

THE POD SELLER'S PROFIT WORKBOOK

Print-on-Demand Monthly Profit Tracker

Know exactly what you keep — track revenue, product costs, ads, and platform fees across every shop, and turn “I think I’m profitable” into numbers you can trust.

ETSY

SHOPIFY

PRINTIFY

PRINTFUL

AMAZON MERCH

POD SELLERS

THIS TRACKER BELONGS TO

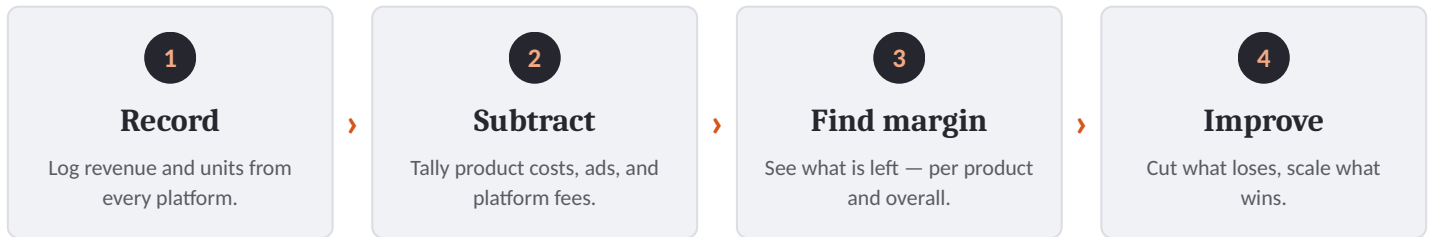
SHOP / YEAR

PRINT-ON-DEMAND PROFIT WORKBOOK · PRINTABLE EDITION

How to Use This Tracker

Print-on-demand looks simple — upload a design, make a sale — but the profit hides in the details. After the product base cost, shipping, ad spend, and a stack of platform fees, that \$25 t-shirt might earn you \$4 or it might lose you money. This workbook helps you track every dollar in and every dollar out, across all your shops, so you finally know which products and platforms actually pay.

The monthly profit routine



Getting started in five minutes

- Pick a monthly “profit day” — the first of the month works — and set aside 30 minutes.
- Pull last month’s totals from each platform: Etsy, Shopify, Amazon Merch, and your print provider.
- Fill the **Monthly Dashboard** (Section 1) to set your baseline.
- Work through revenue, costs, ads, and fees so nothing gets missed.
- Check your margins and goals, then decide one change for next month.

WHERE TO FIND IT

Most numbers live in each platform’s dashboard: **Etsy** → Shop Manager → Finances; **Shopify** → Analytics & Settings → Billing; **Amazon Merch** → Dashboard royalties; and your **Printify** / **Printful** order history for base costs and shipping.

Shaded tables are filled-in worked examples — read these first.

White tables are yours to print and fill in each month.

What's Inside

Nine sections take you from a single profit dashboard down into revenue, costs, ads, and fees, then back up into margins, top products, and goals. Every section pairs a worked example with printable tables.

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The examples follow one fictional POD shop — selling tees, mugs, and stickers on Etsy, Shopify, and Amazon Merch via Printify — so the numbers connect from page to page.

01

SECTION ONE

Monthly Dashboard

This is your one-page profit picture. Each month, carry the totals from every shop up here so you can see what you earned, what it cost, and what you actually kept — and which platform's margin needs attention.

Worked example — a three-platform POD shop

EXAMPLE

One month across three shops. Net profit and margin are what matter — not revenue alone:

REVENUE \$3,200 <small>across 3 platforms</small>	TOTAL COSTS \$2,340 <small>products + ads + fees</small>
NET PROFIT \$860 <small>after everything</small>	PROFIT MARGIN 27% <small>of revenue kept</small>
UNITS SOLD 142 <small>this month</small>	TOP PLATFORM Etsy <small>\$1,900 in sales</small>

PLATFORM	REVENUE	COSTS	NET PROFIT	MARGIN
Etsy	\$1,900	\$1,400	\$500	26%
Shopify	\$1,100	\$760	\$340	31%
Amazon Merch	\$200	\$180	\$20	10%
All platforms	\$3,200	\$2,340	\$860	27%

Your monthly dashboard

PLATFORM	REVENUE	COSTS	NET PROFIT	MARGIN
Etsy				
Shopify				
Amazon Merch				
Other				
All platforms				

PRO TIP

Revenue is not profit. In the example, Amazon Merch brings in \$200 but keeps just \$20 — a 10% margin — while Shopify keeps 31 cents on the dollar. Track profit by platform and your busiest shop may not be your most profitable one.

