A SIMPLE PRODUCT PROFIT PLANNING WORKBOOK

AMAZON FBA

PROFIT WORKSHEET

Estimate a product's profit before you spend a dollar on inventory.

Created by SimpleLifeCalc.com

Made for:
Beginner FBA sellers • Private label sellers
Wholesale sellers • Online arbitrage sellers

Amazon's fees and policies change over time. Always confirm current fees inside Seller Central.

Contents

🧭 **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 toward your profit estimate.

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.

Every dollar figure inside is an example. Your real numbers come from your supplier and Seller Central — plug in your own.

1. Understanding FBA Profit

Profit is the money you actually keep after every cost is paid — not the price the customer pays. The whole point of this workbook is to estimate that number *before* you buy inventory, so you never invest in a product that can't pay you back.

THE PROFIT FORMULA

Profit = Selling Price − Product Cost − FBA Fees − Shipping − Other Costs

Here's each piece in plain English:

- **Selling price** — what the customer pays you for one unit.
- **Product cost** — what you pay your supplier to make or buy one unit.
- **FBA fees** — what Amazon charges to sell and ship it (referral + fulfillment + storage).
- **Shipping** — the cost to get your units to Amazon's warehouse (freight/inbound).
- **Other costs** — packaging, prep, returns, ads — the easy-to-forget extras.

Subtract all of those from your selling price and what's left is your **profit per unit**. If that number is too small — or negative — the product isn't worth your money, no matter how many you sell.

💡 **BEGINNER TIP**

Don't fall in love with a product before you do the math. A product that "looks like it sells" can still lose money once every fee and cost is counted. The numbers decide — not the excitement.

⚠️ **KEEP IT EVERGREEN**

Every dollar and percentage in this workbook is an illustrative example to show how the math works — not a current rate. Amazon sets the real fees, and they change over time. Always confirm current fees inside Seller Central before deciding.

2. Product Research Worksheet

Goal for this page: capture the basics of a product you're considering, so you can compare options side by side later. Fill this in for one product.

The product

Product name: ____

Category: ____

Estimated selling price: $ ____

Estimated monthly demand (units): ____

The competition

Main competitor 1: ____

Main competitor 2: ____

Main competitor 3: ____

Your read on it

Why I think this product could work: ____

____

💡 **BEGINNER TIP**

Look at how many sellers already offer this product and how strong their listings are. A little competition proves there's demand; a flood of established sellers can make it hard to profit as a newcomer.

⚠️ **KEEP IT EVERGREEN**

Demand and competition change over time. Treat your estimates as a snapshot, and recheck them in your own research tools before committing money to inventory.

3. Cost Worksheet

Goal for this page: add up everything it costs to get ONE unit ready to sell — before Amazon's fees. These are YOUR costs, paid to your supplier and shippers.

Your cost per unit

Cost (per unit)	Example	Your amount
Product cost (supplier)	$6.00	$ ____
Freight / inbound shipping	$1.50	$ ____
Packaging	$0.50	$ ____
Prep costs (labels, poly bags)	$0.40	$ ____
Other costs	$0.20	$ ____
Estimated cost per unit	**$8.60**	$ ____

This per-unit total is what you must cover before you earn a cent — and that's still before Amazon's fees (next page).

My estimated cost per unit: $ ____

💡 **BEGINNER TIP**

The costs beginners forget most are prep, packaging, and inbound freight — the small ones. Write down every cost, even the tiny ones; together they decide whether a product profits or not.

⚠️ **KEEP IT CURRENT**

Supplier prices and freight rates change over time and by order size. Use a recent quote, and where possible base your numbers on your priciest realistic scenario so you're never caught short.

4. FBA Fee Worksheet

Goal for this page: estimate what Amazon will take per unit. These fees come out of every sale, so they make or break your profit.

The main Amazon fees

Amazon fee	What it pays for	Your estimate
Referral fee	Amazon’s commission on the sale	$ ____
Fulfillment fee	Pick, pack & ship per unit	$ ____
Storage (estimate)	Warehouse space per unit/month	$ ____
Other Amazon fees	Returns, long-term storage, etc.	$ ____
Total Amazon fees per unit	Add the lines above	$ ____

⚠️ VERIFY CURRENT FEES INSIDE SELLER CENTRAL

Referral, fulfillment, and storage fees depend on your category, product size, and weight — and Amazon updates them over time. Look up the live fees for YOUR product inside Seller Central (the FBA revenue calculator there shows them) and enter those numbers above.

