

A SIMPLE SALES & INCOME PLANNING WORKBOOK

ETSY INCOME GOAL PLANNER

Turn the income you want into a clear, doable sales plan.

Created by SimpleLifeCalc.com

Made for:

Beginner Etsy sellers • Handmade sellers
Printable sellers • Print-on-demand sellers

Etsy's fees and tools change over time. Always confirm current details in your Etsy account.

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HOW TO USE THIS WORKBOOK (READ THIS FIRST)

You do NOT have to finish this in one sitting. Each page is one small job.

Go in order — each worksheet feeds the next, building your plan step by step.

Do a page, fill it in, then stop. Come back when you're ready.

Feeling stuck? Just do the next single blank line. That's all.

1. Why Income Goals Matter

"I want to make more money on Etsy" is a wish. "I want to earn \$500 this month, which is about 4 sales a week" is a plan. This workbook turns the first into the second.

An income goal gives every day a purpose. Instead of hoping for sales, you'll know exactly how many you need — and that makes the whole thing feel calm and doable instead of vague and stressful.

The simple chain we'll build

FROM BIG GOAL TO TINY STEPS

Income goal → sales needed → monthly target → weekly target → today's focus

Each worksheet moves you one link along this chain. By the end, a big number becomes a short to-do list.

Why this works so well

- **It shrinks the goal.** "\$500 a month" feels big; "about 1 sale a day" feels easy.
- **It removes guessing.** You'll know if your goal needs more sales, a higher price, or both.
- **It keeps you steady.** A clear target beats riding the highs and lows of random sales.

The 3 numbers behind every income goal

- **Your income goal · Your average order value · Your profit per sale**

Don't worry if those are fuzzy right now — the next pages help you find each one.



BEGINNER TIP

Use the Etsy Income Goal Calculator at SimpleLifeCalc.com to turn your goal into a sales target instantly. This workbook helps you understand and plan around the numbers it gives you.



KEEP IT EVERGREEN

Etsy's fees affect your profit per sale, and they change over time. Every figure in this workbook is an illustrative example — always confirm your current fees and numbers in your Etsy account.

2. Income Goal Worksheet

Goal for this page: name your income goal and the profit you make per sale. These two numbers drive your whole plan.

Step 1: Your income goal

How much do I want to earn per month? \$ _____

Why this goal matters to me (one line): _____

Step 2: Your profit per sale

Your **profit per sale** is what you keep after Etsy fees and your costs — not the full price the buyer pays.

My average selling price: \$ _____

My costs + Etsy fees per sale (estimate): \$ _____

My profit per sale (price – costs & fees): \$ _____

Step 3: First glance at the target

SALES NEEDED (FIRST LOOK)

Sales needed = Income goal ÷ Profit per sale

Example: \$500 goal ÷ \$10 profit = 50 sales a month. We'll refine this on the next pages.

My rough sales needed per month: _____



BEGINNER TIP

Not sure of your fees? The Etsy Fee Calculator and Etsy Profit Calculator at SimpleLifeCalc.com work out your costs and profit per sale for you — then bring that number back here.

3. Monthly Income Planner

Goal for this page: set this month's target and break it into the pieces that make it real.

This month at a glance

Month: _____

My income goal this month: \$ _____

My profit per sale (from page 4): \$ _____

Sales I need this month: _____

Two ways to hit the same goal

Lever	What it does	Try it?
Make more sales	More orders at the same profit each	_____
Raise profit per sale	Higher price or lower costs/fees	_____
A mix of both	A little more of each — often easiest	_____

My plan this month (sales, price, or both): _____



ONE GOAL, NOT TEN

Pick ONE focus for the month — more sales OR a higher profit per sale. Chasing everything at once scatters your energy. One clear lever is easier to pull.



BEGINNER TIP

If your sales target feels too high, look at profit per sale first. Earning a little more on each order lowers how many you need — sometimes the easier path to the same goal.

4. Weekly Sales Planner

Goal for this page: shrink the monthly target down to a weekly one — the size that actually fits into real life.

Break it down

Sales I need this month (from page 5): _____

WEEKLY TARGET

Weekly sales = Monthly sales ÷ 4

Example: 50 sales a month ÷ 4 ≈ 13 sales a week ≈ about 2 a day.

My weekly sales target: _____

That's about this many per day: _____

My simple weekly rhythm

A light, repeatable routine beats big bursts. Tick the habits you'll aim for each week:

- ☐ List or refresh at least one item.
- ☐ Improve one photo, title, or price.
- ☐ Reply to messages quickly.
- ☐ Share a product where my audience hangs out.
- ☐ Check my numbers for 5 minutes.

