SimpleLifeCalc.com

SIMPLE SALES & INCOME PLANNING WORKBOOK

Amazon FBA Income Goal Planner

Turn a big income goal into a clear, realistic plan — the exact sales, profit, and daily numbers that get you there.

- ✓ Set income goals you can actually hit
- ✓ Work out your profit per sale and sales targets
- ✓ Break yearly goals into daily, doable steps
- ✓ Beginner-friendly math — no spreadsheets required

Built for beginner sellers, private label sellers, and side-hustle entrepreneurs

Created by SimpleLifeCalc.com

YOUR WORKBOOK

What's Inside

This workbook turns "I want to make more money" into a plan with real numbers. Work through it in order — each page builds on the one before.

HOW TO USE THIS Grab a pen and start with your goal, then let the math show you the path. Re-do the numbers whenever your prices or products change. Progress, not perfection — just keep moving.

READ FIRST
01

SET THE GOAL

Why Income Goals Matter

“I want to make more money” is a wish, not a plan. An income goal becomes powerful the moment you turn it into a **number you can break down** — into monthly profit, into sales per day, into a clear next action.

WHY THIS MATTERS A goal of “$5,000 a month” feels huge and vague. But once you know your profit per sale, it might simply mean selling **a handful of units a day**. Suddenly the goal feels doable — because it is.

This workbook works backward from your goal:

1. Your income goal	The profit you want to take home.
2. Profit per sale	What you keep from each unit sold.
3. Sales needed	Goal divided by profit per sale.
4. Daily target	The small, repeatable number to hit.

GOOD GOALS ARE SMART Specific, Measurable, Achievable, Relevant, Time-bound. “Earn $2,000 profit per month within 90 days” beats “make more money” every time.

ADHD-FRIENDLY TIP Big goals can feel paralyzing. The fix is on every page here: shrink the goal down to one daily number. You do not climb the mountain — you take the next step.

In one line: what would hitting your income goal change for you?

STEP 1
02

SET THE GOAL

Income Goal Worksheet

Name your target across three timeframes. Be ambitious but honest.

MONTHLY GOAL	QUARTERLY GOAL	ANNUAL GOAL
$ ________	$ ________	$ ________

Quarterly = monthly × 3 · Annual = monthly × 12

These goals are about **profit you keep**, not total sales. We turn them into sales targets on the next pages.

My motivation for this goal (why it matters — the deeper reason):

What I will do to celebrate when I hit it:

WHY THIS MATTERS Writing down **why** you want the goal is not fluff — it is fuel. On the hard weeks, your reason is what keeps you showing up.

STEP 2
03

SET THE GOAL

Monthly Profit Planner

Map the month: what you want to keep, bring in, and spend.

Planning month: ______________________

Target profit (what I want to keep)	$ __________
Target revenue (total sales needed)	$ __________
Expected expenses (fees, product, ads, shipping)	$ __________
Projected net income = revenue − expenses	$ __________

BEGINNER-FRIENDLY MATH Net income is just revenue minus everything you spend. If your projected net income is close to your target profit, your plan lines up.

CALCULATOR Not sure what your expenses will be? The **Amazon FBA Fee Calculator** on SimpleLifeCalc.com estimates Amazon’s cut, so your expense number is realistic, not a guess.

Does my projected net income match my target profit? If not, what will I adjust?

STEP 3
04

DO THE MATH

Profit Per Sale Worksheet

The most important number in your plan: what you actually keep per unit.

Product: ____________

Selling price	$ ________
Amazon fees (referral + FBA)	$ ________
Product cost	$ ________
Shipping cost (per unit)	$ ________
Advertising cost (per unit)	$ ________
PROFIT PER SALE = price − all four costs	$ ________

CALCULATORS Let the tools do this for you: the **Amazon FBA Profit Calculator** finds your profit per sale, the **Amazon FBA Fee Calculator** nails the fees, and the **Amazon Break-Even Calculator** shows the lowest price you can charge. All free on SimpleLifeCalc.com.

