SALES AND INCOME PLANNING

Shopify Income Goal Planner

Give your store a plan you can measure.

Connect the profit you want with order economics, a clear traffic plan and the next useful actions for your store.



SET A GOAL · WORK THE NUMBERS · ACT

01 Build the goal around contribution and costs.

02 Plan orders, sessions and conversion together.

03 Track the results and carry learning forward.

For Shopify store owners, dropshippers, print-on-demand and product businesses.

15 PRACTICAL SECTIONS · FULL-YEAR TRACKERS · 90-DAY ACTION PLAN

YOUR WORKBOOK / CONTENTS

Build from the goal to the next action

Go in order, then update the plan when costs, prices, product mix or results change.

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Use handwriting or PDF annotation. These fields do not calculate automatically. All examples are hypothetical. Mark assumptions that need evidence and carry useful unfinished work into the next review.

01 / WHY INCOME GOALS MATTER

Turn ambition into a measurable plan

A goal becomes useful when you can explain the orders, costs and traffic behind it.

01 Define the income target

This planner uses operating profit before income tax and owner withdrawals. Revenue and bank payouts are different measures.

02 Work backward to orders

Average contribution per order covers fixed costs before profit. Use the expected product mix and include all applicable costs once.

03 Plan traffic and conversion

Build a deliberate acquisition plan for your store. Organic traffic still takes work; paid traffic needs a budget. Demand is not guaranteed.

04 Choose an action you can repeat

Translate the monthly requirement into daily averages and weekly work. Averages guide planning; actual sales can be uneven.

MAKE THE GOAL SPECIFIC

Use a clear amount, a measurable basis, an evidence-based capacity check, a reason and a deadline. Example: reach $3,000 monthly operating profit by a stated date, then test whether the required orders and budget are feasible.

WHAT ACHIEVING THIS GOAL WOULD CHANGE FOR ME

Keep the next task concrete. Progress includes learning, completing useful work and adjusting an assumption—not only reaching the final number.

02 / INCOME GOAL WORKSHEET

Name the goal and the reason



Use the same profit definition across all three timeframes.

MONTHLY OPERATING-PROFIT GOAL / $

QUARTERLY OPERATING-PROFIT GOAL / $

ANNUAL OPERATING-PROFIT GOAL / $

CURRENCY / TARGET START DATE

At a constant monthly target: quarter = month × 3; year = month × 12.
Example: $3,000 monthly → $9,000 quarterly → $36,000 annually.

These are target totals, not forecasts. If the business is seasonal or ramping up, add the individual monthly goals instead. A calendar quarter and a 90-day period can differ in length.

WHY THIS GOAL MATTERS TO ME

HOW I WILL CELEBRATE USEFUL PROGRESS AND MILESTONES

DATE I WANT TO REACH THE MONTHLY TARGET

FIRST REVIEW DATE

03 / REVENUE GOAL PLANNER

Reconcile revenue, costs and profit

Use one currency and one period. Separate operating costs from inventory cash purchases and owner withdrawals.

PLANNING MONTH / CURRENCY

DESIRED OPERATING PROFIT / $

MONTHLY PLAN	AMOUNT
Seller revenue / after discounts and refunds	
– Product cost of goods sold	
– Shipping, fulfillment and packaging	
– Processing and applicable transaction fees	
– Advertising and other operating costs	
– Fixed costs / subscription, apps and overhead	
= Expected operating profit before income tax	

Seller revenue includes shipping receipts and excludes taxes collected for remittance. Shopify's Total sales may include taxes; reconcile that report before using it. Deduct each cost once. Buying unsold stock affects cash before it becomes cost of goods sold.

Operating profit = seller revenue – variable costs – fixed costs.
Example: $6,600 – $3,300 – $300 = $3,000.

DOES THIS MATCH MY DESIRED PROFIT? / WHAT I WILL ADJUST

04 / PROFIT GOAL WORKSHEET

Find what an order contributes

Use an order-weighted average for the expected product mix. Carry the result to pages 7 and 9.

PRODUCT OR TYPICAL ORDER / CURRENCY / RECORDS USED

PER-ORDER ECONOMICS	AMOUNT
Item revenue after discounts	
+ Shipping receipts	
= Seller revenue / exclude remitted tax	
− Product cost / allocated inbound freight	
− Packaging and outbound shipping	
− Variable advertising / per order, if used	
− Payment processing / percentage and fixed charges	
− Other applicable transaction or selling fees	
− Expected incremental return loss / avoid double counting	
− Other variable costs	
= Average contribution before fixed costs	

Contribution = seller revenue − variable costs.
Operating profit = orders × average contribution − fixed costs.

Keep fixed overhead out of contribution. Put a fixed monthly ad budget on page 7, or include variable ad cost per order here—never both. Model returns as the incremental loss relative to a kept order, net of recoveries and eligible credits.

