

SIMPLELIFECALC

A PRINT-&-USE PROFIT WORKBOOK

THE WORKBOOK SERIES
No. 09 · PRINT ON DEMAND

Printify Profit *Workbook*

*Track, calculate, and improve profitability for Printify products —
across Etsy, Shopify, and your own store.*

BUILT FOR PRINTIFY SELLERS

Etsy Sellers

Shopify Stores

Standalone Stores

Mugs & Drinkware

Apparel

Journals & Stationery

Tote Bags

Side-Hustle & Full-Time

Product cost · Shipping · Revenue · Channel fees · Net profit · Margin
Worked examples · Benchmarks · Action plans · Printable trackers



Know which Printify products actually make money.

Print-on-demand has no inventory risk — but razor-thin margins. This workbook finds them.

Printify makes starting a store almost free: no stock, no upfront cost, you only pay when an item sells. The trade-off is **margin**. After the product's base cost, shipping, and your sales channel's fees, a \$20 mug can leave you just a few dollars — or nothing.

This workbook makes every cost visible so you can see your true profit on each product, compare items side by side, find your real best sellers, and raise the whole shop's margin on purpose. Fill it in for one product first, confirm it earns, then repeat across your catalog.

HOW TO USE THIS WORKBOOK

- ☐ **Work the trackers in order.** Product cost → shipping → revenue → fees feed straight into net profit and margin.
- ☐ **Track one product at a time.** The worked examples follow four real Printify items: a mug, a tee, a journal, and a tote.
- ☐ **Pull real numbers** from your Printify order details, your sales-channel payout report, and your listing prices.
- ☐ **Compare products honestly.** Print-on-demand lives and dies on per-item margin, not on how pretty the design is.
- ☐ **Re-run it monthly** with the review and improvement plan so you can see the trend and act on it.

● A NOTE ON THE NUMBERS

Base costs, shipping, fee rates, and margin benchmarks here are rounded US guideposts verified in mid-2026. Printify product and shipping prices vary by print provider, and channel fees change — always confirm your own figures in Printify and your sales channel. This is an educational workbook, not tax or financial advice.

● BEFORE YOU BEGIN

Open **Printify > My Orders** and note the **product cost** and **shipping** for each item.

Open your channel report — **Etsy Payments**, **Shopify**, or your processor — for the fees.

Pick one **currency** and use it on every page.

● THE QUESTIONS THIS ANSWERS

1. What does each product really **cost** me?
2. What's my **net profit** and margin per item?
3. Which products are my real **best sellers**?
4. How do I **raise** the whole shop's profit?

What's inside

Three foundations, nine trackers, and a plan to raise your margin.

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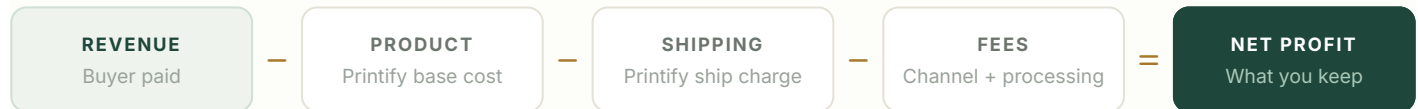
● THE WORKED EXAMPLE

Every page follows one fictional shop — **Maple Lane Goods**, selling four Printify products on Etsy: an **\$19 mug**, a **\$24 t-shirt**, a **\$24 journal**, and a **\$26 tote bag**. The same items carry across all nine trackers so you can watch profit build and break.

The Printify profit equation

Four costs sit between a sale and the money you keep.

Print-on-demand is simple to model: you keep the retail price minus what Printify charges to make and ship the item, minus what your sales channel takes. Four costs, one bottom line — this workbook tracks each in turn.



WORKED EXAMPLE — ONE \$24 TEE ON ETSY

Revenue (buyer paid) \$24.00

– Printify product cost \$9.50

– Printify shipping \$4.75

– Etsy fees (all-in) \$2.73

Net profit per unit \$7.02

☒ Worked example ☐ Benchmark ☐ You fill in

COST OF SALE

70.8%

product + ship + fees

NET MARGIN

29.3%

what you keep

● WHY THIS MATTERS

On a \$24 tee, nearly **\$15** is gone before you earn a cent — over half to product and shipping, the rest to Etsy. POD margins are thin by design.

