

A SIMPLE PROFIT PLANNING WORKBOOK FOR HANDMADE BUSINESSES

HANDMADE PROFIT PLANNER

Find where your profit comes from, where it leaks away, and how to grow it.

Created by SimpleLifeCalc.com

Made for:

Etsy sellers • handmade businesses • crafters & makers
Home-based product 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 — the worksheets build from “what am I earning?” to “how do I earn more?”

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. Understanding Handmade Profit

Many handmade sellers are busy, making sales — and still not sure if they're actually making **money**. That's because **revenue** (what comes in) and **profit** (what you keep) are not the same thing. This workbook helps you see the difference clearly, then grow the part that matters.

THE ONE TRUTH THIS WORKBOOK IS BUILT ON

Profit = Revenue – ALL your costs (including your time)

“ALL” is the key word. The costs people miss — especially labor and hidden costs — are exactly where profit quietly disappears.

Where profit comes from

- **Selling at a price that beats your true cost** — not just your materials cost.
- **Selling more of your best, highest-profit items** — not just your most popular ones.
- **Keeping costs lean** without cutting the quality buyers pay for.

Where profit disappears (the leaks)

- **Forgetting to pay yourself** for your time — the biggest leak of all.
- **Hidden costs** — fees, packaging, returns, scraps — that never make it into the price.
- **Underpricing** out of fear or habit.
- **Pushing low-profit products** while your real winners get ignored.



BEGINNER TIP

This workbook focuses hard on the leaks — hidden costs and unpaid labor — because that's where most handmade profit is lost. Plugging even one or two can change a “break-even” shop into a profitable one.



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. Revenue Worksheet

Goal for this page: see what's actually coming IN. **Revenue** is the total money from sales — before any costs. It's the starting point, not the profit.

Your revenue (recent month)

Source	Example	Your amount
Product sales	\$900	\$ _____
Shipping charged to buyers	\$120	\$ _____
Custom / commission work	\$80	\$ _____
Other income	\$0	\$ _____
Total revenue	\$1,100	\$ _____

Write this number down — but don't celebrate yet. Revenue is the *top* of the funnel. The costs come next, and what survives them is your real profit.

My total revenue this month: \$ _____



BEGINNER TIP

"I made \$1,100 this month!" feels great — but it's revenue, not profit. The number that actually pays your bills is what's left after every cost. We'll find that over the next few pages.



DON'T STOP AT REVENUE

Lots of sellers track only revenue because it's the happy number. But two shops with the same revenue can have wildly different profit. The whole point of this workbook is to look past revenue to what you keep.

3. Cost Breakdown Worksheet

Goal for this page: list every cost that pulls money OUT, grouped so nothing slips through. Be thorough here — this is where profit is found or lost.

Your monthly costs

Cost group	What's in it	Your amount
Materials	Everything that goes into products	\$ _____
Labor (your time)	Your hours × your hourly rate	\$ _____
Platform & selling fees	Listing, transaction, payment fees	\$ _____
Shipping & packaging	Postage, boxes, mailers, labels	\$ _____
Overhead	Tools, software, subscriptions	\$ _____
Marketing	Ads, promotions, samples	\$ _____
Total costs	Add the groups above	\$ _____

My total monthly costs: \$ _____

THE COST EVERYONE UNDERCOUNTS: LABOR

If you didn't put a real number next to "labor," go back and add one — your hours × an hourly rate you respect. Leaving labor at \$0 makes your shop look profitable when it may not be. Your time is a real cost.

BEGINNER TIP

Group your costs (like the table above) instead of listing them randomly. Grouping makes leaks obvious — you'll often spot one whole group (fees, packaging, overhead) that's bigger than you realized.

4. Profit Per Product Worksheet

Goal for this page: find what you actually keep on ONE item. This is the number that tells you whether a product is worth making.

One product, fully costed

Line	Example	Your number
Selling price	\$30	\$ _____
– Materials	\$7	\$ _____
– Labor (your time)	\$10	\$ _____
– Selling fees	\$4	\$ _____
– Packaging & other	\$2	\$ _____
= Profit per product	\$7	\$ _____

In the example, a \$30 item keeps \$7 after everything — including the maker's time. That \$7 is the honest profit, not the \$30 sticker price.

