

ECOMMERCE PROFIT SERIES

# Shopify Profit Workbook

2026

EDITION

Track, calculate, and improve profitability for Shopify stores  
— one worksheet at a time.

BUILT FOR

Ecommerce stores

POD stores

Dropshipping stores

Handmade sellers

Digital product sellers



START HERE

## Welcome

Most store owners watch the wrong number. They celebrate a big sales day — but a big sales day is not the same as a profitable one. **Revenue is what comes in. Profit is what you actually keep.**

You can sell \$10,000 in a month and keep almost nothing, or sell \$4,000 and take home more. The difference is the costs hiding between the sale and your bank account. On Shopify, the most common profit leaks are:

- **Shopify fees** — your monthly plan plus a fee on every transaction.
- **Product costs** — what you pay to make or buy each item (COGS).
- **Shipping** — postage and packaging you absorb on "free shipping."
- **Advertising** — the real cost of getting each customer.
- **Apps & subscriptions** — small monthly fees that quietly add up.
- **Returns & refunds** — lost product, lost shipping, lost margin.

This workbook turns those scattered numbers into one clear picture. You will fill in real figures, compare them to healthy benchmarks, and finish with a concrete plan to keep more of every dollar.

### Five questions this workbook answers

- 1 **What is my true profit per sale?** — after every cost, not just product cost.
- 2 **What is my real profit margin?** — the percentage of each sale you keep.
- 3 **Which products make the most money?** — not just which sell the most.
- 4 **How much traffic and how many sales do I need?** — to hit your income goal.
- 5 **What should I improve first?** — the change with the biggest, fastest payoff.

#### ▶ ACTION TIP

Work through the foundations once, then keep the trackers and worksheets handy. Re-run them every month — profit improves when you measure it on a schedule, not once.



WHAT'S INSIDE

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## 01

## FOUNDATIONS

## The Shopify Profit Equation

Every profit calculation in this workbook is built from one simple idea. Start with what comes in, subtract everything that goes out, and what remains is yours.

$$\text{Revenue} - \text{Costs} = \text{Net Profit}$$

On Shopify, "Costs" is not a single number — it is six buckets. Tracking each one separately is the whole secret to finding leaks.

COST BUCKET	WHAT IT INCLUDES	TYPE
Product cost (COGS)	Making or buying each item sold	Per sale
Shipping	Postage + packaging you pay	Per sale
Transaction fees	Shopify / payment fee on each order	Per sale
Advertising	Ads + the cost to acquire a customer	Per sale
Fixed costs	Plan, apps, domain, subscriptions	Monthly
Returns & refunds	Lost product, shipping, and margin	Variable

So the full equation, written out, looks like this:

$$\text{Net Profit} = \text{Revenue} - \text{COGS} - \text{Shipping} - \text{Fees} - \text{Ads} - \text{Fixed Costs} - \text{Returns}$$

## WORKED EXAMPLE — NORTH PINE OUTFITTERS

In a month, North Pine Outfitters brings in **\$8,835** in revenue. After every cost bucket is subtracted:

**\$8,835**

REVENUE

**\$7,208**

TOTAL COSTS

**\$1,627**

NET PROFIT

Same store, same sales — but only **18 cents of every dollar** is real profit. The rest was already spoken for.

## ▶ ACTION TIP

Before optimizing anything, write down all six cost buckets for your own store. You cannot fix a leak you have not named.

## 02

## FOUNDATIONS

## Understanding Shopify Costs

Shopify costs come in two shapes. **Per-sale costs** grow every time you sell something. **Fixed costs** stay roughly the same whether you sell 10 items or 1,000. Knowing which is which tells you where to push.