My best day/time each week to work on my shop:



MAKE IT TINY

"13 sales this week" can feel heavy. "About 2 a day" feels light. Same target — break it into the smallest version your brain finds easy to start.

5. Average Order Value Worksheet

Goal for this page: find and raise your **average order value** (AOV) — the typical amount a buyer spends per order. A higher AOV means fewer orders needed for the same income.

Find your AOV

AVERAGE ORDER VALUE

AOV = Total sales ÷ Number of orders

Example: \$400 in sales ÷ 20 orders = \$20 average order value.

My total sales (recent period): \$ _____

My number of orders: _____

My average order value: \$ _____

Easy ways to raise AOV

- **Offer bundles or sets** — more items per order.
- **Add a small add-on or upgrade** — personalization, extras.
- **Suggest a matching item** — “goes well with...”
- **Offer combined shipping** — encourages buying more than one.

One way I'll try to raise my AOV: _____



BEGINNER TIP

Raising AOV is quietly powerful: if your average order grows from \$20 to \$25, you reach the same income with fewer orders. Bundles are the easiest place for most sellers to start.

6. Sales Goal Calculator Worksheet

Goal for this page: put your numbers together to see exactly how many sales — and how much traffic — your goal needs. Beginner-friendly math, one step at a time.

Step 1: Sales needed

Line	Example	Your number
Income goal (month)	\$500	\$ _____
÷ Profit per sale	\$10	\$ _____
= Sales needed (month)	50	_____

Step 2: Visitors needed (a rough idea)

Your **conversion rate** is the share of visitors who buy. It lets you turn “sales needed” into “visitors needed,” so you know how much traffic to aim for.

Line	Example	Your number
Sales needed (month)	50	_____
÷ Conversion rate	2% (0.02)	_____
≈ Visitors needed (month)	2,500	_____

BEGINNER TIP

Skip the hand math: the Etsy Income Goal Calculator at SimpleLifeCalc.com turns your goal into sales (and a rough visitor target) for you — enter your goal and profit per sale.

KEEP IT IN CONTEXT

Conversion rates vary by shop and product, so the visitor figure is a rough guide, not a promise. Use your own numbers from Etsy Shop Stats for the most realistic picture.

7. Income Goal Checklist

Run through this to make sure your goal is realistic and set up to succeed. Each tick is a piece of a solid plan.

My goal is clear

- ☐ I have a specific monthly income number.
- ☐ I know my profit per sale (after fees and costs).
- ☐ I know how many sales I need this month.
- ☐ I've broken it into a weekly and daily target.

My goal is realistic

- ☐ My target sales fit the time I actually have.
- ☐ I have (or can list) enough products to reach it.
- ☐ My prices leave a profit I'm happy with.
- ☐ If the number felt too high, I adjusted price, AOV, or the goal.

My goal is set up to win

- ☐ I know my one main focus this month.
- ☐ I have a simple weekly routine.
- ☐ I know where I'll track my progress.
- ☐ I've planned for likely obstacles (next page).



BEGINNER TIP

A realistic goal you actually hit beats an ambitious one that discourages you. It's fine to start smaller — hitting a goal builds momentum and confidence for a bigger one next month.

8. Obstacles & Solutions Worksheet

Goal for this page: name what might get in the way — before it does — and decide your response now, while you're calm and thinking clearly.

Common obstacles & simple solutions

If this happens...	I'll try this
Not enough sales	Improve photos/titles, list more, raise AOV
Plenty of views, few sales	Check price, photos, shipping cost
No time this week	Do one tiny task — list or refresh one item
Feeling discouraged	Look at progress so far, not the gap left
A slow month	Review the plan calmly; adjust, don't quit

My own obstacles

An obstacle I know I'll face: _____

My plan for when it shows up: _____

One thing that keeps me motivated: _____



PLAN FOR THE DIP

Every seller has slow weeks — they're normal, not a sign to quit. Deciding your response NOW means a slow patch becomes a small bump, not a full stop.



BEGINNER TIP

When motivation dips, shrink the task, don't drop it. "List one item" is almost always doable, and one small action restarts your momentum better than waiting to "feel ready."

9. Monthly Progress Tracker

Track each month so you can see your progress and learn what works. Fill one row per month. (Copy this page as the year goes on.)

Month	Income goal	Actual income	Sales	Hit goal? (Y/N)

WHAT TO NOTICE

Getting closer each month? Your plan's working — keep the same focus.