That makes **pricing** and **product choice** your two biggest profit levers. This workbook sharpens both.

How Printify pricing works

No inventory, no per-sale commission — you pay base cost plus shipping.

Printify itself doesn't take a cut of your sale. You pay a **product base cost** (printing + the blank item) and a **shipping charge**, per order. Your profit is whatever your retail price clears above those two — minus your sales channel's fees, which come later. The one optional Printify cost is the **Premium** subscription.

● FREE VS PREMIUM — THE TRADE-OFF

Free plan — \$0/month, up to 5 stores, full catalog. You pay standard base costs.

Premium — about \$39/month (or \$24.99/month billed annually). Up to **20% off** most base costs, 10 stores, priority support.

Premium discounts the product cost only — never shipping or fees.

● DOES PREMIUM PAY FOR ITSELF?

ORDERS / MO	~20% SAVING	WORTH IT?
Under 10	< \$25	Stay free
15-20	~\$30-48	Break-even (annual)
30-50	~\$70-120	Yes
100+	\$240+	Clear yes

Assumes ~\$12 average base cost and full 20% discount. Annual billing (\$24.99/mo) lowers the break-even to ~10-11 orders.

● THE ONE RULE THAT KEEPS POD PROFITABLE

Your retail price must clear **base cost + shipping + channel fees** with margin to spare — on every item, before any ad or discount. Set price from that floor up, never from a competitor's sticker down. Section 11 gives you the formula.

Your sales channel & its fees

The same product nets differently on Etsy, Shopify, and your own store.

Printify costs are identical wherever you sell — but your sales channel’s fees are not. Know which fees apply to you, because they come straight out of the same margin. Figures below are US rates, verified mid-2026.

CHANNEL	PER-SALE FEES	FIXED COST	ALL-IN ON A \$24 SALE
Etsy	6.5% transaction + 3% + \$0.25 processing + \$0.20 listing	—	~\$2.73
Shopify (Basic)	2.9% + \$0.30 (Shopify Payments); no extra transaction fee	~\$39/mo plan	~\$1.00
Standalone (Stripe/PayPal)	2.9% + \$0.30 processing only	Domain + host	~\$1.00

Etsy transaction fee applies to item + shipping; processing is on the full total. Etsy Offsite Ads add 12–15% on attributed sales (mandatory above \$10k/yr). Shopify/standalone trade lower per-sale fees for fixed monthly costs you must spread across volume.

SAME TEE, THREE CHANNELS

Channel Fees Net profit

Etsy	\$2.73	\$7.02
Shopify	\$1.00	\$8.75
Standalone	\$1.00	\$8.75

\$24 tee, \$9.50 product, \$4.75 ship. The channel alone swings net profit by ~\$1.75 per unit — but Etsy brings built-in traffic the others don’t.

READING IT RIGHT

Lower fees don’t automatically mean more profit. Etsy’s higher cut buys you **buyer traffic**; Shopify and standalone are cheaper per sale but you supply **all** the marketing.

Spread the fixed monthly plan cost across your real order count before you compare.

Know your numbers

Eight POD metrics, plain-English — the words behind every tracker.

You don't need accounting fluency, just eight terms used the same way on every page. Skim them now; refer back whenever a worksheet uses one.

Base cost **PRINTIFY**

What Printify charges to print & supply one item, before shipping.

$\text{retail} - \text{base cost} = \text{gross before ship/fees}$

Shipping cost **PRINTIFY**

What Printify charges you to ship the order to the buyer.

$\text{first item} + \text{each additional item}$

Channel fee **SELL**

Everything your sales platform takes: transaction, processing, listing.

$\text{Etsy} \approx 6.5\% + 3\% + \0.45 fixed

Net profit **RESULT**

What you keep after product, shipping, and channel fees.

$\text{price} - \text{base} - \text{ship} - \text{fees}$

Net margin **RESULT**

Net profit as a share of the sale price — lets you compare any two items.

$\text{net profit} \div \text{price} \times 100$

Break-even price **PRICE**

The price where profit is exactly zero. Never sell below it.

$(\text{base} + \text{ship} + \text{fixed fee}) \div (1 - \text{fee}\%)$

Average order value **TREND**

Revenue ÷ number of orders. Higher AOV spreads fixed fees thinner.

$\text{revenue} \div \text{orders}$

Sell-through **TREND**

How fast a product sells relative to listings — your demand signal.