**Per-sale costs (these scale with every order)**

COST	TYPICAL 2026 RANGE	PLAIN-ENGLISH MEANING
Product cost (COGS)	30–50% of price	What the item itself costs you
Transaction fee	~2.9% + \$0.30	Charged on each order by Shopify Payments
Shipping & packaging	\$3–\$8 / order	Postage + box, mailer, label, insert
Advertising / acquisition	\$3–\$15 / order	Ad spend divided by orders won

**Fixed costs (these stay the same each month)**

COST	TYPICAL 2026 RANGE	PLAIN-ENGLISH MEANING
Shopify plan	\$39–\$105 / mo	Basic, Shopify, or Advanced subscription
Apps & subscriptions	\$0–\$150 / mo	Email, reviews, upsell, page builders
Domain	~\$1–\$2 / mo	Your store address, billed yearly

## ◆ BENCHMARKS

**Watch the third-party transaction surcharge.** If you use an outside payment gateway instead of Shopify Payments, Shopify adds an extra **0.5%–2%** on top. Staying on Shopify Payments usually avoids that surcharge entirely.

## ▶ ACTION TIP

List every app you pay for and the date you installed it. Cancel anything you have not actively used in 30 days — unused apps are the easiest profit you will ever recover.

## 03

## FOUNDATIONS

## Gross Profit vs Net Profit

These two numbers get mixed up constantly — and the confusion is expensive. They measure very different things.

## ◆ GROSS PROFIT

Revenue – Product Cost (COGS) only.

Shows whether your **pricing** works. Ignores ads, shipping, fees, and overhead.

## ◆ NET PROFIT

Revenue – every cost.

Shows what you actually **keep**. This is the number that pays you.

A store can have a beautiful gross margin and still lose money, because gross profit has not yet paid for ads, shipping, apps, or returns. **Gross profit is a promise; net profit is the paycheck.**

## WORKED EXAMPLE – NORTH PINE OUTFITTERS

North Pine's monthly numbers tell two very different stories:

LINE	AMOUNT	MARGIN
Revenue	\$8,835	—
– Product cost (COGS)	\$3,030	—
<b>= Gross profit</b>	<b>\$5,805</b>	<b>65.7%</b>
– Shipping, fees, ads, fixed, returns	\$4,178	—
<b>= Net profit</b>	<b>\$1,627</b>	<b>18.4%</b>

A 65.7% gross margin looks fantastic. But after everything else, **only 18.4%** reaches the owner. Both numbers are true — and you need both.

## ▶ ACTION TIP

Track gross margin to judge pricing and product choices. Track net margin to judge the health of the whole business. If the gap between them is huge, your overhead and ad spend are eating your profit.

## 04

## FOUNDATIONS

## Metrics That Matter &amp; Benchmarks

You only need a handful of numbers to run a profitable store. Here are the essentials — with healthy 2026 targets to compare yourself against.

METRIC	WHAT IT TELLS YOU	HOW TO FIND IT
Net profit per sale	What you keep on each order	Price - all per-sale costs
Net margin %	Health of the whole business	Net profit ÷ revenue
Average Order Value (AOV)	How much each order is worth	Revenue ÷ orders
Conversion rate	How well your store sells	Orders ÷ visitors
Break-even sales	Sales needed to cover costs	Overhead ÷ profit per sale

## ◆ BENCHMARKS

BENCHMARK	NEEDS WORK	HEALTHY	EXCELLENT
Gross margin	Below 50%	50-70%	70%+
Net margin	Below 10%	10-20%	20%+
Conversion rate	Below 1%	1-3%	3%+
Average Order Value	Below \$50	\$50-\$100	\$100+

Ranges are general guides for 2026; healthy numbers vary by niche, price point, and ad strategy. Use them as a compass, not a verdict.

## ► ACTION TIP

Pick ONE metric to improve this month rather than chasing all of them. A single point of net margin or 0.5% of conversion often adds more profit than a big sales push.

## WORKED EXAMPLE

## Meet North Pine Outfitters

Throughout this workbook we follow one fictional store so every formula has real numbers attached. **North Pine Outfitters** is a small outdoor-apparel and accessories brand on Shopify's Basic plan. The same four products appear on every worksheet ahead.

