A SIMPLE EVENT PLANNING WORKBOOK FOR HANDMADE SELLERS

CRAFT FAIR

PROFIT PLANNER

Know your costs, sales goal, and profit — before you pay for a booth.

Created by SimpleLifeCalc.com

Made for:
Handmade sellers • craft fair vendors • Etsy sellers
Local market sellers • farmers market vendors

Booth fees and costs vary by event and change over time. Always confirm current details with each event organizer.

Contents

🧭 **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 toward a clear “yes” or “no” on the event.

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 reuse this for every event.

1. Is This Craft Fair Worth It?

A craft fair can be a wonderful day — or an expensive one. The difference is doing a little math *before* you pay for the booth. This workbook helps you answer one question with confidence: “Will this event likely make me money?”

The simple idea

THE CRAFT FAIR QUESTION

Will my sales cover my booth, my costs, AND leave a profit?

If yes — go for it. If no — you just saved yourself a costly weekend. Either answer is a win.

What you’ll figure out in this workbook

Quick gut-check before you go further

- ☐ The event attracts the kind of buyers who want what I make.
- ☐ I can make or have enough stock in time.
- ☐ The booth fee feels reasonable for the expected crowd.
- ☐ I can commit to the full event day(s).

💡 **BEGINNER TIP**

A “no” from this workbook isn’t failure — it’s information. Skipping an event that wouldn’t have paid off protects your time, money, and energy for one that will.

⚠️ **KEEP IT EVERGREEN**

Booth fees, table costs, and event rules vary widely and change over time. Every figure here is an illustrative example — always confirm the real numbers with each event’s organizer.

2. Booth Cost Worksheet

Goal for this page: add up everything the event will cost you — not just the booth fee. These are the costs you pay whether or not you sell a thing.

Your total event costs

Cost	Example	Your amount
Booth / table fee	$80.00	$ ____
Travel & parking / gas	$25.00	$ ____
Display & setup (one-time, spread out)	$15.00	$ ____
Food / drinks for the day	$15.00	$ ____
Bags, cards, extra packaging	$10.00	$ ____
Helper / other costs	$0.00	$ ____
Total event cost	**$145.00**	$ ____

This total is what you must earn back before you make a single dollar of profit. Keep it handy — you'll use it on the Break-Even page.

My total event cost: $ ____

💡 **BEGINNER TIP**

Display gear (tablecloth, racks, signage) is a one-time buy you'll reuse at many events. Spread its cost across several fairs rather than dumping it all on your first one — your first event shouldn't carry the whole setup bill.

⚠️ **DON'T FORGET THE HIDDEN COSTS**

Gas, parking, food, and bags are easy to overlook, but they're real. Counting them now means your profit estimate later will actually be true.

3. Inventory Planning Worksheet

Goal for this page: bring enough stock to hit your sales goal — without making so much that you're left with boxes of unsold items.

What to bring

Product	Price each	Qty to bring	Total retail value

Total retail value of stock I'm bringing: $ ________________________________

A simple rule of thumb

BRING MORE THAN YOUR GOAL

Stock value to bring ≈ 2 to 3 × your sales goal

Example: if your sales goal is $400, bring roughly $800–$1,200 of stock so buyers always have a full table to choose from.

Inventory checklist

- ☐ A range of prices (low, middle, higher) so everyone finds something.
- ☐ Enough of my best sellers — they go fastest.
- ☐ A few higher-priced "wow" pieces to anchor the table.
- ☐ Stock that fits the season or theme of the event.

💡 **BEGINNER TIP**

A full, abundant-looking table sells better than a sparse one — even if you don't sell every piece. Bringing extra isn't waste; it makes your booth look established and gives shoppers more reasons to stop.

4. Pricing Worksheet

Goal for this page: set prices that work for a fast-paced event — fair to buyers, profitable for you, and easy to handle at a busy booth.

Your price list

Product	My cost to make	Event price	Profit each

Craft fair pricing tips

- **Use round, easy numbers** ($5, $10, $20) — fast for cash and mental math.
- **Have a low-price entry item** so browsers can say yes easily.
- **Offer a small bundle deal** (“3 for $25”) to raise your average sale.
- **Make sure every price still profits** after your costs — check the profit column above.

My average price per sale (rough): $ ____

💡 **BEGINNER TIP**

Bring a small float of change and consider a phone card reader — many fair shoppers don’t carry cash, and “sorry, cash only” is a lost sale. Round prices make checkout quick when your booth gets busy.