$\text{units sold} \div \text{listings live}$

● THE ONLY TWO THAT PAY RENT

Revenue feels good, but **net profit** (dollars) and **net margin** (percent) are the numbers that decide whether your shop is a business or an expensive hobby. Every tracker here points at those two.

Product Cost Tracker

The Printify base cost of every product — your single biggest line.

Base cost is what Printify charges to print and supply one item, before shipping. It varies by **print provider**, blank brand, size, and number of print areas — so record the exact cost shown for the provider you actually use.

● **WORKED EXAMPLE — MAPLE LANE, FOUR PRODUCTS**

Product	Provider	Base cost
11 oz Mug	Ceramic	\$6.50
Unisex Tee	Bella+Canvas	\$9.50
Hardcover Journal Stationery		\$12.50
Cotton Tote	Canvas	\$11.00
With Printify Premium (~20% off), the tee drops to about \$7.60 — a \$1.90 margin gain on every shirt.		

● **TYPICAL US BASE COSTS (FREE PLAN)**

PRODUCT	BASE COST RANGE
Mug (11 oz)	\$5–8
T-shirt	\$8–12
Tote bag	\$9–14
Journal / notebook	\$10–16
Hoodie / sweatshirt	\$18–28

Varies by provider & print areas. Compare providers for the same blank — the gap can be \$2–4 per unit.

YOUR PRODUCT COSTS — ONE ROW PER SKU

PRODUCT / SKU	PRINT PROVIDER	PRINT AREAS	BASE COST

● **DON'T FORGET**

A second print area (back, sleeve, inside cover) adds to base cost — record the configured price, not the catalog headline. And re-check costs quarterly: provider prices drift upward more often than down.

Shipping Cost Tracker

What Printify charges to ship — the cost that quietly eats mug margins.

Printify charges shipping per order: a **first-item** rate plus a smaller charge for each additional item. Heavy or bulky products (mugs, journals) ship dearer than flat ones (tees, totes) — record the rate for your provider and region.

WORKED EXAMPLE — FOUR PRODUCTS, US

Product First item + each add'l

Mug	\$5.99	\$2.99
Tee	\$4.75	\$2.40
Journal	\$5.49	\$2.50
Tote	\$4.99	\$2.40

On the \$19 mug, \$5.99 shipping is **32%** of the price — the single reason mugs are the hardest POD item to keep profitable.

SHIPPING AS A SHARE OF PRICE

SHARE OF PRICE	READING
Under 15%	Comfortable — flat items, fair price
15-25%	Typical — watch it, bundle to dilute
25%+	Heavy — raise price or rethink the product

Bundling two items shares one first-item charge across the order — the cheapest way to lift POD margin.

YOUR SHIPPING COSTS — BY PRODUCT & REGION

PRODUCT / SKU	REGION	FIRST ITEM	EACH ADD'L

FREE SHIPPING ISN'T FREE

If you advertise free shipping, you are absorbing this cost — build it into the retail price. On Etsy, the buyer's shipping is also taxed at 6.5%, so baking it in keeps your fee math clean.

Revenue Tracker

What the buyer actually paid — gross, before any deduction.

Revenue is the price the buyer paid, including any shipping you charged them. Record it gross — product cost, shipping, and fees each get their own page. Tag the sales channel so you can compare where your money really comes from.

WHAT COUNTS AS REVENUE

- ☐ Item price the buyer paid
- ☐ Shipping the buyer paid (if charged)
- ☐ Upsells, bundles & add-ons
- ☐ Gift wrap, where you charge it

WHAT DOES NOT

- ☐ Sales tax you only collect & remit
- ☐ Refunded or cancelled orders
- ☐ Printify costs (those are p.08–09)
- ☐ Channel fees (p.11)

WORKED EXAMPLE — ONE WEEK, MAPLE LANE

Product	Units	Revenue
Tee (\$24)	11	\$264
Tote (\$26)	8	\$208
Mug (\$19)	9	\$171
Journal (\$24)	6	\$144
Week total	34	\$787

AOV = $\$787 \div 34 = \23.15 . Units tell you what's popular; the next pages tell you what's profitable — rarely the same list.