**\$8,835**

MONTHLY REVENUE

**305**

ORDERS / MONTH

**\$28.97**

AVG ORDER VALUE

**2.0%**

CONVERSION RATE

## The product lineup — per-unit economics

PRODUCT	PRICE	PRODUCT COST	SHIPPING	TXN FEE	AD / ORDER	NET / SALE
T-Shirt	\$28.00	\$9.00	\$5.00	\$1.11	\$7.00	\$5.89
Hoodie	\$55.00	\$22.00	\$7.00	\$1.90	\$10.00	\$14.10
Water Bottle	\$24.00	\$7.50	\$4.50	\$1.00	\$6.00	\$5.00
Tote Bag	\$18.00	\$6.00	\$4.00	\$0.82	\$5.00	\$2.18

Transaction fee = 2.9% of price + \$0.30 (Shopify Payments, Basic plan, 2026). Net / sale = price minus all four per-sale costs, before monthly fixed costs and returns.

## ◆ BENCHMARKS

At a glance, the **Hoodie** keeps the most dollars per sale (\$14.10) while the **Tote Bag** keeps the least (\$2.18, just 12% of its price). Same store, very different profit engines — exactly the kind of gap the worksheets ahead will expose.

## ► ACTION TIP

As you fill in your own store, copy this one-row-per-product format. Seeing price and every cost side by side is the fastest way to spot a product that is quietly losing money.

## 05

## TRACKERS &amp; WORKSHEETS

## Revenue Tracker

Revenue is your starting line — total sales before any costs. Track it by product so you can see what is actually driving the top line.

## WORKED EXAMPLE — NORTH PINE OUTFITTERS

PRODUCT	UNITS SOLD	PRICE	REVENUE
T-Shirt	120	\$28.00	\$3,360
Hoodie	45	\$55.00	\$2,475
Water Bottle	80	\$24.00	\$1,920
Tote Bag	60	\$18.00	\$1,080
<b>Total</b>	<b>305</b>	<b>—</b>	<b>\$8,835</b>

## ◆ BENCHMARKS

Revenue alone has no "good" number — a \$50k month at 5% net keeps less than a \$9k month at 18% net. Always read revenue **next to margin**, never on its own.

 YOUR TURN — FILL THIS IN

PRODUCT	UNITS SOLD	PRICE	REVENUE
<b>Total</b>			

## ▶ ACTION TIP

Update this on the first of every month. A product with rising units but flat revenue may have been discounted too hard — check its price before you celebrate the volume.

## 06

## TRACKERS &amp; WORKSHEETS

## Product Cost Tracker

Product cost — or COGS (Cost of Goods Sold) — is what each item costs you to make or buy. Include the blank product, printing or assembly, and any per-unit packaging that is part of the product itself.

## WORKED EXAMPLE — NORTH PINE OUTFITTERS

PRODUCT	PRICE	PRODUCT COST	GROSS / UNIT	GROSS MARGIN
T-Shirt	\$28.00	\$9.00	\$19.00	67.9%
Hoodie	\$55.00	\$22.00	\$33.00	60.0%
Water Bottle	\$24.00	\$7.50	\$16.50	68.8%
Tote Bag	\$18.00	\$6.00	\$12.00	66.7%

Gross / unit = Price - Product cost. Gross margin = Gross ÷ Price.

## ◆ BENCHMARKS

**Healthy gross margin: 50-70%. Excellent: 70%+.** North Pine sits comfortably in range. The Hoodie is lowest at 60% — fine, but worth watching if supplier costs rise.

 YOUR TURN — FILL THIS IN

PRODUCT	PRICE	PRODUCT COST	GROSS / UNIT	GROSS MARGIN

## ▶ ACTION TIP

Re-price the blank + print, not just the finished item. POD and handmade sellers often forget thread, ink, inserts, or labels — each one quietly shaves a point off margin.

## 07

## TRACKERS &amp; WORKSHEETS

## Shipping Cost Tracker

Shipping is the most underestimated cost on Shopify. Track what you actually pay (postage + packaging) versus what the customer pays you. The gap comes straight out of profit.