CARRY THIS NUMBER FORWARD Write your profit per sale here — you will use it on the next page to find your sales targets: **$** ________

STEP 4
05

DO THE MATH

Sales Goal Calculator

This is where it clicks: turn your income goal into a daily sales number.

Profit per sale (from Step 3)	$ ________
Desired monthly income (profit)	$ ________
Required monthly sales = income ÷ profit per sale	________ units
Required weekly sales = monthly ÷ 4	________ units
Required daily sales = monthly ÷ 30	________ units

BEGINNER-FRIENDLY EXAMPLE Want $2,000 profit a month, and you keep $8 per sale? $2,000 ÷ $8 = **250 units a month** → about **63 a week** → roughly **8–9 a day**. That is your target.

My daily sales target: ________ units per day — this is the number to focus on.

Does this daily number feel realistic for my product? Why or why not?

STEP 5
06

DO THE MATH

Revenue Goal Worksheet

Revenue is total sales (before costs). Here is how many units that takes.

Revenue target (total sales for the month)	$ ________
Average order value (typical price per sale)	$ ________
Estimated units needed = revenue ÷ order value	________ units

Units needed = revenue target ÷ average order value

REVENUE VS PROFIT — DO NOT MIX THEM UP **Revenue** is everything customers pay you. **Profit** is what is left after costs. A big revenue number with thin profit is a trap — always plan around profit too.

CALCULATOR Check that your revenue actually turns into healthy profit with the **Amazon ROI Calculator** on SimpleLifeCalc.com — it shows the return you earn on the money you put in.

If I raised my average order value (bundles, higher price), how would units needed change?

STEP 6

07

BUILD THE PLAN

Product Portfolio Planner

One product rarely hits a big goal alone. Plan the mix that gets you there.

Current products

Product	Est. Monthly Profit Contribution ($)

Planned / new products

Product Idea	Est. Monthly Profit Contribution ($)

Total estimated monthly profit: $ ________ vs my goal of **$** ________

Growth opportunities (new products, bundles, raising prices, new keywords):

STEP 7
08

BUILD THE PLAN

Weekly Sales Planner

Break the month into four winnable weeks. Track target vs actual.

Planning month: ____________________ **Monthly sales target:** __________

Week	Sales Target (units)	Actual Sales	On Track?
Week 1			
Week 2			
Week 3			
Week 4			
Month total			

QUICK TIP Weekly check-ins catch problems early. If Week 1 falls short, you still have three weeks to adjust — far better than finding out on the last day.

If I am behind target, what is one lever I can pull this week (ads, price, promo)?

STEP 8
09

BUILD THE PLAN

Traffic & Conversion Goals

Sales come from visitors who buy. Here is how many visitors you need.

Conversion rate (% of visitors who buy): ________ %

Many Amazon listings convert around 10–15%. Use your own number if you know it.

Visitors needed = sales target ÷ conversion rate

Monthly sales target (units)	________
Required monthly visitors	________
Required weekly visitors = monthly ÷ 4	________
Required daily visitors = monthly ÷ 30	________

BEGINNER-FRIENDLY EXAMPLE Need 250 sales and convert at 10% (0.10)? 250 ÷ 0.10 = **2,500 visitors** a month. Raising conversion to 15% drops that to about 1,667 — the same sales with less traffic.

TWO WAYS TO GROW More sales come from **more visitors** (ads, keywords, ranking) or a **higher conversion rate** (better photos, reviews, price). A strong listing makes every visitor count.

My main plan to drive traffic this month:

STEP 9
10

CHECK & TRACK

Income Goal Checklist

Before you commit, pressure-test your goal. Tick each box that is true.