⚠️ **DON’T UNDERPRICE FOR THE CROWD**

It’s tempting to slash prices at a fair, but your costs don’t drop just because it’s an event. Price to profit — a slow, profitable day beats a busy day where you lose money.

5. Sales Goal Worksheet

Goal for this page: set a clear sales target for the event, then break it into a number that feels doable hour by hour.

Step 1: Set your goal

Total sales I'd like to make at this event: $ ______________________________

My average price per sale (from page 6): $ ______________________________

Step 2: Turn it into sales

SALES NEEDED

Sales needed = Sales goal ÷ Average price per sale

Example: $400 goal ÷ $20 average sale = 20 sales for the day.

Number of sales I need: ______

Step 3: Make it feel doable

Hours the event runs: ______ Sales needed per hour: ______________________________

🧭 **SHRINK THE GOAL**

"$400 today" can feel daunting. "About 3 sales an hour" feels manageable. Same goal — broken into a size your brain can actually aim at, one customer at a time.

💡 **BEGINNER TIP**

If the sales-per-hour number feels too high, you have options before the event: raise your average sale with bundles, bring more crowd-pleasers, or pick a busier event. Better to adjust now than hope on the day.

6. Break-Even Worksheet

Goal for this page: find your **break-even** — the sales you need just to cover your event costs. Everything above it is profit; below it, the day cost you money.

Your numbers

My total event cost (from page 4): $ ________________________________

My average profit per sale (price − cost to make): $ ________________________________

The break-even math

BREAK-EVEN SALES

Break-even sales = Total event cost ÷ Profit per sale

Example: $145 cost ÷ $15 profit per sale ≈ 10 sales just to break even.

My break-even number of sales: _______

Does that feel reachable at this event? (yes / no / unsure): ________________________________

🧭 **USE A CALCULATOR**

The Break-Even Calculator at SimpleLifeCalc.com does this instantly — enter your event cost and profit per sale to see how many sales you need before you're in the green.

💡 **BEGINNER TIP**

Compare your break-even sales to your sales goal (page 7). If break-even is a big chunk of your goal, the event is risky; if it's a small fraction, there's comfortable room for profit. This single comparison is the heart of the decision.

7. Profit Estimation Worksheet

Goal for this page: put it all together and estimate your profit for the event — your clear “go or skip” number.

Estimate your profit

Line	Example	Your number
Expected sales (revenue)	$400	$ ____
− Cost of products sold	$120	$ ____
− Total event cost (page 4)	$145	$ ____
= Estimated event profit	**$135**	$ ____

In the example, a $400 day leaves about $135 profit after products and event costs. That’s the real takeaway — not the $400 “sales” number.

My estimated event profit: $ ____

🧭 **YOUR GO / SKIP NUMBER**

Profit clearly positive and worth your day? Go for it.

Around zero or negative? Adjust (cheaper booth, more stock, higher prices) or skip this one.

💡 **BEGINNER TIP**

Run a best-case and worst-case version: a great sales day and a slow one. If you’d still be okay on the slow day, the event is low-risk. The Craft Fair Profit Calculator at SimpleLifeCalc.com makes trying both quick.

8. Event Day Checklist

Goal for this page: walk in prepared so nothing derails your sales. Tick each item as you pack the night before.

Money & sales

- ☐ Cash float and change.
- ☐ Phone card reader (charged) + backup payment method.
- ☐ Price tags or a clear price sign.
- ☐ A way to track sales (notebook or app).

The booth

- ☐ Tablecloth, display stands, risers.
- ☐ Clear, attractive shop/banner sign.
- ☐ Bags, tissue, business cards.
- ☐ Enough stock (from page 5), plus backup.

Comfort & backup

- ☐ Water, snacks, layers for weather.
- ☐ Chair, tape, scissors, pen, zip ties (the “oops” kit).
- ☐ Directions, booth number, and arrival time.
- ☐ Anything needed to restock or rearrange mid-day.

💡 BEGINNER TIP

Pack the night before, not the morning of. A calm, complete setup helps you greet your first customers relaxed instead of frazzled — and the first impression of your booth matters.

🧭 KEEP A “GRAB BAG”

Keep one box packed with the reusable essentials (float, reader, tape, signage, bags). For your next event, you grab one box instead of remembering twenty things — far easier on busy or scattered days.

9. Common Craft Fair Mistakes

Tick any that sound like you — then fix them. Every one can quietly turn a fun day into a money-losing one.