My profit on this product: \$ _____

Profit margin (profit ÷ price, as %): _____ %



BEGINNER TIP

Run your top few products through this worksheet — the Handmade Pricing Calculator and Etsy Profit Calculator at SimpleLifeCalc.com make it quick. You'll often find a "popular" item earns far less than a quieter one.



WATCH FOR THE \$0-OR-LESS PRODUCT

If any product's profit comes out at zero or negative once labor is counted, you're paying to make it. Raise its price, lower its cost, or retire it — don't keep selling it out of habit.

5. Monthly Profit Worksheet

Goal for this page: bring revenue and costs together to find your real monthly profit — the number that tells you how the business is truly doing.

The whole month

Line	Example	Your number
Total revenue (page 4)	\$1,100	\$ _____
– Total costs (page 5)	\$850	\$ _____
= Monthly profit	\$250	\$ _____
Profit margin (profit ÷ revenue)	23%	_____ %

In the example, \$1,100 of revenue becomes \$250 of real profit — about 23%. That's the number that actually matters, and now you can watch it grow month by month.

My monthly profit: \$ _____ My profit margin: _____ %



BEGINNER TIP

Profit margin (profit as a % of revenue) lets you compare months fairly even when sales go up and down. Watching the margin trend tells you whether your business is getting healthier, not just busier.



THIS IS YOUR “REAL” NUMBER

Monthly profit — not revenue — is the number to track. If it's smaller than you hoped, that's not bad news; it's the starting point for every improvement in this workbook.

6. Best Seller Analysis Worksheet

Goal for this page: find your **most profitable** products — which aren't always your most popular ones. This is one of the fastest ways to grow profit.

Compare your top products

Product	Price	Profit each	Units sold	Total profit

What to look for

- **High profit per item AND good sales** — your true winners. Promote these.
- **Popular but low profit** — raise the price or rework the cost.
- **High profit but few sales** — give them better photos and visibility.
- **Low profit AND low sales** — strong candidates to retire.

My most PROFITABLE product (not just popular):



BEGINNER TIP

Rank products by TOTAL profit (profit each × units sold), not by number of orders. A quiet item with a fat margin can out-earn a “best seller” that barely profits — and it deserves more of your attention.

7. Hidden Cost Worksheet

Goal for this page: hunt down the sneaky costs that never make it into your prices. These hidden costs are the #1 place handmade profit leaks away.

The usual suspects — tick the ones you forget

- ☐ Selling-platform fees (listing, transaction, payment).
- ☐ Packaging — boxes, mailers, tissue, labels, tape.
- ☐ Shipping you under-charged for.
- ☐ Wasted or scrap materials (the bits that don't make it in).
- ☐ Returns, refunds, and replacements.
- ☐ Samples, giveaways, and "seconds."
- ☐ Card-processing and currency-conversion fees.
- ☐ Tools and supplies that wear out and get replaced.
- ☐ Your time spent NOT making (admin, photos, messages).
- ☐ Subscriptions and apps you forgot you pay for.

Add up your hidden costs

My biggest hidden cost right now: _____

Rough total of hidden costs per month: \$ _____

THE SILENT PROFIT KILLER

Hidden costs don't show up on any one sale, so they're easy to ignore — until you wonder where the money went. A few dollars of unbilled packaging and scrap on every order adds up to real money over a year.



BEGINNER TIP

For one week, jot down every cost the moment it happens — even tiny ones. You'll be surprised what surfaces, and once a hidden cost is visible, you can build it into your prices.

8. Profit Improvement Worksheet

Goal for this page: turn what you've found into a plan. There are only three ways to grow profit — and this page works through each.

The three levers

Lever	How to pull it	My idea
Raise prices	Best sellers, low-margin items	_____
Lower costs	Cheaper sourcing, less waste, fewer fees	_____
Sell more of the right items	Promote high-profit products	_____

Plan one improvement in each area

Price change I'll make: _____

Cost I'll cut or reduce: _____

High-profit product I'll push: _____

Set a target

My current monthly profit: \$ My target: \$



BEGINNER TIP

A small win on each lever beats a huge change to one. Raising a few prices a little, trimming one cost, and promoting your best earner can add up to a big profit jump — with far less stress than one dramatic overhaul.



