

A printable profit & inventory workbook for online sellers

eBay Profit Tracker

Know your numbers. Track every item you buy, list, and sell — then see exactly what you really made after fees and shipping.

SALE SUMMARY

Sale price	42.00
eBay fees	-5.88
Shipping	-4.20
Item cost	-8.00

NET PROFIT **23.92**

MARGIN 57% · ROI 299%

THANK YOU FOR SELLING

SELLER NAME

STORE / USERNAME

YEAR

START HERE

Know your real profit

It's easy to feel busy on eBay and still not know if you're making money. A \$40 sale isn't \$40 of profit — fees, shipping, and what you paid for the item all come out first. This workbook gives you simple pages to record each piece, so at any moment you can answer the only question that counts: **am I actually making money?**

Sale price - Item cost - eBay fees - Shipping = Net profit

How to use it

- 1 Log every purchase in the **Inventory Tracker** as you source.
- 2 Record sales, fees, and shipping as orders come in.
- 3 Run the **Profit Per Item** math on anything you're unsure about.
- 4 Total up each week and month to see the trend.

The color code

- Green** is money in — sales and profit.
- Red** is money out — costs, fees, and shipping.
- Grey** is reference — dates, names, and notes.

Plain-English glossary

COGS / item cost	What you paid to buy the item you're reselling.
Final value fee	eBay's cut of each sale, usually a % of the total.
Net profit	Revenue minus every cost. The number that matters.
ROI	Profit as a % of what you spent. Measures how hard cash works.

Revenue	The total a buyer paid you, before anything is taken out.
Payout	What actually lands in your account after fees.
Margin	Profit as a % of the sale price. Higher is better.
SKU	A short code or bin number you give an item to find it fast.

An independent workbook to help you track your business. Not affiliated with, endorsed by, or sponsored by eBay Inc.

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What's inside

Ten tracking tools, in the order you'll use them — from sourcing an item to totalling your month. Print the tracker pages as many times as you need.

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Plus: a 12-month profit overview (page 14) and a notes ledger (page 15).

SECTION 01

Monthly sales dashboard

MONTH _____

$$\text{Revenue} - \text{Costs} - \text{Fees} - \text{Ship} = \text{Profit}$$

TOTAL REVENUE \$ _____	ITEM COST (COGS) \$ _____	EBAY FEES \$ _____	SHIPPING COST \$ _____
NET PROFIT \$ _____	ITEMS SOLD # _____	AVG PROFIT / ITEM \$ _____	PROFIT MARGIN % _____

■ Revenue by week



Fill the \$ scale on the left, then shade a bar for each week.

■ This month's goal

■ Best sellers

Shipping expense tracker

Shipping eats profit fast. Track the label and packaging cost against what the buyer paid. The **net cost** (your cost minus what they paid) is what really comes out of your pocket.

DATE	ITEM / ORDER	CARRIER	LABEL COST	PACKAGING	BUYER PAID	NET COST
PAGE TOTAL						

SECTION 07

Profit per item worksheet

Unsure if a sale was worth it? Work the math here. Start with the sale price, subtract every cost, and the number left is your real profit. Do this for any item and you'll quickly learn what's worth sourcing.

ITEM 1		ITEM 2		ITEM 3	
ITEM NAME / SKU		ITEM NAME / SKU		ITEM NAME / SKU	
Sale price	_____	Sale price	_____	Sale price	_____
- eBay fees	_____	- eBay fees	_____	- eBay fees	_____
- Shipping cost	_____	- Shipping cost	_____	- Shipping cost	_____
- Item cost	_____	- Item cost	_____	- Item cost	_____
- Other	_____	- Other	_____	- Other	_____
= Net profit	_____	= Net profit	_____	= Net profit	_____
Margin %	ROI %	Margin %	ROI %	Margin %	ROI %
_____	_____	_____	_____	_____	_____

WORKED EXAMPLE

You sourced a jacket for \$8 and sold it for \$42. Here's the real profit:

$$\begin{array}{r}
 \$42.00 \quad - \quad \$5.88 \quad - \quad \$4.20 \quad - \quad \$8.00 \quad = \quad \$23.92 \\
 \text{SALE PRICE} \quad \quad \text{FEES} \quad \quad \text{SHIPPING} \quad \quad \text{ITEM COST} \quad \quad \text{NET PROFIT}
 \end{array}$$

Margin = profit ÷ sale price = 57% · ROI = profit ÷ item cost = 299%

Weekly profit summary

WEEK OF

PROFIT GOAL FOR THE WEEK

DAY	ITEMS SOLD	REVENUE	FEES	SHIPPING	ITEM COST	PROFIT
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Saturday						
Sunday						
WEEK TOTAL						

GOAL	ACTUAL PROFIT	DIFFERENCE	HIT GOAL?
<hr/>	<hr/>	<hr/>	Y / N

WHAT SOLD BEST THIS WEEK

ONE THING TO DO DIFFERENTLY

Monthly profit summary

MONTH

WEEK	ITEMS SOLD	REVENUE	TOTAL COSTS	FEES	PROFIT	MARGIN %
Week 1						
Week 2						
Week 3						
Week 4						
Week 5						
MONTH TOTAL						

NET PROFIT THIS MONTH

BEST-SELLING ITEM

VS. LAST MONTH

WHAT WORKED THIS MONTH

FOCUS FOR NEXT MONTH

Growth planning worksheet

Numbers are only useful if they change what you do next. Set a clear profit target and a simple plan to reach it.

PROFIT LAST MONTH



PROFIT TARGET

BY WHEN

WHAT SELLS BEST FOR ME RIGHT NOW

WHERE I'LL SOURCE MORE OF IT

MY LISTINGS-PER-WEEK GOAL

AVERAGE PROFIT PER ITEM I'M AIMING FOR

ONE WAY I'LL CUT COSTS OR RAISE PRICES

HOW I'LL REINVEST MY PROFIT

MY 90-DAY GOAL – COMPLETE THE SENTENCE

"In the next 90 days I'll grow my monthly profit to..."

12-month profit overview

Carry each month's total here to watch your business grow across the whole year. Seeing twelve rows fill in is its own kind of motivation.

MONTH	ITEMS SOLD	REVENUE	TOTAL COSTS	FEES + SHIP	NET PROFIT	MARGIN %
Jan						
Feb						
Mar						
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
YEAR TOTAL						

YEAR _____

