



A SIMPLE PROFIT PLANNING WORKBOOK

Created by SimpleLifeCalc.com

ETSY PRICING WORKSHEET

Price your products with confidence — and stop accidentally losing money. Just fill in the blanks, one friendly step at a time.

WHAT'S INSIDE

- Why pricing matters (in plain English)
- Product, labor & shipping cost worksheets
- Etsy fees explained — simply
- A clear profit calculation page
- Compare 3 price options side by side
- Reach your income goal with real math
- Pricing confidence + monthly review
- Quick wins & a final action plan

For handmade, printable, POD & side-hustle sellers · beginner-friendly · print & fill in

Etsy fees and policies change — always confirm current rates in your Etsy Shop Manager before pricing.

SimpleLifeCalc.com

What's Inside

This is a fill-in-the-blank workbook, not a textbook. Print it out (or type into it) and work through one page at a time. Skip around freely — every worksheet stands on its own.

3	Why Pricing Matters	p.3
4	Pricing Mistakes Checklist	p.4
5	Product Cost Worksheet	p.5
6	Labor Cost Worksheet	p.6
7	Etsy Fees Explained Simply	p.7
8	Shipping Cost Worksheet	p.8
9	Profit Calculation Worksheet	p.9
10	Pricing Comparison Worksheet	p.10
11	Profit Goal Worksheet	p.11
12	Pricing Confidence Checklist	p.12
13	Monthly Pricing Review Worksheet	p.13
14	Quick Wins & Beginner Tips	p.14
15	Final Action Plan	p.15

TIP · How to use this workbook

Do the cost worksheets first (pages 5–8), then the profit page (9) ties them together. One short session per page is plenty. Progress beats perfection — a rough price you understand beats a 'perfect' price you guessed.

1 Why Pricing Matters

Lots of new sellers pick a price that 'feels right,' make sales, and still end up with almost nothing left over. Why? Because a price has to cover FIVE things — not just the cost of materials. Miss one, and your profit quietly disappears.

Materials

What the item is made of — yarn, beads, paper, blanks, ink.

Labor

YOUR time. If you don't pay yourself, you're working for free.

Fees

Etsy's cut: listing, transaction, payment processing, optional ads.

Shipping

Boxes, mailers, tape, labels — and the postage itself.

Profit

What's LEFT for you after the four above. This is the whole point.

PRICE = Materials + Labor + Fees + Shipping + Profit

This little formula is the entire workbook. Every page just helps you fill in one piece of it.

GOOD TO KNOW · The good news

You don't need fancy accounting or scary math. You need five numbers and some adding. This workbook walks you through each one, then puts them together on page 9. That's it.

2

Pricing Mistakes Checklist

These are the slip-ups that quietly eat profit for almost every new seller. Tick the ones you might be making right now — no guilt, just awareness. You'll fix them as you work through this book.

■ AM I MAKING ANY OF THESE? (CHECK HONESTLY)

- ☐ Forgetting to subtract Etsy fees from my price
- ☐ Not paying myself for my time (labor = \$0)
- ☐ Copying a competitor's price without knowing their costs
- ☐ Underpricing because I'm nervous or 'just starting'
- ☐ Forgetting packaging + shipping supply costs
- ☐ Pricing on a gut feeling instead of real numbers
- ☐ Never recalculating when material costs go up
- ☐ Offering 'free' shipping without adding it into the price
- ☐ Discounting so deeply there's no profit left
- ☐ Not knowing my actual profit per sale

WATCH OUT · The most common one of all

Underpricing. New sellers often fear no one will buy, so they price low — then resent the work. Your time and skill have real value. This workbook helps you charge for them without guessing.

TIP · Quick win

Pick the ONE mistake above that stings the most. That's the page to do first. You don't have to fix everything today — one number at a time is real progress.

3

Product Cost Worksheet

Fill this in for ONE product. Add up everything that physically goes INTO making and packing one unit. (Labor gets its own page next — just the 'stuff' here.)

Product name:

Materials (the main stuff it's made of)

yarn, beads, wood, blanks, paper, ink...

\$

Supplies (small extras used up)

glue, thread, tags, embellishments...

\$

Packaging (what it ships in)

box or mailer, tissue, sticker, thank-you card...

\$

Other per-item cost

design file, transfer, finishing spray...

\$

TOTAL PRODUCT COST (per item)

\$

Tip: if you buy supplies in bulk, divide the pack price by how many items it makes. A \$12 pack of 24 boxes = \$0.50 packaging per item.

GOOD TO KNOW

Keep your receipts (or a quick note) for these numbers. When a supplier raises prices, you'll know exactly which products to re-price — instead of slowly losing money without noticing.

