SMALL BUSINESS / SELLER TOOLS

Etsy Pricing Worksheet

Know your costs.

Price with intention.



A practical, fill-in-by-hand pricing workbook for makers, printable sellers and small online shops. Learn what one order costs before deciding what to charge.

A RHYTHM FOR EACH NEW PRODUCT

01 **BUILD THE COST**
Materials, packaging and your time

02 **CHECK THE SALE**
Shipping, fees and costs counted once

03 **CHOOSE + REVIEW**
Compare options; test one next step

PRODUCT / LISTING _____ REVIEW DATE _____

START HERE / THE WORKBOOK

Your pricing field guide.



Work through one product or listing at a time. Record real inputs, then compare choices before changing your price.

BEFORE YOU BEGIN

Have one product, current material and postage costs, your time estimate, and your Etsy Payment account ready. Use one currency throughout.

YOUR 13 SECTIONS

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PRINT + USE

Print an extra copy of pages 5-13 whenever you need more room. The PDF is meant to be completed by hand; the linked calculators can perform live fee calculations.

01 / PRICE WITH PURPOSE

What a price must cover.

An Etsy price needs to account for more than raw materials. Follow the full order from buyer payment through the costs and the allowance you choose for your own time.

FROM BUYER PAYMENT TO YOUR REMAINDER

01 ORDER RECEIPTS

Item price + any delivery charge paid by buyer; exclude taxes collected for remittance.

02 COUNTED COSTS

Production and packing, labor allowance, applicable Etsy fees and delivery - each counted once.

03 WHAT REMAINS

This is the planning remainder for the order, not a guaranteed accounting net profit.

Order receipts

minus actual costs and your chosen time allowance

= planned remainder after these costs

TWO DISTINCTIONS TO KEEP STRAIGHT

A payout deposit is not the same as gross sales. If Etsy collects tax to pass on, it is not included in your order receipts; any applicable processing fee on that tax may still be in the fee total.

The value you assign to unpaid owner time is useful for pricing. It is not automatically a deductible business expense or a wage already paid.

02 / PRICING SELF-CHECK

Where might profit leak?



Check anything you want to improve. This is a diagnostic list, not a score; choose one correction and make it before adjusting your prices.

TEN THINGS WORTH CHECKING

- ☐ I forgot to subtract Etsy fees.
- ☐ I guessed instead of recording costs.
- ☐ I valued my making time at zero.
- ☐ I have not updated rising material costs.
- ☐ I copied another shop's price without my own cost check.
- ☐ I offered included shipping without pricing for it.
- ☐ I priced low from uncertainty.
- ☐ A discount leaves too little after costs.
- ☐ I missed some shipping or packaging supplies.
- ☐ I cannot explain what remains from one sale.

THE FIRST GAP I WILL CLOSE

WHERE I WILL BEGIN

03 / PRODUCT COST

Count the real materials.

Complete this for one finished item. Include every material and consumed supply used for that item - but put each packing expense on one worksheet, not two.

PRODUCT / SKU

YOUR PER-ITEM COST RECORD

Materials Yarn, beads, paper, blanks, pigments, ingredients	$
Consumable supplies Glue, thread, tags, finishing materials	$
Packaging Mailer, box, tissue, card - ONLY if not entered on page 8	$
Other per-item costs Design/transfer cost or other consumed item	$

TOTAL PRODUCT COST / ITEM

$

A SIMPLE UNIT-COST EXAMPLE

$12.00 for a pack of 24 mailers = $0.50 per mailer. Record that amount for one order, either here OR as a delivery supply on page 8.

ONE COST / ONE PLACE

If you list a box or mailer in product cost, do not subtract it again in shipping cost.

04 / LABOR + TIME

Value the work you do.



The time required for preparation, making and packing deserves a place in your pricing plan. Choose a realistic hourly value, then calculate the allowance per item.

MY CHOSEN HOURLY VALUE

$ _____

MINUTES TO MAKE ONE ITEM

_____

LABOR ALLOWANCE / ITEM

(Minutes / 60) x Chosen hourly value

Make the calculation in hours; do not round too early.