- [ ] **Specific** — my goal is an exact dollar amount, not “more money.”
- [ ] **Measurable** — I can track progress in sales and profit each week.
- [ ] **Based on real profit per sale** — I used my actual numbers, not a guess.
- [ ] **Realistic daily target** — the daily sales number is achievable for my product.
- [ ] **Enough product** — my portfolio can actually produce this much profit.
- [ ] **Traffic plan exists** — I know how I will get the visitors I need.
- [ ] **Time-bound** — I gave the goal a clear deadline.
- [ ] **Inventory ready** — I have (or can get) enough stock to hit these sales.
- [ ] **Motivating** — I wrote down why this goal matters to me.
- [ ] **Numbers double-checked** — I confirmed profit with the SimpleLifeCalc.com calculators.

Boxes ticked: Out of 10 → ____________ 8+ means your goal is solid and realistic.

QUICK TIP Missed a few boxes? That is useful information, not failure. Adjust the goal or the plan until it holds together — a realistic goal you hit beats a fantasy you abandon.

AVOID
!

CHECK & TRACK

Common Goal-Setting Mistakes

Sidestep these and your plan has a real chance of working.

1. **Confusing revenue with profit.** $10,000 in sales is not $10,000 in your pocket. Always plan around profit you keep.
2. **Goals with no daily number.** A yearly goal you never break down stays abstract. Shrink it to sales per day.
3. **Guessing profit per sale.** If this number is wrong, every target is wrong. Use your real costs and fees.
4. **Forgetting advertising costs.** Ads are a real expense per sale. Leave them out and your profit looks bigger than it is.
5. **Setting goals with no deadline.** “Someday” never arrives. Give every goal a date.
6. **Ignoring inventory limits.** You cannot sell what you do not have in stock. Make sure supply can meet the target.
7. **Expecting one product to do it all.** Big goals usually need a small portfolio working together.
8. **Never tracking progress.** A goal you do not check is a goal you drift away from. Review monthly.
9. **All-or-nothing thinking.** Hitting 80% of a goal is a huge win, not a failure. Keep going and adjust.

ENCOURAGEMENT Nobody hits every goal exactly. The sellers who win are the ones who keep planning, tracking, and adjusting. You are already doing that right now.

STEP 10
11

CHECK & TRACK

Monthly Progress Tracker

Track target vs reality each month. The “lessons” column is where growth happens.

Record your profit target and actual result each month. “Difference” can be a plus or minus number.

Month	Monthly Target ($)	Actual Result ($)	Difference ($)	Lessons Learned

QUICK TIP Beat your target? Note **what worked** so you can repeat it. Fell short? Note **what you will change**. Both make next month stronger.

My biggest win so far, and what caused it:

STEP 11

12

CHECK & TRACK

Income Goal Milestone Tracker

Break the climb into four wins. Mark each milestone as you reach it.

Big goals feel lighter in quarters. Set the revenue and profit for each 25% milestone, then date it the day you hit it — and notice how far you have come.

Milestone	Target Revenue	Target Profit	Date Reached	Notes
25% Getting started	$	$		
50% Halfway there	$	$		
75% Almost home	$	$		
100% Goal reached!	$	$		

CALCULATOR Set each milestone's target revenue and profit straight from your earlier pages, or double-check them with the **Amazon FBA Profit Calculator** and **Amazon ROI Calculator** on SimpleLifeCalc.com. Milestones built on real numbers are milestones you can trust.

QUICK TIP Tie a small reward to each milestone before you start. A goal with a celebration attached is a goal you are far more likely to chase all the way to 100%.

The milestone I am most excited to reach, and how I will celebrate it:

FINISH 11

CHECK & TRACK

Final Action Plan

Your simple 90-day income growth strategy. One page, clear steps.

90-day profit goal: $ ________

Daily sales target: ________

Start date: ________

Review date: ________

My 90-day focus — one priority per month:

Month 1 focus	
Month 2 focus	
Month 3 focus	

My next 3 action steps (start this week):

____

____

____

BEFORE YOU COMMIT Re-check your numbers with the **Amazon FBA Profit Calculator**, **Fee Calculator**, **Break-Even Calculator**, and **ROI Calculator** on SimpleLifeCalc.com. Plans built on real numbers are plans you can trust.

A goal broken into daily steps is a goal you can reach. Go get it. — SimpleLifeCalc.com