4

Labor Cost Worksheet

Your time is not free. This page turns 'I worked on it for a while' into a real number you can add to your price. Pick an hourly rate you'd be happy earning — then do the easy math.

My chosen hourly rate
what you'd like to earn per hour

\$

Minutes to make ONE item:

(include prep, making & packing)

LABOR PER ITEM = (minutes ÷ 60) × hourly rate

Example: 20 minutes ÷ 60 = 0.33 hours × \$18/hour = about \$6.00 in labor.

My labor cost per item
minutes ÷ 60 × hourly rate

\$

Not sure what rate to pick? Start with what you'd earn at a job you'd be happy with. You can always raise it as your skills grow — and you should.

TIP · ADHD-friendly shortcut

Hate timing yourself? Make 3 items once, note the total minutes, divide by 3. Now you have a realistic average without tracking every single make.

5

Etsy Fees, Explained Simply

Etsy takes a small cut of each sale — that's normal, and it pays for the millions of buyers Etsy sends your way. There are four fees to know. You don't memorize the rates; you just remember they EXIST and leave room for them.

- **Listing fee** a small flat fee each time you publish (or renew) a listing.
- **Transaction fee** a percentage of each sale, charged on the total the buyer pays — including shipping.
- **Payment processing** a percentage plus a small flat fee per order; this one varies by country.
- **Advertising (optional)** Offsite Ads charge a percentage only when one of Etsy's ads makes the sale. Optional for smaller shops; required once you pass Etsy's annual sales threshold.

WATCH OUT · Always verify current Etsy fees in Shop Manager

Etsy can change its fees, and payment processing rates vary by country. This workbook keeps a space for fees in your math — but always confirm the current rates in your Etsy Shop Manager before you finalize a price.

Rule of thumb for planning ONLY (not a real rate): leave a comfortable cushion for fees when you price, then confirm the exact amount in Shop Manager. The Profit page (next) gives fees their own line.

TIP

Need help checking your numbers? Use the Etsy Fee Calculator and Etsy Profit Calculator at SimpleLifeCalc.com — they do the fee math for you so you can price with confidence.

6

Shipping Cost Worksheet

Shipping surprises eat more beginner profit than almost anything. Whether the buyer pays it or you build it into the price, you must KNOW this number. Fill it in for your most common package.

Postage (actual carrier cost)

weigh your packed item; check the carrier price

\$

Box or mailer

per-item cost

\$

Padding / tissue / filler

bubble wrap, tissue, peanuts...

\$

Tape, label, printer ink

small, but real

\$

Thank-you note / extras

optional, but lovely

\$

TOTAL SHIPPING COST (per order)

\$

GOOD TO KNOW · Who pays for shipping?

Two options: (1) charge shipping separately, or (2) offer 'free' shipping and build this total into your item price. Etsy's search favors free shipping — just remember the buyer's total (including that built-in amount) is what fees apply to.

Heads-up: shipping cost climbs fast with weight and size. For heavy or oversized items, weigh BEFORE you set a price — not after your first sale.

7

Profit Calculation Worksheet

This is where it all comes together. Bring over your totals from the earlier pages, subtract them from your price, and see your REAL profit. This is the most important page in the book.

Sale price (what you'll charge)

\$

Shipping the buyer pays you

enter \$0 if shipping is built into the price

\$

NOW SUBTRACT:

– Product cost (from page 5)

\$

– Labor cost (from page 6)

\$

– Etsy fees (estimate — verify in Shop Manager)

\$

– Shipping cost (from page 8)

\$

= ESTIMATED PROFIT (per sale)

\$

TIP

Need help? Use the Etsy Fee Calculator and Etsy Profit Calculator at SimpleLifeCalc.com.

WATCH OUT · If your profit is tiny or negative — don't panic

It just means a number needs to move: raise the price, lower material cost, reduce shipping, or speed up making time. That's not failure — that's exactly what this page is FOR.

8

Pricing Comparison Worksheet

Not sure what to charge? Test three prices side by side. Keep your costs the same across all three — only the sale price changes — and see how profit shifts. Then pick the one that feels right AND pays you fairly.

COMPARE	OPTION A	OPTION B	OPTION C
Sale price	\$	\$	\$
Product cost	\$	\$	\$
Labor cost	\$	\$	\$
Etsy fees (est.)	\$	\$	\$
Shipping cost	\$	\$	\$
PROFIT per sale	\$	\$	\$
Feels right? (1–10)			

TIP · How to read it

The best price is rarely the highest OR the lowest — it's the one with healthy profit that you feel good charging. If Option A pays you almost nothing, that's your sign, not your ceiling.

