A THOUGHTFUL EVENT PLANNING WORKBOOK

Craft Fair Profit Planner

Know the costs.

Make the event count.

A PLAN FOR YOUR NEXT MARKET

Estimate event costs, plan what to bring, and compare a realistic sales goal with what you may keep.



01 **PLAN**
Budget, stock & pricing

02 **CALCULATE**
Break-even & profit

03 **DECIDE**
Book, rethink or pass

EVENT / LOCATION

DATE

START HERE

A clearer way to plan the market.

Thirteen useful steps. Work through them before you book, then print fresh pages for each event.

INSIDE THE PLANNER

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PRINT-USE RHYTHM

Enter your own figures; the example is for learning. Reprint any tracker whenever you need more rows.

COMPANION CALCULATORS

Craft Fair Profit Calculator · Craft Fair Break-Even Calculator

01 / IS THIS FAIR WORTH IT?

Would this event earn its place?



Begin with the audience, your available stock and the likely economics of this market. The numbers help you decide; no forecast can promise sales.

THE DECISION TO MAKE

Will expected sales cover both event costs and the costs of each sale?

Then: would the amount left justify your time and effort?

FOUR QUESTIONS BEFORE YOU BOOK

01 What will attendance cost?
Add fees, travel, display and event-only expenses. 04

02 Can I stock the table?
Price stock by category and plan for a realistic sales mix. 05

03 What must I sell?
Translate your goal into orders; find your break-even. 07–08

04 What might remain?
Test a conservative and a higher sales scenario. 09

FIRST, CHECK THE FIT

- [ ] The buyers match what I make.
- [ ] Stock can be prepared without an unreasonable scramble.
- [ ] The event terms, arrival times and expected costs are confirmed.

02 / BOOTH & EVENT COSTS

Know the cost *of showing up.*

Include one-time purchases only in the share you want this event to bear. Keep per-sale material and card costs separate so you do not deduct them twice.

YOUR FIXED EVENT BUDGET

EXPENSE CATEGORY	EXAMPLE	YOUR EVENT $
Booth / table fee	$80	
Travel, fuel & parking	$25	
Display / setup allocated to this event	$15	
Food and event incidentals	$15	
Shared supplies, bags and signage	$10	
Helper / other fixed event costs	$0	
TOTAL EVENT COST	**$145**	

MY FIXED EVENT COSTS

$ _____

CARRY THIS FORWARD

Use the same total on pages 8 and 9.

03 / INVENTORY PLANNING

Bring stock with a purpose.



Plan variety and enough depth to support your sales goal without assuming every item will sell. Total stock value is not forecast revenue.

STOCK PLAN / ITEM PRICE × QUANTITY

PRODUCT	PRICE $	QTY	RETAIL VALUE $

TOTAL RETAIL VALUE OF STOCK $ _____

INVENTORY FIT CHECKLIST

- ☐ A mix of accessible, mid-price and standout items
- ☐ Best-sellers and seasonal products have room on the table
- ☐ Stock fits my budget, storage space and transport
- ☐ I have a backup display plan if some items sell out

04 / EVENT PRICING

Price for the day, *not just the tag.*

The listed sale price is not the amount you keep. Include production costs, fees and order-specific packaging to assess each price; fixed event costs are handled later.

YOUR PRICING MIX

PRODUCT	COST / SALE	FEES / SALE	PRICE	KEPT / SALE

ONE CONSISTENT EXAMPLE

Average sale $20 minus $6 in product costs and $0 in payment fees = $14 kept toward event costs.

EVALUATE THE OFFER, NOT JUST THE STICKER PRICE

- [ ] Round prices for ease when practical; test effects on what customers buy.
- [ ] Check bundles after discounts to be sure each sale still covers costs.

05 / SALES GOAL WORKSHEET

Make the goal tangible.



Translate a revenue target into an order count using a realistic average purchase amount. Neither a sales goal nor an hourly pace predicts attendance.

01 / CHOOSE A SALES TARGET

SALES GOAL FOR THE EVENT

$ _____

AVERAGE SALE / ORDER

$ _____

02 / CALCULATE ORDERS NEEDED

Sales goal ÷ average sale = required orders

WORKED EXAMPLE

$400 ÷ $20 = 20 sales

Round up if needed.

03 / CHOOSE A REALISTIC PACE

REQUIRED SALES / ORDERS

_____

SELLING HOURS

_____

ORDERS EACH HOUR

_____

Example: 20 sales over 6 hours means about 3.3 per hour. Four per hour would meet that goal if demand supports it.

IF THE PACE FEELS UNREALISTIC, REVISIT THE EVENT, PRICES OR STOCK MIX.

06 / BREAK-EVEN WORKSHEET

Find your break-even *before you book.*



Separate event costs from what each sale contributes. Include product costs, fees and labor where applicable.

EVENT / MARKET

DATE / NUMBER OF DAYS

01 / COSTS FOR THE EVENT

Booth / table fee	$80
Travel and parking	$25
Allocated display setup	$15
Food / incidentals	$15
Shared supplies	$10
FIXED EVENT COST	**$145**

02 / WHAT EACH SALE BRINGS

Average sale / order	$20
Product cost per sale	$6
Payment fees per sale	$0
Contribution per sale	$14

This example assumes no card fees. Use actual fees in your calculation.

11

SALES TO BREAK EVEN

$145 / $14 = 10.36; round up to 11 sales.