SOURCE EXAMPLE

20 minutes / 60 x $18 per hour = $6.00

MY LABOR ALLOWANCE PER ITEM

$ _____

IF YOU MAKE ITEMS IN BATCHES

Time one small batch, then divide total minutes by the units produced. Count shared preparation time once.

05 / ETSY FEE GUIDE

Make every fee visible.

Etsy charges can vary by shop, seller location, listing and order. Consult Shop Manager and the current fee schedule; write the actual charges that apply to your order.

CHARGES TO REVIEW / RECORD

FEE TYPE	WHERE TO CHECK / WHEN IT MAY APPLY	AMOUNT
Listing / renewal	Check any listing or renewal charge tied to sale	$
Transaction	Applies to relevant order total incl. buyer shipping	$
Etsy Payments	Country-specific percent + fixed component	$
Etsy / Offsite Ads	Only if relevant to this order or allocated campaign	$
Regulatory / conversion	Location and currency-dependent, if applicable	$
Other eligible fees	Labels, services or seller taxes if counted here	$

FEES MAY CHANGE WITH YOUR PRICE

Recalculate applicable percentage-based fees for each different price or buyer-shipping option.

OFFICIAL FEE SCHEDULE

Etsy Help / Fees and Taxes for Selling on Etsy

06 / DELIVERY COSTS

Know the whole order.

Whether shipping is charged separately or included in an item price, use a consistent order basis. Record actual postage and only those packaging supplies not already entered on page 5.

YOUR USUAL PACKED ORDER

Carrier postage Weigh and measure the completed package	$ _____
Box / mailer Enter zero if included in product cost	$ _____
Padding / tissue / filler Enter only additional supplies not already counted	$ _____
Tape / label / ink Use per-order amounts if not in product cost	$ _____
Thank-you note / extras Optional supplies used for this order	$ _____
Other delivery surcharge As applicable, if not already counted	$ _____

TOTAL POSTAGE + UNCOUNTED DELIVERY EXTRAS

$ _____

HOW I CHARGE THE BUYER FOR DELIVERY

☐ Buyer pays shipping separately

☐ Shipping included in item price

ON THE PROFIT PAGE

Buyer-paid shipping is added to order receipts; actual delivery costs are deducted in full. Do not quietly net one against the other.

07 / PROFIT CALCULATION

What does the sale *really leave?*



Bring forward your product, labor and shipping figures. Exclude tax collected for remittance, use current Etsy fees, and count each cost only once.

YOUR ORDER / ENTER AMOUNTS

Item selling price	$ _____
Shipping charged to buyer	$ _____
ORDER RECEIPTS	$ _____
Product cost incl. packaging*	$ _____
Allowance for maker time	$ _____
Etsy fees and applicable ads	$ _____
Postage and delivery extras*	$ _____

ILLUSTRATIVE ORDER

Item price	$30.00
Buyer shipping	$5.00
Receipts	**$35.00**
Product + pack	$8.00
Maker time	$6.00
Illustrative fees	$4.00
Carrier postage	$5.00

REMAINDER AFTER THESE COSTS

$ _____ Example $12.00

COUNT EACH COST ONCE

*Packaging entered in product cost is not repeated as a shipping extra. Include fees that actually apply to your order, including ads where relevant. This is a planning remainder after a labor allowance, not automatically accounting net profit.

CHECK LIVE FEES: Etsy Help / Fees and Taxes for Selling on Etsy

08 / PRICE OPTIONS

Compare three prices.

Use the same product and order basis across three options. Recalculate Etsy fees for each selling price; a percentage-based fee does not remain fixed when the price changes.

ONE LISTING / THREE SCENARIOS

ORDER COMPONENT	OPTION A	OPTION B	OPTION C
Item selling price	$	$	$
Shipping charged to buyer	$	$	$
= Total order receipts	$	$	$
Product cost (one time)	$	$	$
Maker time allowance	$	$	$
Etsy fees for this price	$	$	$
Postage / extra delivery cost	$	$	$
= Planning remainder	$	$	$
Price confidence (1-10)			

WHAT CHANGED BETWEEN THE OPTIONS?

09 / SALES GOAL

Give the goal real math.



Turn your desired monthly remainder into an estimated number of orders. This planning exercise assumes the per-sale amount is positive and the selling pattern is reasonably stable.