- ☐ Paying for a booth before doing the profit math.
- ☐ Forgetting hidden costs (gas, parking, food, bags).
- ☐ Bringing too little stock — or way too much.
- ☐ Underpricing because “it’s just a fair.”
- ☐ Only taking cash and losing card-only shoppers.
- ☐ No clear pricing, so shoppers have to ask.
- ☐ A cluttered or sparse table that’s hard to shop.
- ☐ Picking an event whose crowd doesn’t want my products.
- ☐ Not knowing the break-even number before going.
- ☐ Counting total sales as profit, ignoring costs.
- ☐ No way to capture follow-up customers (cards, socials).
- ☐ Never reviewing the event afterward to improve.

✖️ THE BIGGEST MISTAKE

Paying for the booth before checking whether the event can profit. The booth fee is non-refundable; the math is free. Always run the numbers first — that’s exactly what this workbook is for.

🧭 PICK JUST ONE

Don’t fix all of these today. Choose the ONE most likely to trip you up and handle it before your next event. One change at a time adds up fast.

10. Quick Wins

Short on time? These are the fastest ways to make an event more profitable. Pick ONE and do it today.

1. **Calculate your break-even.** Know the sales you need before you commit to the booth.
2. **Add a card reader.** Capture every card-only shopper — a common lost sale.
3. **Create a bundle deal.** “3 for $25” raises your average sale with no new stock.
4. **Add a low-price entry item.** An easy “yes” that pulls people to your table.
5. **Make a clear price sign.** No-ask pricing speeds up a busy booth.
6. **Pack a reusable grab bag.** Float, reader, tape, signage — ready for every event.
7. **Plan a follow-up.** Cards or a sign-up so fair shoppers find you later.
8. **Run the numbers in a calculator.** Confirm profit before you pay for anything.

✅ FASTEST WIN OF ALL

Run this event through the Craft Fair Profit Calculator at SimpleLifeCalc.com today. In two minutes you’ll see your estimated profit — the number that tells you to book the booth or skip it.

🧭 ONE AT A TIME

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

11. Post-Event Review Worksheet

After the event, spend 15 minutes here. This turns one fair into lessons that make every future event better and more profitable.

The numbers

Total sales: $ ____

Total event cost: $ ____

Cost of products sold: $ ____

Actual profit (sales − costs): $ ____

My best-selling item: ____

The lessons

- ☐ Did I hit my sales goal? By how much?
- ☐ What sold out — should I bring more next time?
- ☐ What didn’t sell — leave it home or re-price it?
- ☐ Was the crowd right for my products?
- ☐ Would I do this event again?

One thing I’ll change next time: ____

💡 **BEGINNER TIP**

Keep these reviews in one place. After a few events you’ll see clear patterns — which fairs, products, and prices work best for you — and your “go or skip” decisions get easier and more accurate every time.

12. Profit Confidence Checklist

Before you pay for a booth, run through this. Each tick is a reason to feel confident the event is worth it.

I know my costs

- ☐ I added up booth fee plus all hidden costs (page 4).
- ☐ I know my total event cost.

I know my plan

- ☐ I planned how much stock to bring (page 5).
- ☐ I set clear, profitable, easy-to-handle prices (page 6).

I know my numbers

- ☐ I set a sales goal and broke it into per-hour sales (page 7).
- ☐ I calculated my break-even sales (page 8).
- ☐ I estimated my event profit (page 9).

I’m ready

- ☐ My estimated profit makes the day worth it.
- ☐ I have a packing checklist ready (page 10).
- ☐ I have a way to take cards and capture follow-up customers.

💡 **BEGINNER TIP**

Confidence comes from knowing your numbers. Once you can answer “will this event likely profit?” with real figures instead of a hopeful guess, you can book booths — or skip them — without second-guessing.

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.

This event

The event I'm considering: ____

My estimated profit for it (page 9): $ ____

Before I commit

My break-even sales (page 8): ____

One thing I'll adjust to improve profit: ____

Going forward

My profit goal per event: $ ____

Date I'll do my post-event review: ____

Recommended Calculators

- **Craft Fair Profit Calculator** — estimate your event profit from costs, prices, and expected sales.
- **Break-Even Calculator** — see how many sales cover your booth and costs.

💡 **BEGINNER TIP**

Free versions of the Craft Fair Profit Calculator and the Break-Even Calculator are at SimpleLifeCalc.com — simple and beginner-friendly, just like this workbook. Run an event through both before you pay for the booth.

You've got this. Plan it, profit from it, and enjoy the day! ✨

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

Booth fees and event costs change — always confirm current details with each event organizer.