

A SIMPLE PRICING WORKBOOK

PRINTABLE PRICING WORKSHEET

Price your digital products with clarity and confidence.

Created by SimpleLifeCalc.com

Made for:

Etsy printable sellers • Digital download sellers
Worksheet creators • Planner creators

Marketplace fees and policies change over time. Always confirm current details in your selling account.

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HOW TO USE THIS WORKBOOK

This is a working document, not just a guide. Print it (or fill it in digitally) and complete a set of worksheets for each printable you sell.

Every dollar figure inside is an illustrative example to show how the math works. Your real numbers come from your own products and your selling platform — plug in your own.

1. Why Printable Pricing Is Different

Printables are **digital products** — files a customer downloads and prints themselves. That changes the pricing rules in a big, freeing way: you make the file once, and you can sell it again and again with almost no cost per sale.

Physical vs. printable — the key difference

	Physical product	Printable (digital)
Cost to make each sale	Materials every time	Almost none after the first
Shipping	Yes, every order	None — instant download
Stock	Can run out	Never runs out
What you price for	Mostly materials + time	Mostly value + your time

Because there are almost no material costs, the old habit of “add up my costs and mark it up” doesn’t work well. Instead, printables are priced on **value**: how much time, stress, or money your printable saves the buyer.

What this means for you

- **Don’t price by file size or page count alone.** A one-page printable can be worth more than a 40-page one if it solves a bigger problem.
- **Your time and skill have real value.** Designing well takes effort — the price should respect that.
- **Low price ≠ more sales.** Pricing too low can make buyers assume low quality.



BEGINNER TIP

The worksheets ahead walk you from value → research → price → profit, in order. You don’t have to know your price yet. By page 6, you will.



KEEP IT EVERGREEN

Selling-platform fees change over time and differ by marketplace. This workbook shows you how to think about pricing — always confirm current fees in your own selling account.

2. Product Value Worksheet

Goal for this page: get clear on the VALUE your printable gives, before you think about a number. Fill this in for one product.

Product name: _____

Who it's for (the exact person): _____

The problem it solves

What problem does it solve, or what does it make easier?

How much time does it save the buyer? _____

What would they have to do without it? _____

What makes it worth paying for

- ☐ It saves the buyer real time or effort.
- ☐ It looks polished and professional.
- ☐ It's something they'll use more than once.
- ☐ It's easier to buy mine than to make their own.
- ☐ It includes extras (variations, sizes, bonus pages).

Rate your product's value

Circle one (be honest): Low value · Medium value · High value

Why I rated it that way: _____



BEGINNER TIP

If you struggle to name the problem your printable solves, that's a clue to improve the product itself before pricing it. The clearer the problem, the easier it is to price — and to sell.

3. Competitor Research Worksheet

Goal for this page: see what similar printables sell for, so your price feels right to buyers. Find 4–5 listings like yours and fill in the table.

Competitor / listing	Price	What's included	Looks better or worse than mine?

What to notice

- The range: what's the lowest and highest price you see?
- The middle: what do most of them charge?
- Quality: are they nicer than yours, or not as nice?
- Extras: do they include more or fewer pages/versions?

Lowest price I saw: \$ _____

Highest price I saw: \$ _____

Most common price (the middle): \$ _____



BEGINNER TIP

On Etsy, sort by “Top customer reviews” or look at listings with many sales — those prices are proven to work, not just hopeful. Aim to match quality first, then price accordingly.



DON'T JUST COPY THE CHEAPEST

The lowest price isn't the “right” price — it's just the lowest. If your printable is nicer or more complete, it's allowed to cost more. Price to your value, using research as a guide.

4. Pricing Worksheet

Goal for this page: choose a starting price using your value rating (page 4) and your research (page 5). This is the big one.

Step 1: Set your range

From your research, write your sensible range:

My low end (still feels fair to me): \$ _____

My high end (top of what similar items charge): \$ _____

Step 2: Place yourself in the range

- **High value + great quality?** Aim near the TOP of your range.
- **Medium value, solid quality?** Aim for the MIDDLE.
- **Newer or simpler?** Start nearer the lower-middle — not the bottom.

Step 3: Pick your price

My starting list price: \$ _____

A “charm” version if I want it (e.g., \$X.99): \$ _____

USE A CALCULATOR TO CHECK IT

Printable Pricing Calculator — enter your price and platform to see your numbers instantly, no math by hand.

Etsy Profit Calculator — if you sell on Etsy, see what you keep after fees on each sale.

Free versions of both are at SimpleLifeCalc.com.



BEGINNER TIP

If your price feels a little scary, you're probably close to right. New sellers almost always price too low. You can always run a sale later — but it's hard to raise a price buyers already learned.

5. Profit Planning Worksheet

Goal for this page: see what you actually KEEP after fees. Even digital sales have selling-platform fees. The example shows a \$6 printable on a marketplace; replace it with your own numbers.

Line	Example	Your number
List price	\$6.00	\$ _____
– Listing fee (if any)	\$0.20	\$ _____
– Transaction fee (platform %)	\$0.39	\$ _____
– Payment processing fee	\$0.43	\$ _____
= You keep per sale	\$4.98	\$ _____
Keep rate (kept ÷ price)	83%	_____ %

In the example, a \$6 sale leaves about \$4.98 after fees — roughly 83% kept. Because printables have no materials or shipping, that's nearly all profit. That's the magic of digital products.