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SECTION TWO

Revenue Tracking

Revenue is your gross sales before any costs — the money that lands before the platform takes its cut. Track it per platform so you can see where your sales really come from and how each shop’s average order value compares. This is the top line everything else is measured against.

Worked example — revenue by platform

PLATFORM	ORDERS	REVENUE	AOV	% OF TOTAL
Etsy	88	\$1,900	\$21.59	59%
Shopify	46	\$1,100	\$23.91	34%
Amazon Merch	8	\$200	\$25.00	6%
All platforms	142	\$3,200	\$22.54	100%

Your revenue

PLATFORM	ORDERS	REVENUE	AOV	% OF TOTAL
Etsy				
Shopify				
Amazon Merch				
eBay / other				
Direct				
All platforms				

WHERE TO FIND IT

Use the gross sales figure, not the payout. Etsy and Shopify deposits already have fees taken out — record full revenue here and track the fees separately in Section 5, or you will double-count and undercount your true numbers.

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SECTION THREE

Product Cost Tracking

Your cost of goods sold (COGS) is what the print provider charges you: the product base cost plus shipping. This is usually your single biggest expense, so getting it right per product is essential. **Unit cost = base cost + shipping**; multiply by units sold for total COGS.

Worked example — costs from the print provider

PRODUCT	PROVIDER	BASE COST	SHIPPING	UNIT COST	UNITS	TOTAL COGS
Cat Lover Tee	Printify	\$9.50	\$4.75	\$14.25	60	\$855
Funny Mug	Printify	\$7.20	\$5.10	\$12.30	42	\$517
Sticker Pack	Printful	\$3.40	\$1.20	\$4.60	40	\$184
All products					142	\$1,556

Your product costs

PRODUCT	PROVIDER	BASE COST	SHIPPING	UNIT COST	UNITS	TOTAL COGS
All products						

PRO TIP
 Always include shipping in your unit cost — it is easy to forget and it is often a third of the total. On a \$14 tee, \$5 of shipping is the difference between a healthy margin and a loss. Check your provider’s shipping for each region you sell to.

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SECTION FOUR

Advertising Expense Tracking

Ads can grow a POD shop fast — or quietly erase your margin. Track spend by channel alongside the sales it generated, then calculate **ROAS** (return on ad spend = ad revenue ÷ ad spend). A channel that returns less than it costs is money leaving your pocket.

Worked example — ad spend and return

AD CHANNEL	SPEND	SALES FROM ADS	ROAS	NOTES
Etsy Ads	\$180	\$720	4.0×	Best performer
Facebook / Instagram	\$240	\$660	2.75×	Testing audiences
All ads	\$420	\$1,380	3.3×	

Your advertising

AD CHANNEL	SPEND	SALES FROM ADS	ROAS	NOTES
Etsy Ads				
Facebook / Instagram				
Pinterest				
Amazon Ads				
Other				
All ads				

PRO TIP

With POD's thin margins, ROAS alone can fool you. A 3× ROAS sounds great, but if your product only keeps a 30% margin, you need roughly a 3.3× return just to break even on the ad. Compare ROAS to your margin, not to zero.

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SECTION FIVE

Platform Fee Tracking

Fees are the silent margin-killer in print-on-demand. Each platform takes its cut differently — listing fees, transaction fees, payment processing, monthly subscriptions, referral fees — and they add up to a real slice of revenue. Track them here so they never come as a surprise.

Worked example — fees by platform

PLATFORM	FEE TYPES INCLUDED	FEES PAID	% OF REVENUE
Etsy	Listing + transaction + payment	\$230	12.1%
Shopify	Subscription + transaction	\$90	8.2%
Amazon Merch	Referral fee (in royalty)	\$40	20.0%
All platforms		\$360	11.3%

Your platform fees

PLATFORM	FEE TYPES INCLUDED	FEES PAID	% OF REVENUE
Etsy			
Shopify			
Amazon Merch			
Payment processor			
Other			
All platforms			

WHERE TO FIND IT

Typical fee structures: **Etsy** charges a listing fee plus around 6.5% transaction and ~3% + \$0.25 payment processing; **Shopify** is a monthly plan plus ~2.9% + \$0.30 per transaction; **Amazon Merch** bakes its cut into the royalty. Check current rates — they change.

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SECTION SIX

Profit Margin Tracking

This is the heart of the workbook: subtract every cost from revenue, in order, to reveal your true profit and margin. **Net profit = revenue - COGS - ads - fees**, and **margin = net profit ÷ revenue**. Watching the layers shows you exactly where the money goes.