Don’t guess at these. The difference between an estimated fee and the real one is often the difference between profit and loss.

🧭 KEEP IT EVERGREEN

This worksheet lists the TYPES of fees, not the amounts — on purpose. The categories stay the same over time; the numbers don’t. Always pull current figures from Seller Central rather than any printed rate.

5. Profit Calculation Worksheet

Goal for this page: bring it all together and find your profit per unit. Carry forward your cost (page 5) and fees (page 6).

The calculation

Line	Example	Your number
Selling price	$24.00	$ ____
− Product cost (page 5)	$8.60	$ ____
− Amazon fees (page 6)	$7.50	$ ____
− Other costs (ads, returns set-aside)	$1.50	$ ____
= Estimated profit per unit	**$6.40**	$ ____

In the example, a $24 product returns about $6.40 per unit after everything. That’s the number that actually matters — not the $24 sticker price.

My estimated profit per unit: $ ______________________________

A SIMPLE EXAMPLE

$24.00 selling price − $8.60 cost − $7.50 Amazon fees − $1.50 other = $6.40 profit per unit. Swap in your own numbers above to see yours.

💡 **BEGINNER TIP**

If your profit per unit feels thin, don’t just hope volume fixes it. A product that earns very little per unit leaves no room for ads, returns, or a fee increase. Aim for breathing room (see page 10).

6. Break-Even Worksheet

Goal for this page: find your **break-even units** — how many units you must sell to earn back the money you put in. Below this number you're still recovering your investment; above it, you're in profit.

Your investment

Units ordered: ______ Cost per unit (page 5): $ ______________________________________

Total initial investment (units × cost): $ ______________________________________

My profit per unit (page 7): $ ______________________________________

The break-even math

BREAK-EVEN UNITS

Break-even units = Initial investment ÷ Profit per unit

Example: $860 invested ÷ $6.40 profit = about 135 units to recover your investment.

My break-even units: ______

💡 **BEGINNER TIP**

Compare your break-even units to your estimated monthly demand (page 4). If it would take many months of sales to break even, that's a yellow flag — a smaller first order may be wiser.

🧭 **USE A CALCULATOR**

The Break-Even Calculator at SimpleLifeCalc.com does this math for you — enter your investment and profit per unit to see your break-even point instantly.

7. Inventory Planning Worksheet

Goal for this page: order an amount you can actually sell in a reasonable time. Too little and you sell out; too much and your cash sits on a shelf racking up storage fees.

Your inventory plan

Line	Example	Your number
Units ordered	300	____
Cost of inventory (units × cost)	$2,580	$ ____
Expected monthly sales	100	____
Months of stock (units ÷ monthly sales)	**3 months**	____

Inventory planning checklist

- ☐ My first order is small enough to test demand without big risk.
- ☐ I have enough stock to avoid selling out too fast.
- ☐ I won’t hold so much that storage fees pile up.
- ☐ I’ve allowed time for production and shipping to Amazon.
- ☐ I know roughly when I’ll need to reorder.

💡 **BEGINNER TIP**

For a first product, a smaller test order beats a big bulk buy — even if the per-unit cost is a little higher. Learning whether it sells is worth more than saving a few cents per unit on a product that might not.

⚠️ **WATCH OUT**

Holding many months of stock ties up your cash and can trigger long-term storage fees. Match your order size to realistic sales, not best-case hopes.

8. Profit Cushion Worksheet

Goal for this page: build in a **profit cushion** — a comfortable margin above zero — so a surprise fee, a wave of returns, or a slow month doesn't turn your winner into a loser.

Why a cushion matters

Breaking even means zero profit. Real selling has surprises: fee increases, returns, ad costs, a price war. A cushion absorbs those bumps so the product stays profitable when reality gets messy.

Set your cushion

Line	Example	Your number
Minimum acceptable profit per unit	$4.00	$ ____
Target profit per unit	$7.00	$ ____
My actual estimated profit (page 7)	$6.40	$ ____
Above my minimum?	**Yes — by $2.40**	____

Profit cushion checklist

- ☐ My estimated profit is comfortably above my minimum, not right at it.
- ☐ My cushion can absorb a fee increase without going negative.
- ☐ My cushion survives a normal rate of returns.
- ☐ I'd still profit after some spending on ads.