04 / FIXED COSTS AND WORKED EXAMPLE

Cover the bills before the profit goal

Enter monthly fixed costs that are not already included in contribution.

FIXED-COST CATEGORY	MONTHLY AMOUNT
Shopify subscription	
Apps / tools / allocated domain costs	
Other recurring overhead	
Fixed monthly advertising budget / if not per order	
TOTAL fixed costs	

Orders for profit goal = (goal + fixed costs) ÷ positive contribution.
Round UP to a whole order. Break-even orders = fixed costs ÷ contribution, also rounded up.

HYPOTHETICAL SCENARIO	RESULT
$3,000 goal + $300 fixed costs; $20 contribution	165 orders
165 orders × $40 seller revenue per order	$6,600 revenue
165 × $20 variable cost + $300 fixed costs	$3,600 costs
$6,600 – $3,600	$3,000 operating profit
$300 fixed costs ÷ $20 contribution	15 break-even orders

The $300 is an illustrative total, not a Shopify plan quote. With zero or negative contribution, additional orders do not cover fixed costs under this model. Rework price, costs or product mix before relying on a positive-profit target.

COST OR ASSUMPTION I NEED TO VERIFY FIRST

05 / AVERAGE ORDER VALUE

Know what each order brings in

AOV measures revenue per order. Higher AOV does not automatically produce higher profit.

Planning AOV = seller revenue for the period ÷ orders.
Use the same revenue definition and order scope throughout. Zero orders → N/A.

PERIOD / INCLUDED SALES CHANNELS

REVENUE BASIS / REPORT USED

CURRENT PLANNING AOV / $

TARGET PLANNING AOV / $

UPSELL OPPORTUNITIES / ADD-ONS, UPGRADES OR RELATED ITEMS

BUNDLE OPPORTUNITIES / SETS, STARTER KITS OR MULTIPLE ITEMS

A CONDITIONAL EXAMPLE

Moving from $40 to $50 AOV is a 25% increase. At the same order count, revenue rises 25%; at the same traffic this also requires the order rate to stay constant. Recalculate item costs, discounts, fulfillment and fees before expecting a profit increase.

ONE AOV TEST / COST CHECK / DATE

Shopify report definitions can differ by metric or surface. Its analytics-fields reference defines AOV as gross sales less discounts divided by orders, excluding post-order adjustments. This planner uses seller revenue; record and reconcile any difference.

06 / SALES GOAL WORKSHEET

Translate the goal into orders

Use contribution from page 6 and fixed costs from page 7. Plan with the actual calendar.

YOUR MONTHLY CALCULATION	AMOUNT
Operating-profit goal	
+ Fixed costs	
÷ Positive average contribution per order	
= Monthly order requirement / round UP	

Daily average = monthly orders ÷ days in the month.
Seven-day average = daily average × 7.

ORIGINAL EXAMPLE, CLARIFIED

$3,000 goal ÷ $20 contribution = 150 orders only when fixed costs are zero. In a 30-day month: 5 daily and 35 per seven days. With $300 fixed costs: 165 monthly, 5.5 daily and 38.5 per seven days. A month is not exactly four weeks.

MONTH / NUMBER OF DAYS

MY DAILY ORDER AVERAGE

MY SEVEN-DAY AVERAGE

CAPACITY AND DEMAND CHECK / DOES THE TARGET FIT MY STORE?

07 / TRAFFIC GOAL WORKSHEET

Use a consistent traffic measure

Shopify’s online-store conversion rate uses sessions that completed checkout divided by sessions—not unique visitors.

ONLINE-STORE ORDERS NEEDED

CONVERSION SCENARIO / %

Sessions needed ≈ orders needed ÷ conversion as a decimal.
This shortcut assumes one order per converted session.
Example: 150 ÷ 0.02 = 7,500 sessions in a month.

REQUIRED MONTHLY SESSIONS

DAYS IN MONTH

DAILY SESSION AVERAGE

SEVEN-DAY SESSION AVERAGE

TRAFFIC GROUP / NO DOUBLE COUNTING	MONTHLY SESSION TARGET
Paid ads / all platforms	
Organic social / posts and videos	
Email / SMS	
Search / direct / other	

At 7,500 sessions over 30 days: 250 daily or 1,750 per seven days. For 165 orders at 2%, plan 8,250 sessions, or 275 daily. Zero conversion gives no finite positive-order target. A 2% rate is a scenario, not a benchmark.

WHEN ORDERS AND CONVERTED SESSIONS DIFFER

One session can produce multiple orders. Use orders ÷ sessions as a separately labeled order rate, or use orders ÷ (conversion × orders per converted session). Keep the same channel, date range and traffic filters throughout.