Stuck below goal? Revisit price, AOV, or the number of listings.

Beating goal? Time to set a bigger one — you've earned it.



BEGINNER TIP

Celebrate progress, not just the finish line. Earning more than last month is a real win, even if you haven't hit the big goal yet. Momentum is the thing to protect.



MAKE IT A HABIT

Update this on the 1st of each month — same day every time. A fixed date means you'll actually do it, instead of trying to remember.

10. Goal Review Worksheet

At the end of each month, spend 15 minutes here. This is how you turn one month's lesson into next month's progress.

Look back

My income goal this month was: \$ _____

What I actually earned: \$ _____

Sales I made: _____

My best-selling product: _____

Learn from it

- ☐ I hit my goal, or got closer than last month.
- ☐ I know what helped most this month.
- ☐ I know what got in the way.
- ☐ I spotted my best product or best week.

Look forward

Next month's income goal: \$ _____

The ONE change I'll make next month: _____



BEGINNER TIP

Ask "what would make next month 10% easier?" rather than aiming to overhaul everything. Small, repeatable improvements compound into big results over a few months.



BE KIND TO YOURSELF

A missed goal is information, not failure. It tells you what to adjust — price, listings, or the target itself. Reviewing calmly and trying again is exactly what successful sellers do.

11. Quick Wins

Short on time or energy? These are the fastest ways to move toward your income goal. Pick ONE and do it today.

1. **Calculate your sales target.** Know your number so the goal stops feeling vague.
2. **List one more product.** More listings = more chances to sell. The simplest win there is.
3. **Create one bundle.** Raise your average order value with almost no extra work.
4. **Raise the price on your best seller.** A small bump means fewer sales needed for the same income.
5. **Improve one main photo.** A brighter first image can lift sales on a busy listing.
6. **Refresh one title with better keywords.** Help the right buyers find you.
7. **Send an offer to watchers.** Nudge people who already like your item.
8. **Check profit per sale with a calculator.** Make sure each sale moves you toward your goal.

FASTEST WIN OF ALL

Run your income goal through the Etsy Income Goal Calculator at SimpleLifeCalc.com today. In two minutes your big goal becomes a clear sales number — the starting point for everything else.

ONE AT A TIME

Do ONE quick win, not all eight. Finish it, feel the win, then stop. Small completed steps build momentum far better than a giant to-do list.

12. Common Mistakes

Tick any that sound like you — then fix them. Every one quietly slows your progress toward your goal.

- ☐ Setting a vague goal (“make more”) instead of a number.
- ☐ Planning income without knowing profit per sale.
- ☐ Forgetting Etsy fees when figuring out what you keep.
- ☐ Only counting total sales, not actual profit.
- ☐ Setting a goal so big it’s discouraging from day one.
- ☐ Never breaking the monthly goal into weekly/daily steps.
- ☐ Ignoring average order value (a hidden shortcut).
- ☐ Chasing sales and price changes all at once.
- ☐ Quitting after a slow week instead of adjusting.
- ☐ Not tracking progress, so wins go unnoticed.
- ☐ Comparing your shop to others instead of last month’s self.
- ☐ Waiting to ‘feel ready’ instead of taking one small step.

THE BIGGEST MISTAKE

Keeping the goal in your head instead of on paper. A written, broken-down goal is a plan you can act on; a vague one in your mind is just pressure. Filling in these worksheets IS the fix.

PICK JUST ONE

Don’t fix all of these today. Choose the ONE most like you and handle it this week. One change at a time adds up fast.

13. Final Action Plan

Turn this workbook into action. Fill it in now, while it's fresh — then keep it where you'll see it.

Today

My monthly income goal: \$ _____

Sales I need this month: _____

This week

My weekly sales target: _____

One quick win I'll do (from page 13): _____

This month

My ONE main focus (more sales or higher profit):

Date for my first Goal Review: _____

Recommended Calculators

- **Etsy Income Goal Calculator** — turn your income goal into a clear sales target.
- **Etsy Fee Calculator** — see the fees taken from each sale.
- **Etsy Profit Calculator** — see your true profit per sale after fees and costs.



BEGINNER TIP

Free versions of the Etsy Income Goal Calculator, Etsy Fee Calculator, and Etsy Profit Calculator are at SimpleLifeCalc.com — simple and beginner-friendly, just like this workbook.

You've got this. Turn your goal into a plan — and your plan into sales! ✨

Visit SimpleLifeCalc.com for free calculators, guides, worksheets, and seller resources.

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