💡 **BEGINNER TIP**

Set your minimum acceptable profit BEFORE you research price. Deciding “I won't sell for less than $X profit” protects you from talking yourself into a thin-margin product you'll regret.

9. Common Profit Mistakes

Tick any that sound like you — then fix them. Every one can quietly turn a promising product into a money-loser.

- ☐ Ignoring Amazon fees when estimating profit.
- ☐ Underestimating shipping and inbound freight.
- ☐ Ignoring returns (they happen, and they cost money).
- ☐ Chasing revenue instead of profit ("$10k in sales!" — minus what?).
- ☐ Ordering too much inventory before testing demand.
- ☐ Pricing too low and leaving no margin.
- ☐ Not checking break-even before investing.
- ☐ Not tracking costs, so the real profit stays a mystery.

✖️ THE BIGGEST MISTAKE

Buying inventory before doing the profit math. Once your cash is tied up in units, your options shrink. This whole workbook exists to do the math FIRST — so you only invest in products that can actually pay you back.

🧭 PICK JUST ONE

Don't try to fix all eight today. Choose the ONE most likely to be costing you, and handle it on your next product. One fix at a time adds up fast.

10. Quick Wins

Short on time? These are the fastest ways to protect and grow your profit. Pick ONE and do it today.

1. **Verify your fees in Seller Central.** Real fees beat estimates — confirm them before you commit.
2. **Improve your pricing.** A small, fair increase can lift profit per unit with little drop in sales.
3. **Reduce shipping cost.** Re-quote freight or consolidate shipments to Amazon.
4. **Recalculate your break-even.** Know exactly how many units recover your investment.
5. **Review your suppliers.** A better quote or lower minimum can raise your margin.
6. **Increase your profit margin.** Trim a cost or raise the price to widen your cushion.
7. **Audit your inventory.** Spot slow movers before they trigger long-term storage fees.
8. **Use calculator tools.** Run the numbers instead of guessing — it takes minutes.

✅ FASTEST WIN OF ALL

Run your top product idea through the Amazon FBA Profit Calculator at SimpleLifeCalc.com today. In two minutes you'll know your estimated profit per unit — the number every other decision depends on.

🧭 ONE AT A TIME

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

11. Monthly Profit Tracker

Track your real numbers month by month so you can see what's actually working. Fill one row each month. (Copy this page as the year goes on.)

Month	Revenue	Costs	Profit	Best product

WHAT TO NOTICE

Profit growing while costs stay steady? You're scaling well — keep going.

Revenue up but profit flat? Costs or fees are creeping — audit them.

One product carrying you? Double down on it and find similar winners.

🧭 **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. Fifteen minutes keeps your whole business in focus.

12. Profit Confidence Checklist

Before you invest in a product, run through this. Each tick is a reason to feel confident you're buying a profit, not a problem.

I know my costs

- ☐ I listed product cost, freight, packaging, and prep.
- ☐ I totaled my cost per unit (page 5).

I know my fees

- ☐ I verified current Amazon fees in Seller Central.
- ☐ I entered referral, fulfillment, and storage estimates.

I know my profit

- ☐ I calculated my profit per unit (page 7).
- ☐ It's comfortably above my minimum acceptable profit.

I know my break-even

- ☐ I calculated how many units recover my investment.
- ☐ Break-even feels reachable given my expected demand.

I have a plan

- ☐ My first order size matches realistic sales.
- ☐ I know my monthly profit goal and when I'll review it.

💡 **BEGINNER TIP**

Confidence comes from knowing your numbers. Once you can answer "what's my profit per unit and break-even?" without guessing, you're deciding from facts, not hope — and that's exactly how the steady sellers do it.

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

The product I'll evaluate first: ____

Its estimated profit per unit: $ ____

This week

One number I'll verify (fees, freight, price): ____

One improvement I'll make: ____

This month

My monthly profit goal: $ ____

Date for my first profit review: ____

Recommended Calculators

- **Amazon FBA Profit Calculator** — estimate your profit per unit from price, cost, and fees.
- **Break-Even Calculator** — see how many units recover your initial investment.

💡 **BEGINNER TIP**

Free versions of the Amazon FBA Profit Calculator and the Break-Even Calculator are at SimpleLifeCalc.com — simple and beginner-friendly, just like this workbook. Run a product through both before you buy inventory.

You've got this. Do the math first — then buy with confidence! 📦

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

Amazon's fees and policies change — always confirm current fees inside Seller Central.