YOUR REVENUE — THIS WEEK / MONTH

DATE	PRODUCT / SKU	CHANNEL	UNITS	GROSS REVENUE
TOTALS				

HABIT THAT SAVES HOURS

Export revenue weekly from your channel's finance report and tag every line by product. When costs land, you'll match them to the right item in seconds — and spot a fading best seller before it drags the month.

Fee Tracker

Your sales channel's cut — the deduction sellers forget to price for.

Wherever you sell, the channel takes a slice of every order. On Etsy that's transaction + processing + a listing fee; on Shopify or your own store it's mostly payment processing. Record it per order so it ties back to revenue.

CHANNEL FEE SNAPSHOT — US, MID-2026

FEE	ETSY	SHOPIFY / STANDALONE
Transaction / commission	6.5%	none
Payment processing	3% + \$0.25	2.9% + \$0.30
Listing fee	\$0.20 / item	none
Monthly plan	none	~\$39 (Shopify Basic)
Offsite / paid ads	12–15% on attributed	your ad spend

Etsy Offsite Ads are mandatory above \$10k trailing-12-month sales. Etsy Share & Save cuts the transaction fee to 2.5% on sales you refer yourself.

WORKED EXAMPLE — \$24 TEE ON ETSY

Transaction fee — 6.5% of \$24	\$1.56
Processing — 3% + \$0.25	\$0.97
Listing fee	\$0.20
Etsy fees / unit	\$2.73

That's 11.4% of the sale — before any Offsite Ad fee, which would add ~\$3.60.

THE FIXED-FEE TRAP

The flat parts — \$0.25 processing, \$0.20 listing — barely dent a \$40 sale but crush a \$9 one. On low-price items the effective fee rate can top 15%.

Either raise prices or bundle so each order carries more value past the fixed fees.

YOUR CHANNEL FEES — PER ORDER OR PER MONTH

PRODUCT / PERIOD	SALE VALUE	CHANNEL FEES	% OF SALE
TOTAL FEES			

Net Profit Worksheet

Every cost, subtracted in order, down to the one number that matters.

This is where the trackers meet. Carry each figure forward — revenue at the top, the three costs beneath — and what remains is your **true net profit** per unit. Do it for all four products and the pattern jumps out.

WORKED EXAMPLE — MAPLE LANE, FOUR PRODUCTS ON ETSY

Line	Mug	Tee	Journal	Tote
Revenue	\$19.00	\$24.00	\$24.00	\$26.00
– Product cost	\$6.50	\$9.50	\$12.50	\$11.00
– Shipping	\$5.99	\$4.75	\$5.49	\$4.99
– Etsy fees	\$2.26	\$2.73	\$2.73	\$2.92
Net profit / unit	\$4.25	\$7.02	\$3.28	\$7.09

BEST PER UNIT

\$7.09

Tote — flat ship, fair price

WEAKEST PER UNIT

\$3.28

Journal — high cost + ship

HOW TO READ IT

Rank by this number — not by units sold

YOUR NET PROFIT — CARRY EACH TOTAL FORWARD

LINE ITEM	FROM PAGE	PRODUCT A	PRODUCT B	PRODUCT C
Revenue	p.10			
– Product cost	p.08			
– Shipping	p.09			
– Channel fees	p.11			
NET PROFIT / UNIT				

Profit Margin Worksheet

The percentage that lets you compare a \$19 mug to a \$26 tote.

Net profit in dollars tells you how much; net margin tells you how healthy. Margin is net profit ÷ price, as a percent — the one number that makes products of different prices directly comparable.

WORKED EXAMPLE — FOUR PRODUCTS

ProductNet \$ Margin

Tee (\$24)	\$7.02 29.3%
Tote (\$26)	\$7.09 27.3%
Mug (\$19)	\$4.25 22.4%
Journal (\$24)	\$3.28 13.7%

The journal earns nearly the same dollars as the mug but at half the margin — a clear signal to **reprice or replace** it.

POD NET MARGIN HEALTH

NET MARGIN	READING
Under 15%	Fragile — one fee or cost rise erases it
15–25%	Workable — typical for marketplace POD
25–40%	Healthy — the POD target zone
40%+	Strong — usually own-store or premium niche

Marketplace fees cap most Etsy POD shops around 25–35%. Own-store sellers can run higher — if they fund their own traffic.