THE AMOUNTS TO BRING FORWARD

My monthly goal What I would like to retain after the costs I am tracking	$ _____
Uncovered fixed monthly costs Only those NOT already reflected in the per-sale remainder	$ _____
Planned remainder per sale Use your page 9 figure for the same order basis	$ _____

ESTIMATED SALES NEEDED / MONTH

(Goal + uncovered fixed costs) / remainder per sale

Round up to whole orders. If remainder is $0 or negative, review pricing first.

SOURCE EXAMPLE / NO ADDITIONAL MONTHLY COSTS

$600 goal / $15 per sale = 40 sales / month

MY NEXT TARGET / WHOLE SALES NEEDED

10 / BEFORE I PUBLISH

Confidence comes from clarity.

Check your own inputs before publishing or revising the listing. A tick is evidence of a completed step, not a promise of a profitable month.

TEN QUESTIONS BEFORE I SET MY PRICE

- [ ] I know my materials and product cost.
- [ ] My per-sale remainder is reasonable to me.
- [ ] I valued the time required for one item.
- [ ] I checked more than one price option.
- [ ] I checked current Etsy fees for my shop.
- [ ] I compared the price with my product and market.
- [ ] I know who pays postage and what it costs.
- [ ] I know the estimated sales needed for my goal.
- [ ] I counted packaging and delivery only once.
- [ ] I chose a date to review the price again.

WHAT IS STILL UNKNOWN?

WHAT I WILL VERIFY FIRST

11 / MONTHLY REVIEW

Come back to your prices.

Set aside a few minutes each month to see whether costs, fees or demand have changed. Updating one important listing is more useful than guessing at every price.

MONTH + PRODUCT / LISTING

A MONTHLY PRICE-HEALTH CHECK

- [ ] Material or supply prices changed
- [ ] Carrier postage or packing cost changed
- [ ] Current Etsy fees or advertising changed
- [ ] Sales volume or return rate moved
- [ ] A bestseller has a thinner remainder
- [ ] An underperforming price needs a test

PRICE CHANGE / A SIMPLE CHECK

A price increase from $14 to $16 at 30 sales creates $60 more GROSS receipts if volume stays unchanged (30 x $2). That is not a guaranteed $60 of extra profit: fees and order volume may change.

12 / FIVE QUICK WINS

Make one useful change.



Pricing improves through careful small experiments. Choose what you can measure this week and repeat the review when facts change.

01 **Record your true materials and packing costs.**

A per-item cost that misses consumables can quietly understate the cost of making and shipping.

02 **Put a chosen value on your time.**

Use an hourly allowance for pricing, while keeping accounting expenses separate.

03 **Consider both delivery options.**

Compare an item price with separate shipping against one with shipping included; neither guarantees search ranking.

04 **Refresh fees before changing a price.**

Use your Etsy Payment account and applicable current fee rules; advertising is not identical for every order.

05 **Test one price; learn from demand.**

Review conversion and units sold as well as what remains per order, not just the price tag.

MATCH THE PAPER TO A LIVE CALCULATOR

Etsy Fee Calculator	OPEN
Etsy Profit Calculator	OPEN
Etsy Income Goal Calculator	OPEN

13 / YOUR PRICING ACTION PLAN

Choose a price.
Then test it.



A price is a decision to measure—not a promise of more sales. Compare three options using the same cost basis, then record what you learn.

PRODUCT / SKU	MARKET / CHANNEL	REVIEW DATE
_____	_____	_____

THREE PRICES / SAME COST BASIS

COMPARE	OPTION A	OPTION B	OPTION C
Item price + shipping charged	$ _____	$ _____	$ _____
Non-fee costs including maker time	$ _____	$ _____	$ _____
Fees for each price option	$ _____	$ _____	$ _____
Remainder after these costs	$ _____	$ _____	$ _____

Fees may change with the selling price; use your actual applicable charges.

BEFORE I CHANGE THE PRICE

- ☐ Materials and labor counted
- ☐ Shipping counted once
- ☐ Current Etsy fees checked
- ☐ Remainder remains positive or intentional

ONE DECISION TO MAKE

My chosen price $ _____ Review again on _____