08 / TRAFFIC SOURCE PLANNING

Choose a source and a concrete next step

Use mutually exclusive channels from one consistent reporting setup.

Gap = monthly session target – current monthly sessions.

SOURCE	TARGET	CURRENT	GAP	ACTION
Google / organic search				
Pinterest / organic				
Facebook / organic				
Instagram / organic				
Email / SMS				
TikTok / organic				
Paid ads / all platforms				
Other / direct / referral				
TOTAL				

Record current and target periods. Classify paid Pinterest or social campaigns under Paid ads so they are not counted again as organic. Include direct and unassigned traffic in Other when needed.

CURRENT PERIOD / TARGET PERIOD

REPORT / FILTERS / ATTRIBUTION RULES

THE SOURCE I WILL FOCUS ON FIRST / MY FIRST STEP

09 / CONVERSION GOAL WORKSHEET

Compare the same store at two rates

Use your observed baseline and a test scenario. There is no universal rate that makes every store viable.

BASELINE PERIOD / TRAFFIC FILTERS

CURRENT CONVERSION RATE / %

TARGET CONVERSION RATE / %

ONLINE-STORE ORDERS NEEDED

TRAFFIC NEEDED / ONE ORDER PER CONVERTED SESSION	YOUR RESULT
At current rate / orders ÷ current decimal	
At target rate / orders ÷ target decimal	

KEEP THE PERCENTAGE CHANGE CLEAR

For 150 orders, 2% needs 7,500 sessions and 3% needs 5,000. That is 2,500 fewer sessions, or 33.33% less traffic. The rate rises by 1 percentage point, a 50% relative increase. This is a scenario, not a promised improvement.

IMPROVEMENT 1 / EVIDENCE AND WHAT I WILL MEASURE

IMPROVEMENT 2 / EVIDENCE AND WHAT I WILL MEASURE

Possible tests: clearer product details and photos, accurate reviews, visible delivery costs, mobile usability and checkout friction. Use only truthful trust claims. Compare like traffic and periods; a change in the overall rate does not establish a single cause.

10 / MONTHLY SALES PLANNER

Track revenue against the plan

Record seller revenue on the same basis as page 5. Difference = actual revenue − target revenue.

YEAR / CURRENCY

MONTHLY REVIEW DATE

MONTH	TARGET $	ACTUAL $	DIFF. $	LESSONS / NEXT STEP
01				
02				
03				
04				
05				
06				
07				
08				
09				
10				
11				
12				

IF BEHIND TARGET / THE TRAFFIC, CONVERSION OR AOV TEST I WILL TRY

Also check contribution, product mix and costs. An increase in revenue can coincide with lower profit. Record progress and one useful adjustment after each review.

11 / INCOME GOAL CHECKLIST

Check the evidence behind the goal

An unchecked item becomes a task to resolve. A tick confirms a check, not a guaranteed result.

- [ ] My goal has an exact amount and a clear profit definition.
- [ ] I can track revenue, contribution, operating profit and orders.
- [ ] I used actual costs and fee records where available.
- [ ] The order requirement fits a documented capacity and demand check.
- [ ] I have a plan and a budget for the required traffic.
- [ ] My conversion scenario is based on comparable evidence or labeled as a test.
- [ ] I considered AOV and its effect on costs and contribution.
- [ ] I gave the goal and the first review a date.
- [ ] I wrote down why the goal matters.
- [ ] I checked formulas, calculator inputs and omitted costs.

CHECKS COMPLETED / OUT OF 10

MOST IMPORTANT UNRESOLVED ITEM

MY NEXT VERIFICATION STEP / DATE

USE THE CHECKLIST WITHOUT A FALSE PASS MARK

Eight ticks do not establish that a goal is achievable. An unresolved contribution, cash or demand assumption can matter more than the total. Keep the ambition and strengthen the assumptions behind the plan.

12 / COMMON MISTAKES

Find the assumption worth improving

Choose a useful correction and make it part of the next review.

01 Confusing revenue with profit

Use operating profit before income tax; payouts and owner withdrawals are different.

02 Leaving acquisition out of the plan

Budget the money and work needed for paid and organic channels.

03 Guessing contribution

Include product, shipping, fees, advertising and return effects once.

04 Ignoring conversion and traffic quality

Check the offer and the audience before assuming more traffic solves the problem.

05 Using a vague daily target

Translate monthly orders with the actual calendar and check capacity.

06 Leaving the deadline open

Give the goal, next action and review specific dates.

07 Treating AOV as automatic profit

Test the change in costs, contribution and order rate.

08 Skipping the review

Record results on a consistent basis and compare relevant periods.

09 Making progress all-or-nothing

Keep what you learned and carry useful unfinished work forward.