## WORKED EXAMPLE — NORTH PINE OUTFITTERS

PRODUCT	SHIPPING YOU PAY	CHARGED TO CUSTOMER	YOU ABSORB
T-Shirt	\$5.00	\$0.00	-\$5.00
Hoodie	\$7.00	\$0.00	-\$7.00
Water Bottle	\$4.50	\$0.00	-\$4.50
Tote Bag	\$4.00	\$0.00	-\$4.00

North Pine offers free shipping, so it absorbs every cent — about **\$1,515 per month**, or 17% of revenue.

## ◆ BENCHMARKS

"Free shipping" is never free — it is a cost you chose to hide inside your price. Aim to keep absorbed shipping under **10–12% of revenue**. North Pine is high at 17%, a clear improvement target.

 YOUR TURN — FILL THIS IN

PRODUCT	SHIPPING YOU PAY	CHARGED TO CUSTOMER	YOU ABSORB
Monthly total			

## ▶ ACTION TIP

Test a free-shipping threshold (e.g. "free over \$50"). It nudges average order value up and shifts small, shipping-heavy orders toward paid shipping — recovering margin without scaring buyers off.

08

TRACKERS &amp; WORKSHEETS

## Shopify Fee Tracker

Shopify charges two things: a flat monthly plan, and a transaction fee on every order. With Shopify Payments on the Basic plan that fee is about **2.9% + \$0.30** per order. Outside gateways add an extra surcharge on top.

### WORKED EXAMPLE — NORTH PINE OUTFITTERS

FEE TYPE	RATE	MONTHLY AMOUNT
Plan fee (Basic)	flat	\$39.00
Transaction % (2.9% of \$8,835)	2.9%	\$256.22
Per-order fee (\$0.30 × 305)	\$0.30	\$91.50
<b>Total transaction fees</b>	—	<b>\$347.72</b>

Transaction fees alone cost North Pine **\$347.72** a month — about 3.9% of revenue, before the \$39 plan.

#### ◆ BENCHMARKS

Keep total payment fees near **3-4% of revenue**. If yours run higher, you are likely using a third-party gateway that triggers Shopify's extra **0.5-2%** surcharge — switching to Shopify Payments usually removes it.

#### YOUR TURN — FILL THIS IN

FEE TYPE	RATE	MONTHLY AMOUNT
Plan fee		
Transaction % (2.9% of revenue)		
Per-order fee (\$0.30 × orders)		
<b>Total fees</b>		

#### ▶ ACTION TIP

Tiny per-order fees punish small baskets hardest. A \$0.30 fee is 0.4% of a \$75 order but 1.7% of an \$18 order — another reason raising average order value lifts your margin everywhere.

09

TRACKERS &amp; WORKSHEETS

## Advertising Cost Tracker

Advertising is usually the largest *controllable* cost in an online store. The number that matters is **Customer Acquisition Cost (CAC)** — total ad spend divided by the orders it produced.

### WORKED EXAMPLE — NORTH PINE OUTFITTERS

CHANNEL	SPEND	ORDERS WON	COST / ORDER (CAC)
Meta ads	\$1,350	180	\$7.50
Google ads	\$720	125	\$5.76
<b>Total</b>	<b>\$2,070</b>	<b>305</b>	<b>\$6.79</b>

North Pine spends **\$2,070** a month on ads — 23.4% of revenue — to win 305 orders at an average CAC of **\$6.79**.

#### ◆ BENCHMARKS

A common guide: keep **CAC below your net profit per sale**, and total ad spend under **20-30% of revenue**. North Pine is at the high end (23.4%) — and on the Tote Bag, the \$5 ad cost nearly wipes out the profit.



#### YOUR TURN — FILL THIS IN

CHANNEL	SPEND	ORDERS WON	COST / ORDER (CAC)
<b>Total</b>			

#### ► ACTION TIP

Compare CAC to net profit per sale for each product, not the whole store. If a product's CAC is higher than what it earns, you are paying to lose money on every sale — pause its ads first.

## 10

## TRACKERS &amp; WORKSHEETS

## Monthly Fixed Costs Tracker

Fixed costs do not change with sales — you pay them whether you sell 5 items or 500. They are easy to ignore and easy to trim, which makes them a great first place to recover profit.