Worked example — from revenue to net profit

LINE ITEM	AMOUNT	% OF REVENUE
Revenue	\$3,200	100%
- Product costs (COGS)	\$1,560	49%
= Gross profit	\$1,640	51%
- Advertising	\$420	13%
- Platform fees	\$360	11%
= Net profit	\$860	27%

Your profit margin

LINE ITEM	AMOUNT	% OF REVENUE
Revenue		
- Product costs (COGS)		
= Gross profit		
- Advertising		
- Platform fees		
= Net profit		

PRO TIP

Know your numbers per product, too. POD margins are thin, so a single product priced too low — or carrying heavy ad spend — can drag down your whole shop. A common healthy POD net margin is 20-30%; if you are below 15%, revisit pricing, costs, and ads before scaling.

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SECTION SEVEN

Best-Selling Product Review

Your best seller by units is not always your best earner. Rank products by *profit*, not just sales, to see what truly carries your shop. This is how you decide what to make more of, what to reprice, and which tired design to quietly retire.

Worked example — top products by profit

PRODUCT	UNITS	REVENUE	PROFIT	MARGIN
Cat Tee	60	\$1,500	\$430	29%
Funny Mug	42	\$1,050	\$250	24%
Sticker Pack	40	\$650	\$180	28%
Top products	142	\$3,200	\$860	27%

Your best sellers

PRODUCT	UNITS	REVENUE	PROFIT	MARGIN
Top products				

PRO TIP
 Look at margin alongside volume. The sticker pack sells nearly as many units as the mug but at a higher margin — a sign to push stickers harder. Double down on high-margin winners and test new designs in the same style before chasing brand-new product types.

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Monthly Profit Summary

This is your month on a single line of thinking: everything you earned, minus everything it cost, equals what you keep. Pull the totals from the sections before this one and you have a clean profit-and-loss summary — the number that tells you whether the month was actually a good one.

Worked example — the month’s profit

MEASURE	THIS MONTH	NOTES
Total revenue	\$3,200	All platforms
– Product costs	\$1,560	Base + shipping
– Advertising	\$420	All ad channels
– Platform fees	\$360	All platforms
= Net profit	\$860	What you keep
Profit margin	27%	Net ÷ revenue

Your monthly summary

MEASURE	THIS MONTH	NOTES
Total revenue		
– Product costs		
– Advertising		
– Platform fees		
= Net profit		
Profit margin		

Reflection

What helped or hurt profit most this month?

One cost I can reduce or one price I can raise next month:

Year-at-a-Glance Profit Log

Carry each month's net profit here to watch your year build. Seeing twelve months side by side reveals your busy and slow seasons, whether your margin is trending up, and how close you are to your annual profit goal — the big picture a single month can never show.

MONTH	REVENUE	TOTAL COSTS	NET PROFIT	MARGIN
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				
Year total				

PRO TIP

Track *margin* across the year, not just profit dollars. Rising revenue with a falling margin is a warning sign — usually creeping ad spend or product costs. Catching that trend early is far easier than fixing it after a slow quarter.



Goal Tracking

Goals turn tracking into progress. Set a few clear targets — a profit number, a margin, a launch cadence — and check them against reality each month. The point is not to hit every goal perfectly, but to keep your effort pointed at the numbers that grow a sustainable shop.

Worked example — this month vs. target

GOAL	TARGET	ACTUAL	STATUS
Monthly net profit	\$1,000	\$860	Below
Profit margin	30%	27%	Below
Units sold	150	142	Close
New designs launched	4	3	Close

Your goals

GOAL	TARGET	ACTUAL	STATUS
Monthly net profit			
Profit margin			
Units sold			
New designs launched			
Ad ROAS			

Action plan

My most important profit goal for next month:

Three actions that will move me toward it:

POD Profit Cheat Sheet

Every formula in this workbook in one place — all built from numbers your platforms and print provider already give you.

Net Profit

Revenue - COGS - ads - fees

Profit Margin

Net profit ÷ revenue × 100

Unit Cost (COGS)

Base cost + shipping

Unit Profit

Sale price - unit cost - fees - ad cost

ROAS

Ad revenue ÷ ad spend

Break-Even ROAS

1 ÷ profit margin

Three habits of a profitable POD shop

- Price from cost *up*: start with unit cost + fees + ad cost, then add your target margin.
- Track profit by product and platform — cut the losers, scale the winners.
- Review margin every month; thin POD margins punish neglected costs fast.

Profit is a number, not a feeling.

Print-on-demand rewards the sellers who actually know their numbers. Track every cost, watch your margins, and let this workbook show you which products and platforms truly pay. Small, informed tweaks — a better price here, a cut ad channel there — compound into a shop that pays you well.

PRINT-ON-DEMAND MONTHLY PROFIT TRACKER