13 / MONTHLY PROGRESS TRACKER

Track profit and the traffic behind it

Use operating profit before income tax. Record online-store sessions and Shopify’s session conversion rate.

YEAR / CURRENCY

REPORT / FILTERS / REVIEW DAY

MONTH	GOAL $	PROFIT $	SESSIONS	CONV. %	LESSONS
01					
02					
03					
04					
05					
06					
07					
08					
09					
10					
11					
12					

MY BIGGEST WIN / LIKELY CONTRIBUTORS / WHAT REMAINS UNCERTAIN

Conversion = sessions that completed checkout ÷ sessions × 100. Zero sessions → N/A. If profit covers all channels, label that scope; the session metric covers the online store. Track AOV and product mix in the supporting records.

14 / MILESTONE TRACKER

Celebrate the progress you can measure

Define the period and a positive operating-profit goal. Revenue is recorded alongside profit for context.

GOAL PERIOD / START AND END DATES

OPERATING-PROFIT GOAL / $

Profit milestone = profit goal × milestone percentage.
For a $3,000 goal: 25% = $750; 50% = $1,500;
75% = $2,250; 100% = $3,000.

- ☐ 25% / started
- ☐ 50% / halfway
- ☐ 75% / progressing
- ☐ 100% / reached

MILESTONE	REVENUE $	PROFIT $	DATE	CELEBRATION
25%				
50%				
75%				
100%				

THE MILESTONE I LOOK FORWARD TO / HOW I WILL CELEBRATE

Use cumulative profit within the defined period. Revenue and profit do not reach the same percentage at the same time. Review refunds and expenses before confirming a milestone; recognize useful progress along the way.

15 / FINAL ACTION PLAN

Give the next 90 days direction



Bring the goal, dates and three next steps onto one working page.

90-DAY OPERATING-PROFIT GOAL / $

DAILY ORDER AVERAGE / SCENARIO

START DATE

END DATE / DAY 90

FIRST REVIEW DATE

CASH AND FULFILLMENT LIMIT

PERIOD	MAIN FOCUS / MEASURE
Days 1–30	
Days 31–60	
Days 61–90	

MY NEXT THREE ACTIONS / START THIS WEEK

ACTION	DUE DATE
1.	
2.	
3.	

Use actual dates; three calendar months may not equal 90 days. Sum the period’s profit goals and fixed costs when the monthly plan changes. Check the four companion calculators on page 19, then compare the plan with actual results.

COMPANION TOOLS / INPUT NOTES

Know what each calculator measures

The four original calculator connections are retained. Review the inputs before carrying a result into this planner.

Shopify Profit Calculator

Shopify Break-Even Calculator

Shopify Conversion Calculator

Shopify ROI Calculator

01 Profit: reconcile contribution and overhead

The current tool allocates monthly ads and subscription per order. Do not subtract those costs twice. Check fixed processing charges, fee bases, shipping receipts, returns and other overhead separately.

02 Break-even: a volume target

This calculator estimates orders and revenue needed to cover costs. It is not a minimum-price calculator. Use your account’s current fees and check all assumptions.

03 Conversion: match the numerator

The current tool divides Orders by Store visits. To reproduce Shopify’s session metric, use completed-checkout sessions as the numerator and sessions as the denominator. Raw orders can differ.

04 ROI: keep ROAS separate

The current ROI page labels profit divided by ad spend as ROAS. That is profit per advertising dollar. Standard ROAS uses attributed ad revenue divided by ad spend. Do not use the mislabeled value as standard ROAS.

Calculator outputs are estimates from entered values. Their ratings and benchmarks do not validate your goal. These limitations were reviewed on 13 November 2026.

REFERENCE / CURRENT DEFINITIONS AND FEES

Verify the inputs that can change

Official Shopify guidance was reviewed on 13 November 2026. Use account-specific records for your plan.

FEES AND REFUNDS

Processing and transaction charges vary by country, plan, provider and payment method. Third-party transaction fees can be additional to processing fees and can use a base including tax and shipping. Refunds through Shopify Payments do not return the original credit-card processing fee. Check any gift-card, store-credit or mixed-provider exceptions.

Keep revenue, orders and traffic on a documented basis. Sessions are visits; a visitor can return in multiple sessions. Shopify conversion counts sessions with a purchase, not necessarily the number of orders. Reporting definitions, channels and filters can differ.

Shopify / analytics metric definitions

Shopify / behavior and conversion reports

Shopify / session and order discrepancies

Shopify / Payments fees

Shopify / third-party transaction fees

Shopify / Payments refunds

MY PLAN / COUNTRY / PROVIDER / FEE RECORDS CHECKED

NEXT FEE CHECK DATE

KEY METRIC DEFINITION TO KEEP CONSISTENT

This planner does not calculate tax liabilities or promise future sales. Replace assumptions with actual results as evidence develops.