## WORKED EXAMPLE — NORTH PINE OUTFITTERS

ITEM	MONTHLY COST
Shopify plan (Basic)	\$39.00
Email marketing app	\$20.00
Reviews app	\$15.00
Upsell / bundle app	\$20.00
Domain (billed yearly)	\$1.00
<b>Total fixed costs</b>	<b>\$95.00</b>

At **\$95/month**, fixed costs are only about 1% of North Pine's revenue — lean and healthy.

## ◆ BENCHMARKS

Keep total fixed costs under **5-10% of revenue**. The danger is not any single app — it is five forgotten \$15 apps adding up to a silent \$900 a year.

 YOUR TURN — FILL THIS IN

ITEM	MONTHLY COST
Shopify plan	
Apps & subscriptions	
Domain	
Email / SMS tools	
Other	
<b>Total fixed costs</b>	

## ▶ ACTION TIP

Once a quarter, open your billing page and read every line. Downgrade your plan if you are not using its features, and cancel any app whose job another tool already does.



TRACKERS &amp; WORKSHEETS

## Net Profit Worksheet

This is the headline worksheet — it pulls every cost bucket into the one number that pays you.

### WORKED EXAMPLE — NORTH PINE OUTFITTERS

LINE	AMOUNT	% OF REVENUE
Revenue	\$8,835.00	100%
- Product cost (COGS)	\$3,030.00	34.3%
- Shipping	\$1,515.00	17.1%
- Transaction fees	\$347.72	3.9%
- Advertising	\$2,070.00	23.4%
- Fixed costs	\$95.00	1.1%
- Returns & refunds	\$150.00	1.7%
<b>= Net profit</b>	<b>\$1,627.28</b>	<b>18.4%</b>

#### ◆ BENCHMARKS

**Net margin — needs work: below 10% · healthy: 10-20% · excellent: 20%+.** North Pine's 18.4% is healthy and within reach of excellent. The biggest cost levers are advertising (23.4%) and shipping (17.1%).

#### YOUR TURN — FILL THIS IN

LINE	AMOUNT	% OF REVENUE
Revenue		
- Product cost (COGS)		
- Shipping		
- Transaction fees		
- Advertising		
- Fixed costs		
- Returns & refunds		
<b>= Net profit</b>		

#### ► ACTION TIP

Fill the "% of revenue" column every month. Watching each cost as a percentage — not just a dollar figure — is how you catch a category creeping up before it eats your margin.

## 12

## TRACKERS &amp; WORKSHEETS

## Profit Margin Worksheet

Margin turns your profit into a percentage so you can compare any product, month, or store on equal footing. Two formulas do all the work:

$$\text{Gross margin} = \text{Gross profit} \div \text{Revenue}$$

$$\text{Net margin} = \text{Net profit} \div \text{Revenue}$$

## WORKED EXAMPLE — NORTH PINE OUTFITTERS

CALCULATION	MATH	MARGIN
Gross margin	$\$5,805 \div \$8,835$	65.7%
Net margin	$\$1,627 \div \$8,835$	18.4%

The 47-point gap between gross and net is everything North Pine spends to actually deliver and sell the product.

## ◆ BENCHMARKS

MARGIN	NEEDS WORK	HEALTHY	EXCELLENT
Gross	<50%	50-70%	70%+
Net	<10%	10-20%	20%+

 YOUR TURN — FILL THIS IN

$$\text{Gross margin} = \$ \underline{\hspace{2cm}} \div \$ \underline{\hspace{2cm}} = \underline{\hspace{1cm}} \%$$

$$\text{Net margin} = \$ \underline{\hspace{2cm}} \div \$ \underline{\hspace{2cm}} = \underline{\hspace{1cm}} \%$$

## ► ACTION TIP

If your gross margin is healthy but net margin is thin, the problem is not your pricing — it is your overhead, shipping, or ad spend. Fix the gap, not the price.