YOUR MARGIN — PER PRODUCT / SKU

PRODUCT / SKU	PRICE	NET PROFIT	NET MARGIN	VERDICT

THE FASTEST MARGIN WIN

On most POD items a small **price** rise beats chasing cost savings — the extra dollars carry no added product or shipping cost, only a few cents more in fees. Test a \$1–2 increase on your best seller before changing anything else.

Pricing for Profit

Stop guessing prices. Work backwards from the margin you want.

Most POD sellers price by copying a competitor, then wonder where the profit went. Instead, build price from your costs up. Add base cost, shipping, and the fixed fee, then divide by the margin you intend to keep after percentage fees.

THE PRICING FORMULA

Price = (base cost + shipping + fixed fee) ÷ (1 – fee% – target margin%)

Fixed fee = flat charges like Etsy's \$0.20 listing + \$0.25 processing. Fee% = percentage fees (Etsy ≈ 9.5%). Target margin% = the share of price you want to keep.

WORKED EXAMPLE — TEE, 30% TARGET ON ETSY

Base + shipping	\$14.25
+ fixed fee	\$0.45
÷ (1 – 0.095 – 0.30) ÷ 0.605	
Minimum price	\$24.30

To keep 30% after Etsy's fees, list the tee at **\$24–25**. Below that, the margin isn't really there.

QUICK PRICE TARGETS (ETSY, 30% MARGIN)

PRODUCT	COST+SHIP	LIST AT
Mug	\$12.49	~\$21
Tee	\$14.25	~\$24
Tote	\$15.99	~\$27
Journal	\$17.99	~\$30

The journal's real 30%-margin price is ~\$30 — proof the \$24 listing was underpriced.

YOUR PRICING — PER PRODUCT

PRODUCT	BASE+SHIP	TARGET MARGIN	MIN PRICE	MY PRICE

Product Comparison Worksheet

Four products, side by side — so the winners and drains are obvious.

A single view of every product's economics is the fastest way to decide what to promote, what to reprice, and what to retire. Line them up by net profit and margin — popularity rarely matches profitability.

WORKED EXAMPLE — MAPLE LANE, ALL FOUR ON ETSY

Item	Price	Cost	Ship	Fees	Net \$	Margin
Tote	\$26.00	\$11.00	\$4.99	\$2.92	\$7.09	27.3%
Tee	\$24.00	\$9.50	\$4.75	\$2.73	\$7.02	29.3%
Mug	\$19.00	\$6.50	\$5.99	\$2.26	\$4.25	22.4%
Journal	\$24.00	\$12.50	\$5.49	\$2.73	\$3.28	13.7%

WHAT THE LINE-UP REVEALS

Tee & tote are the engine — highest margin and healthy dollars. Promote these.

Mug works but shipping caps it — bundle it with a tee to share the order.

Journal is the drain at 13.7% — reprice to ~\$30 (p.14) or replace it.

DECISION GUIDE

IF MARGIN IS...	ACTION
25%+	Promote & protect
15–25%	Keep; bundle to lift
Under 15%	Reprice or retire

YOUR COMPARISON — RANK BY NET MARGIN

PRODUCT / SKU	PRICE	COST	SHIP	FEES	NET \$	MARGIN

Best Seller Tracker

Rank by profit, not by orders — your busiest product isn’t always your best.

It’s tempting to crown whatever sells most units. But a high-volume, low-margin item can earn less than a quiet, high-margin one — and it ties up your design, listing, and fulfilment effort. Rank by **total monthly profit**: units × net profit per unit.

WORKED EXAMPLE — MAPLE LANE, ONE MONTH

Product	Units	Net / unit	Total profit	Rank
Tee	40	\$7.02	\$280.80	1
Tote	35	\$7.09	\$248.15	2
Mug	40	\$4.25	\$170.00	3
Journal	25	\$3.28	\$82.00	4

WHAT THE RANKING CHANGES

The mug and the tee sold the same 40 units — but the tee made **\$111 more** in profit. By orders they tie; by profit the tee wins clearly.

Your real best seller is the one that funds the business, not the one with the most notifications.

BEST-SELLER ACTION PLAN

- ☐ Double down on the top-2 profit products — new designs, variants, bundles
- ☐ Keep mid-rank items but bundle them with a winner
- ☐ Reprice or retire the bottom item
- ☐ Re-rank every month — positions shift fast

YOUR BEST SELLERS — RANKED BY TOTAL PROFIT

PRODUCT / SKU	UNITS SOLD	NET / UNIT	TOTAL PROFIT	RANK

Monthly Profit Review

Track the trend, not just one month — the shop is the story.