9

Profit Goal Worksheet

Turn a fuzzy wish ('I want to make money on Etsy') into a clear, doable target: how many sales you actually need. Suddenly the goal stops feeling scary and starts feeling like a checklist.

My monthly income goal

what you'd love to earn per month

\$

My average profit per sale

from your Profit page — page 9

\$

SALES NEEDED = monthly goal ÷ profit per sale

Example: \$600 goal ÷ \$15 profit per sale = 40 sales a month (about 10 a week).

Sales I need per MONTH

goal ÷ profit per sale

Sales I need per WEEK

monthly ÷ 4

TIP

Want this done for you automatically? The Etsy Income Goal Calculator at SimpleLifeCalc.com turns your income goal into a clear sales target in seconds.

If the number feels high, you have two friendly levers: raise your profit per sale (price up, costs down) so each sale counts more — or list more products so buyers can find you.

10

Pricing Confidence Checklist

Before you publish a price, run it through this quick check. When you can tick every box, you can price without that nervous 'am I doing this right?' feeling.

■ I CAN CONFIDENTLY SAY YES TO:

- | | |
|--|---|
| ☐ I know my product cost per item | ☐ I'm paying myself for my time |
| ☐ I've left room for Etsy fees | ☐ I know my shipping cost |
| ☐ My price still leaves real profit | ☐ I checked current fees in Shop Manager |
| ☐ I compared a few price options | ☐ My price matches the quality I offer |
| ☐ I'm not underpricing out of fear | ☐ I know how many sales hit my goal |

GOOD TO KNOW · Confidence comes from numbers, not guessing

Every box you tick replaces a worry with a fact. You don't need to feel like a 'business person' — you just need these ten answers. Once you have them, you ARE pricing like a pro.

TIP · Quick win

Screenshot or photograph this completed page for your best-selling product. Next time you list something similar, you've got a ready-made template — no second-guessing.

11

Monthly Pricing Review Worksheet

Prices aren't 'set once and forget.' Costs change, and so should your prices. Once a month, take five minutes with this page — it keeps your profit from quietly slipping away.

Month:

■ MY 5-MINUTE MONTHLY CHECK

- ☐ Did any material or supply prices go up?
- ☐ Did shipping rates change?
- ☐ Did Etsy change any fees? (check Shop Manager)
- ☐ Is my profit per sale still healthy?
- ☐ Any product selling lots but barely profitable?
- ☐ Any price I've been too nervous to raise?

Quick numbers this month

Best-selling product

Its profit per sale

Product I should Reprice

One small raise a month adds up fast. Going from \$14 to \$16 on a product that sells 30 times a month is \$60 more profit — for changing one number.

12

Quick Wins & Beginner Tips

Quick wins (do these today)

- ✓ Add your labor to every price — even \$5 of time per item changes everything.
- ✓ Round prices up to a clean number; pennies rarely lose you a sale.
- ✓ Build shipping into the price and offer 'free' shipping for more visibility.
- ✓ Re-check fees in Shop Manager before any big price change.
- ✓ Use the SimpleLifeCalc.com calculators to check your math in seconds.

Gentle reminders

- **Higher prices can sell BETTER.** Buyers often link price with quality. Too-cheap can read as 'cheaply made.'
- **You're allowed to make a profit.** Profit isn't greedy — it's what keeps your shop (and your joy) alive.
- **Start where you are.** Your first prices won't be perfect. Adjust as you learn. That's normal and good.

GOOD TO KNOW · Real-world seller tip

Most thriving Etsy shops raised their prices over time — they didn't start perfect. They started, watched their numbers, and adjusted. You can do exactly that with the worksheets in this book.

13 Your Final Action Plan

You've done the thinking — now make it real. Tick these in order. By the end, you'll have a price you understand and trust for at least one product.

■ MY PRICING ACTION PLAN

- | | |
|--|---|
| ☐ Fill in the Product Cost Worksheet (p.5) | ☐ Fill in the Labor Cost Worksheet (p.6) |
| ☐ Fill in the Shipping Cost Worksheet (p.8) | ☐ Check current fees in my Etsy Shop Manager |
| ☐ Complete the Profit Worksheet (p.9) | ☐ Compare 3 price options (p.10) |
| ☐ Set my final price — and publish it! | ☐ Add a monthly review reminder to my calendar |

The product I'm pricing first

My final price for it

**Most Etsy sellers don't need PERFECT pricing.
They need PROFITABLE pricing.**

You now have the numbers to do exactly that. Price with confidence — and keep going.

Find more free seller resources at SimpleLifeCalc.com/resources