## 13

## TRACKERS &amp; WORKSHEETS

## Product Comparison Worksheet

The best-selling product is rarely the most profitable. This worksheet ranks products by what they actually keep, so you know which ones deserve your attention and ad budget.

## WORKED EXAMPLE — NORTH PINE OUTFITTERS

PRODUCT	UNITS	NET / SALE	NET MARGIN	TOTAL NET PROFIT
Hoodie	45	\$14.10	25.6%	\$634.50
T-Shirt	120	\$5.89	21.0%	\$706.80
Water Bottle	80	\$5.00	20.8%	\$400.00
Tote Bag	60	\$2.18	12.1%	\$130.80

The Hoodie keeps the most per sale, but the T-Shirt earns the most overall on volume. The Tote Bag sells well yet contributes the least — a thin 12.1% margin.

## ◆ BENCHMARKS

Look at two columns together: **net per sale** (how good the product is) and **total net profit** (how much it matters). A high-volume, low-margin product like the Tote is the first candidate for a price or cost fix.

 YOUR TURN — FILL THIS IN

PRODUCT	UNITS	NET / SALE	NET MARGIN	TOTAL NET PROFIT

## ▶ ACTION TIP

Rank your products by total net profit, then ask of the bottom one: can I raise its price, cut its cost, or stop advertising it? Small fixes on your weakest product often beat chasing new ones.

## 14

## TRACKERS &amp; WORKSHEETS

## Best Seller Tracker

"Best seller" can mean most units, most revenue, or most profit — and they are often three different products. Track all three so you promote the right winner.

## WORKED EXAMPLE — NORTH PINE OUTFITTERS

RANK BY...	WINNER	VALUE
Most units sold	T-Shirt	120 units
Most revenue	T-Shirt	\$3,360
Most total net profit	T-Shirt	\$706.80
Highest net / sale	Hoodie	\$14.10
Highest net margin	Water Bottle	20.8% / unit

The T-Shirt is North Pine's volume engine, but the Hoodie is its most *efficient* earner — both deserve ad spend, for different reasons.

## ◆ BENCHMARKS

Your true best seller is the product with the highest **total net profit** — units × net per sale. Chasing units alone can fill your order count while starving your bank account.

 YOUR TURN — FILL THIS IN

RANK BY...	WINNER	VALUE
Most units sold		
Most revenue		
Most total net profit		
Highest net / sale		
Highest net margin		

## ▶ ACTION TIP

Feature your highest-margin product in upsells and bundles, and your highest-volume product in ads to draw traffic. Pairing the two raises both order value and overall profit.

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## TRACKERS &amp; WORKSHEETS

## Break-Even Calculator Worksheet

Break-even is the number of sales you need just to cover your costs — the point where you stop losing money and start keeping it. The formula:

$$\text{Break-even sales} = \text{Monthly overhead} \div \text{Profit per sale}$$

## WORKED EXAMPLE — NORTH PINE OUTFITTERS

INPUT	VALUE
Monthly overhead (plan + apps + returns allowance)	\$245
Average profit per sale (blended contribution)	\$6.14
<b>Break-even = \$245 ÷ \$6.14</b>	<b>40 sales / month</b>

North Pine breaks even at just **40 sales** and actually makes 305 — so survival is not the issue. The work now is widening the profit on every sale beyond break-even.

## ◆ BENCHMARKS

Low fixed costs mean a low break-even — a strength of lean Shopify stores. Once you clear break-even comfortably, shift your focus from "covering costs" to "raising profit per sale."

 YOUR TURN — FILL THIS IN

$$\text{Break-even} = \$ \underline{\hspace{2cm}} \div \$ \underline{\hspace{2cm}} = \underline{\hspace{2cm}} \text{ sales / month}$$

TO EARN A PROFIT GOAL OF...	ADD GOAL TO OVERHEAD	SALES NEEDED
\$1,000 / month		
\$2,500 / month		
\$5,000 / month		

## ▶ ACTION TIP

To find sales needed for a profit goal, add the goal to your overhead before dividing. Goal of \$2,000 with \$6.14 profit/sale and \$245 overhead =  $(\$2,000 + \$245) \div \$6.14 =$  about 366 sales.