AT A GOAL OF 20 SALES

$135 projected event result

YOUR OWN DECISION MATH

Fixed event costs

$

Contribution / sale

$

Break-even sales

#

07 / ESTIMATE YOUR EVENT PROFIT

See what the event *might leave behind.*



Use one set of assumptions throughout. For the example, 20 orders at $20 each have $6 per order in product costs, $0 processing fees and $145 in event costs.

YOUR PROFIT PROJECTION / AFTER INCLUDED COSTS

LINE ITEM	ILLUSTRATION	YOUR AMOUNT $
Expected event sales	$400	
Less: products sold / direct costs	$120	
Less: payment / order fees	$0	
Less: fixed event costs (p. 4)	$145	
ESTIMATED EVENT RESULT	**$135**	

PRESSURE-TEST ONE CHANGE BEFORE BOOKING

SLOW DAY

10 sales

-$5

PLAN

20 sales

+$135

STRONGER DAY

25 sales

+$205

These amounts exclude taxes and any labor or fees not entered. Add missing costs before calling the remainder profit.

08 / EVENT DAY CHECKLIST

Arrive prepared to sell.



Use this checklist the evening before, then add the details that are specific to your venue, weather and checkout setup.

MONEY & SALES

- [ ] Cash float and enough change
- [ ] Charged card reader and backup payment plan
- [ ] Clear price signs or product tags
- [ ] A way to log each sale

THE BOOTH

- [ ] Table covering, risers and displays
- [ ] Shop sign / banner
- [ ] Bags, cards and customer handouts
- [ ] Enough stock plus thoughtful backup

COMFORT & BACKUP

- [ ] Water, food and appropriate weather layers
- [ ] Chair, tape, scissors, pen and zip ties
- [ ] Directions, booth number and arrival time
- [ ] Supplies for restocking and rearranging

ARRIVAL / SETUP PLAN

09 / AVOID COMMON MISTAKES

Catch the hidden profit leaks.



A profitable-looking event can disappoint when a small detail goes uncounted. Mark the risks that apply to your plan, then choose one concrete fix.

BEFORE YOU PAY FOR THE BOOTH

- [ ] Booking before checking event economics
- [ ] Leaving out travel, food or shared supplies
- [ ] Overbuying or underestimating stock
- [ ] Underpricing for the event
- [ ] Taking only one payment method
- [ ] Hiding prices so visitors must ask
- [ ] A table too cluttered or sparse to shop
- [ ] A crowd mismatched to the products
- [ ] Not knowing your break-even count
- [ ] Mistaking sales revenue for profit
- [ ] No permission-based customer follow-up
- [ ] Never reviewing results afterward

MOST IMPORTANT FIX

Choose the one problem most likely to cost you money or a customer this time. Finish that fix first.

ONE THING I WILL CORRECT BEFORE THE EVENT

10 / QUICK WINS

Choose a useful next move.



Eight small preparations from the original planner. Test what fits your business, rather than assuming every tactic will increase revenue.

01 **Know break-even**

Run the worksheet before booking.

02 **Accept card payments**

Check processing cost and setup.

03 **Test a bundle**

Verify the discounted margin first.

04 **Offer a small item**

Only if demand and costs support it.

05 **Show prices clearly**

Make the booth easier to browse.

06 **Pack reusable essentials**

Keep a fair-day grab bag ready.

07 **Plan a follow-up**

Invite opt-in customers to reconnect.

08 **Run a second scenario**

Check what a slower day would mean.

THE ONE QUICK WIN I WILL FINISH

BY DATE

11 / POST-EVENT REVIEW

After the fair, *review what really happened.*

Give the event ten to fifteen minutes of honest review. Use actual receipts and cost records, not just the cash drawer or the payout deposit.

ACTUAL EVENT RESULT

WHAT HAPPENED	ACTUAL AMOUNT $
Sales before pass-through tax	
Less: product costs for items sold	
Less: payment fees not counted above	
Less: event / booth expenses	
ACTUAL RESULT	

WHAT THE EVENT TAUGHT ME

Best-selling item	Was that also the most profitable?
Stock to adjust	Which pieces sold out or stayed behind?
Event fit	Did customers match the audience I expected?

ONE IMPROVEMENT FOR NEXT TIME

12 / CONFIDENCE CHECKLIST

Decide with the facts in view.



Before paying a non-refundable fee, check your numbers and your ability to prepare. A positive estimate is a starting point, not a promise.

COSTS & PRICES

- [ ] I counted all fixed event costs. 04
- [ ] My prices include the right per-sale costs. 06

STOCK & EVENT FIT

- [ ] I planned a realistic mix of inventory. 05
- [ ] The audience suits my products. 03

SALES & CONTRIBUTION

- [ ] I know the sales goal and hourly pace. 07
- [ ] I calculated break-even using kept / sale. 08
- [ ] I tested a slower sales scenario. 09

READY TO FOLLOW THROUGH

- [ ] My event-day checklist is usable. 10
- [ ] The possible return justifies my time. 09

13 / EVENT DECISION & ACTION

Make a choice

the numbers can support.



Use your estimated profit and break-even sales to decide what to do next. A positive forecast is useful, but it is not a guarantee.

EVENT / ORGANIZER

EVENT DATE

A DECISION SNAPSHOT

FIXED EVENT COSTS

$

SALES TO BREAK EVEN

#

EXPECTED EVENT SALES

$

PROJECTED EVENT PROFIT

$

MY DECISION TODAY

- ☐ Book / proceed
- ☐ Revise the plan
- ☐ Pass on this event

THREE NEXT ACTIONS

01 ACTION

BY WHEN

02 ACTION

BY WHEN

03 ACTION

BY WHEN