THE MONTH IN NUMBERS

Revenue	
Product cost	
Shipping cost	
Channel fees	
Net profit	
Net margin %	
Orders / units	
Avg order value	

● MAPLE LANE, THIS MONTH

Revenue **\$3,230** · costs \$2,450 · net profit **\$780** · margin **24.1%** on 140 units. Tee & tote drove most of the profit.

BEST & WORST PRODUCT

MOST PROFITABLE SKU

LEAST PROFITABLE SKU

THREE WINS THIS MONTH

ONE CHANGE FOR NEXT MONTH

TREND — SIX MONTHS AT A GLANCE

MONTH	REVENUE	NET PROFIT	NET MARGIN %	UNITS	AOV

● MAKE IT A HABIT

Same day each month, 20 minutes, this page. A trend line — not a single month — is the only thing that tells you whether your repricing and product decisions are actually working.

Printify Profit Improvement Plan

Five levers raise a POD shop's margin. Find the one with the most room.

You don't need more sales to make more money — you need a wider gap between price and your three costs. Diagnose which lever sits furthest from its benchmark, then commit to one change. Small, compounding moves beat a big risky one.

LEVER	MOVE	WATCH
Price	Use the p.14 formula; test a \$1–2 rise on best sellers; bundle to lift AOV	Conversion & review tone
Product cost	Compare print providers for the same blank; consider Printify Premium at volume	Print quality & reprint rate
Shipping	Favor flat, light products; bundle to share the first-item charge	Heavy items (mugs) cap margin
Channel fees	Use Etsy Share & Save (2.5%); spread fixed plan cost over more orders	Offsite Ads above \$10k/yr
Product mix	Promote top-margin items; reprice or retire sub-15% products	Effort vs profit per SKU

STEP 1 · MY BIGGEST LEAK

- ☐ A product selling under 15% margin
- ☐ Shipping over 25% of price on an item
- ☐ Prices set by guesswork, not the formula
- ☐ Paying Premium but under ~15 orders/mo
- ☐ Fixed fees crushing a low-price item

STEP 2 · WHERE I STAND VS BENCHMARK

Avg net margin now	
Target net margin	
Weakest product margin	
Lever with most room	

● PICK ONE LEVER

Trying to fix everything at once changes nothing. Choose the single lever with the widest gap to its benchmark, move it this month, and measure the result on next month's review before touching the next one.

Your 90-Day Plan

Commit to the changes that move margin — then hold yourself to them.

Turn the diagnosis into dated actions. Three focused moves over three months will lift a POD shop's margin more than any amount of new listings. Write them down, give each a date, and review the result.

MY 90-DAY COMMITMENT

THE ONE LEVER I'LL MOVE FIRST

EXACTLY WHAT I'LL CHANGE

CURRENT AVG MARGIN → TARGET

● REALISTIC 90-DAY TARGETS

STARTING MARGIN	90-DAY GOAL
Under 15%	→ 20%+
15–25%	→ 28%+
25%+	hold & scale units

A 3–5 point margin gain per quarter compounds into a different business within a year.

90-DAY ACTION STEPS

MONTH	ACTION / LEVER	TARGET PRODUCT	EXPECTED MARGIN GAIN

● REVIEW RHYTHM

At each month's review (p.17), check the lever you moved against its expected gain. Kept the gain? Move the next lever. Didn't? Adjust before adding more. Steady beats heroic.

— THE HABIT, NOT THE HUSTLE

Profit is what you keep, not what you sell.

Print-on-demand makes selling easy and profit hard. The sellers who last aren't the ones with the most listings — they're the ones who know their margin on every item and raise it on purpose.

● YOUR MONTHLY LOOP

Track product, shipping, revenue & fees → **calculate** net profit and margin → **compare** products and rank by profit → **move one lever** → review in 30 days. Repeat.

Keep what you earn.

SIMPLELIFECALC · THE WORKBOOK SERIES · No. 09 · PRINT ON DEMAND

Educational workbook only. Printify base costs, shipping, and channel fees are rounded 2025–2026 US guideposts that vary by provider and change over time — verify your own figures in Printify and your sales channel. Not tax or financial advice.