## 16

## TRACKERS &amp; WORKSHEETS

## Monthly Profit Review

Once a month, bring the key numbers onto one page. Reviewing them side by side — and against last month — is how you turn data into decisions.

## WORKED EXAMPLE — NORTH PINE OUTFITTERS

METRIC	THIS MONTH	BENCHMARK	STATUS
Revenue	\$8,835	—	—
Gross margin	65.7%	50–70%	On track
Net margin	18.4%	10–20%	On track
Avg order value	\$28.97	\$50–\$100	Below
Conversion rate	2.0%	1–3%	On track
Ad spend % of revenue	23.4%	<20–30%	High

Two flags jump out: AOV is well below benchmark and ad spend is high. Those become the focus of the improvement plan.

## ◆ BENCHMARKS

Mark each metric On track / High / Below against the benchmarks. Two or three red flags a month is normal — fix the most expensive one first, then re-check next month.

 YOUR TURN — FILL THIS IN

METRIC	THIS MONTH	BENCHMARK	STATUS
Revenue			
Gross margin			
Net margin			
Avg order value			
Conversion rate			
Ad spend % of revenue			

## ▶ ACTION TIP

Keep last month's sheet next to this one. The trend matters more than any single figure — a margin slipping 1% a month is a slow leak worth catching early.

## 17

## TRACKERS &amp; WORKSHEETS

## Profit Improvement Plan

You have the numbers — now turn them into moves. This worksheet finds your single highest-leverage change. For each lever, estimate the profit impact, then rank them.

## WORKED EXAMPLE — NORTH PINE OUTFITTERS

LEVER	NORTH PINE'S OPPORTUNITY	EST. MONTHLY GAIN
Raise prices	Tote Bag \$18 → \$20 (thin 12% margin)	+\$120
Cut shipping	Free-ship threshold over \$50	+\$300
Improve ad efficiency	Trim CAC from \$6.79 to \$5.50	+\$390
Raise AOV	Bundle bottle + tote; AOV \$29 → \$40	+\$450

Biggest, fastest win: **raising AOV**. At \$28.97, North Pine sits far below the \$50–\$100 benchmark — every dollar of order value drops almost straight to profit.

## ◆ BENCHMARKS

Rank levers by **effort vs payoff**. Price tweaks and bundles are low-effort, high-payoff — do them first. Rebuilding ad campaigns is higher effort — schedule it once the quick wins are banked.

 YOUR LEVERS — RANK BY PAYOFF

LEVER	YOUR OPPORTUNITY	EFFORT	EST. MONTHLY GAIN
Raise prices			
Cut / recover shipping			
Improve ad efficiency			
Raise average order value			
Reduce returns			

## ▶ ACTION TIP

Commit to just ONE lever for the next 30 days. Trying all five at once means you will not know which one worked — isolate the change so you can measure it.

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## YOUR PLAN

**90-Day Shopify Profit Action Plan**

Profit improves in focused 30-day sprints, not all at once. Use the worksheets to fill the blanks below, then work one box at a time.

FOCUS AREA	IDENTIFY IT FROM YOUR WORKSHEETS	YOUR TARGET
Highest-cost area		
Fastest margin improvement		
Pricing opportunity		
Upsell opportunity		
Conversion opportunity		

◆ **DAYS 1-30 — MEASURE**

Fill in every tracker with real numbers. Find your net margin and your single highest-cost area.

◆ **DAYS 31-60 — FIX ONE THING**

Pick the top lever from worksheet 17 — usually price, AOV, or ad efficiency — and change only that.

◆ **DAYS 61-90 — REVIEW & REPEAT**

Re-run the Net Profit Worksheet and Monthly Profit Review. Compare margins to Day 1, lock in what worked, and choose your next lever.

*"Profit is not what you sell.  
Profit is what you keep."*

*Simple Life Calc · The Workbook Series — revisit these worksheets every month to keep more of every dollar.*