.
2. **Raise the price on your best seller.** A small, fair increase flows straight to profit.
3. **Calculate your base cost.** Know materials + labor + overhead for one item.
4. **Create one bundle.** Group items to raise your average sale instantly.
5. **Check what you keep after fees.** Run a product through the Etsy Profit Calculator.
6. **Improve one listing's photos.** Better photos justify a higher, fairer price.
7. **Set your hourly rate.** Decide what your time is worth — and use it everywhere.
8. **Review your lowest-priced item.** Is it underpriced for the work it takes?

FASTEST WIN OF ALL

Run your top product through the Handmade Pricing Calculator at SimpleLifeCalc.com today. In two minutes you'll see a fair price built from materials, labor, overhead, and profit — the number to build everything else around.

ONE AT A TIME

Do ONE quick win, not all eight. Finish it, feel the win, then stop. Small completed steps build momentum far better than a giant list.

11. Monthly Pricing Review

Once a month, take 15 minutes here. This keeps your prices fair as your costs, skills, and materials change. Fill one row each month. (Copy this page as the year goes on.)

Month	Items sold	Profit earned	Best seller	One price to revisit

Monthly review checklist

- ☐ Compared this month's profit to last month's.
- ☐ Checked whether material costs or fees went up.
- ☐ Found my best seller — could I raise its price slightly?
- ☐ Spotted any item earning too little for the work.
- ☐ Chose ONE price to adjust next month.



BEGINNER TIP

When a material price rises, update your prices too — makers often absorb cost increases for months without noticing. A quick monthly check keeps your hard work profitable.

12. Pricing Confidence Checklist

Before you set or update a price, run through this. Each tick is a reason to feel confident in your number.

I know my costs

- ☐ I added up materials per item (page 4).
- ☐ I included my labor at an hourly rate (page 5).
- ☐ I accounted for overhead per item (page 6).

I know my price

- ☐ I calculated my base cost.
- ☐ I used a formula to set a starting price (page 7).
- ☐ I checked it against similar makers (page 9).

I know my profit

- ☐ My price profits after selling fees (page 8).
- ☐ My profit feels worth my time.
- ☐ My price survives an occasional discount.

I have a plan

- ☐ I know which items to bundle.
- ☐ I'll review my prices monthly.



BEGINNER TIP

Confidence comes from knowing your numbers. Once you can answer “why is it this price?” — materials, time, overhead, profit — you can hold your price without apologizing. That's the whole goal.

13. Final Action Plan

Turn this workbook into action. Fill it in now, while it's fresh — then keep it where you'll see it.

Today

The one product I'll price or re-price first: _____

My hourly rate: \$ _____

This week

One price I'll set or raise: \$ _____

One bundle idea I'll create: _____

This month

My monthly profit goal: \$ _____

Date for my first Monthly Pricing Review: _____

Recommended Calculators

- **Handmade Pricing Calculator** — build a fair price from materials, labor, overhead, and profit.
- **Etsy Profit Calculator** — see what you actually keep per sale after fees.



BEGINNER TIP

Free versions of the Handmade Pricing Calculator and the Etsy Profit Calculator are at SimpleLifeCalc.com — simple and beginner-friendly, just like this workbook.

You've got this. Price your work fairly and keep creating! ✨

Visit SimpleLifeCalc.com for free calculators, guides, worksheets, and seller resources.

Selling-platform fees change — always confirm current fees in your own selling account.