PICK ONE LEVER TO START

Don't pull all three at once. Choose the lever that feels easiest right now, do it, and watch your profit. Momentum from one win makes the next change far easier to face.

9. Common Profit Mistakes

Tick any that sound like you — then fix them. Every one is a place handmade profit quietly leaks away.

- ☐ Tracking revenue but never calculating profit.
- ☐ Leaving labor (your time) out of your costs.
- ☐ Ignoring hidden costs — fees, packaging, scrap, returns.
- ☐ Underpricing out of fear or habit.
- ☐ Pushing popular items that barely profit.
- ☐ Never checking profit per product.
- ☐ Under-charging for shipping.
- ☐ Never raising prices, even as costs rise.
- ☐ Not knowing which product earns the most.
- ☐ Keeping low-profit products out of habit.
- ☐ Forgetting selling fees come out of every sale.
- ☐ Setting prices once and never reviewing them.

THE BIGGEST MISTAKE

Confusing revenue with profit. “I sold a lot this month” can still mean you barely earned — or lost — money once labor and hidden costs are counted. Track profit, not just sales, and you’ll never be fooled by a busy month again.

PICK JUST ONE

Don’t fix all of these today. Choose the ONE leaking the most profit and handle it this week. One plugged leak at a time adds up fast.

10. Quick Wins

Short on time? These are the fastest ways to grow profit. Pick ONE and do it today.

1. **Calculate profit on one product.** Know what you really keep on your best seller.
2. **Add your labor to one price.** Make sure your time is actually in the number.
3. **Find one hidden cost.** Then build it into your prices so it stops leaking.
4. **Raise the price on your best seller.** A small, fair bump flows straight to profit.
5. **Retire a low-profit product.** Free up time for items that actually pay.
6. **Promote your highest-profit item.** Sell more of what earns most.
7. **Check what you keep after fees.** Run a product through the Etsy Profit Calculator.
8. **Cut one unused subscription.** Lower overhead lifts every sale's profit.

FASTEST WIN OF ALL

Run your top product through the Handmade Pricing Calculator at SimpleLifeCalc.com today — with your labor and hidden costs included. If it's underpriced, fix it now and lift profit on every future sale.

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 Profit Tracker

Track your real numbers month by month so you can watch profit — not just sales — grow. Fill one row each month. (Copy this page as the year goes on.)

Month	Revenue	Costs	Profit	Margin %	Best earner

WHAT TO NOTICE

Profit margin climbing? Your improvements are working — keep going.

Revenue up but profit flat? Costs are creeping — hunt the leak (page 9).

Same best earner each month? Lean into it — make more like it.



MAKE IT A HABIT

Update this on the 1st of each month — same day every time. A fixed date means you'll actually do it. Fifteen minutes a month keeps profit in focus instead of being a once-a-year surprise.

12. Profit Confidence Checklist

Run through this to be sure you truly understand your profit. Each tick is a piece of a healthy, clear-eyed business.

I know my numbers

- ☐ I know my monthly revenue.
- ☐ I listed all my costs, including labor.
- ☐ I know my real monthly profit and margin.

I know my products

- ☐ I calculated profit per product for my top items.
- ☐ I know my most profitable product (not just popular).
- ☐ I've spotted any product that loses money.

I've found the leaks

- ☐ I hunted for hidden costs (page 9).
- ☐ I'm paying myself for my time.
- ☐ My prices cover every cost with profit left over.

I have a plan

- ☐ I picked one way to raise profit (page 10).
- ☐ I'll track profit monthly, not just sales.



BEGINNER TIP

Confidence comes from clarity. Once you can say “here’s my profit, here’s where it leaks, and here’s my plan to grow it,” you’re running a real business — not just hoping the busy months work out.

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 check the profit on first: _____

Its profit per item: \$ _____

This week

One hidden cost I'll plug: _____

One price I'll raise: \$ _____

This month

My monthly profit goal: \$ _____

Date for my first Monthly Profit check: _____

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.
- **Break-Even Calculator** — know how many sales cover your costs.



BEGINNER TIP

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

You've got this. Find your profit, protect it, and grow it! ✨

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

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