My true profit per sale (what I keep, minus any ad cost): \$ _____



BEGINNER TIP

Use the Printable Pricing Calculator or Etsy Profit Calculator at SimpleLifeCalc.com to fill in the fee lines automatically — then you only need to enter your price.



KEEP IT EVERGREEN

Fee amounts and percentages are set by your selling platform and change over time. Confirm the current fees in your account, then enter those numbers here.

6. Sales Goal Worksheet

Goal for this page: turn a money goal into a clear, doable number of sales. This makes a big goal feel small and reachable.

Step 1: Your goal

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

My profit per sale (from page 7): \$ _____

Step 2: The simple math

THE GOAL FORMULA

Sales needed = Monthly goal ÷ Profit per sale

Example: \$300 goal ÷ \$4.98 profit ≈ 61 sales a month ≈ about 2 sales a day.

Sales I need per month: _____

That's about this many per week: _____

That's about this many per day: _____

Step 3: Make it reachable

- Could a higher price mean fewer sales for the same goal?
- Could a bundle (page 9) raise the profit per sale?
- Could more listings spread the sales across products?



BEGINNER TIP

Notice how raising your profit per sale lowers the number of sales you need. Pricing and bundling well means you reach your goal with less traffic — work smarter, not just harder.



REFRAME THE GOAL

“Earn \$300” can feel vague and hard. “Make about 2 sales a day” feels concrete and doable. Same goal — friendlier framing.

7. Bundle Pricing Worksheet

Goal for this page: price a **bundle** — several printables sold together for one price. Bundles raise the amount per sale and feel like great value to buyers.

Step 1: Build the bundle

Items in my bundle (list them): _____

Number of items: _____

Step 2: The bundle math

Line	Example	Your number
Total if bought separately	\$18.00	\$ _____
Bundle discount (feels generous)	– \$6.00	\$ _____
Bundle price	\$12.00	\$ _____
Buyer “saves”	\$6.00	\$ _____

The buyer feels they got a deal, and you earn more per sale than selling one item. Everybody wins.

Bundle ideas that sell

- A themed set (e.g., a full planner system).
- “Starter + extras” (the main item plus helpful add-ons).
- Seasonal collections (holiday, back-to-school).
- Color or size variations grouped together.



BEGINNER TIP

Bundles are one of the easiest ways to raise your average sale without finding new customers. Make the discount feel generous, but keep the bundle price comfortably above your single-item price.

8. Discount Planning Worksheet

Goal for this page: plan discounts that attract buyers WITHOUT quietly erasing your profit. Discounts are a tool — use them on purpose.

Step 1: Know your floor

My profit per sale at full price (page 7): \$ _____

The lowest price I'd still be happy with: \$ _____

Step 2: Plan the discount

Line	Example	Your number
Full price	\$6.00	\$ _____
Discount %	20%	_____ %
Sale price	\$4.80	\$ _____
You keep after fees (estimate)	\$3.85	\$ _____

When discounts make sense

- A launch offer to get your first sales and reviews.
- Seasonal sales buyers already expect.
- A coupon to reward followers or repeat buyers.
- Clearing the way for a new, improved version.

WATCH OUT

Running sales constantly trains buyers to wait for the discount — and to see the sale price as the “real” price. Keep full price as the normal, and make discounts feel like a genuine, occasional treat.

BEGINNER TIP

Always check your “keep after fees” number at the SALE price, not just full price. A discount that dips below your happy floor isn't a sale — it's a loss.

9. Monthly Review

Once a month, take 15 minutes here. This is how you learn what's working and price even better next time.

Pull your numbers

Printables sold this month: _____

Rough profit earned: \$ _____

Number of listings I have: _____

My best-selling printable this month: _____

Monthly review checklist

- ☐ Compared this month to last month.
- ☐ Found my best seller — can I make more like it, or bundle it?
- ☐ Found listings with views but no sales — price or photos to improve?
- ☐ Checked whether any platform fees changed.
- ☐ Tried raising the price on one strong product.
- ☐ Chose ONE pricing change to test next month.



BEGINNER TIP

Once a product sells steadily, test a small price increase. Digital products have no extra cost per sale, so even a slightly higher price flows almost entirely into profit.

MAKE IT A HABIT

Put a recurring “Pricing Review” on your calendar for the 1st of each month. Fifteen minutes of consistency is what turns guesswork into confident pricing.

10. Common Pricing Mistakes

Tick any that sound like you — then fix them. Every one quietly costs printable sellers money or confidence.

- ☐ Pricing by page count instead of by value.
- ☐ Copying the cheapest competitor instead of pricing to my quality.
- ☐ Forgetting that even digital sales have platform fees.
- ☐ Pricing so low that buyers assume low quality.
- ☐ Never raising prices, even on proven best sellers.
- ☐ Running discounts so often that the sale price becomes the norm.
- ☐ Not valuing my own design time and skill.
- ☐ Skipping competitor research entirely.
- ☐ Confusing total sales with actual profit.
- ☐ Never bundling, so every sale stays small.
- ☐ Setting a price once and never reviewing it.
- ☐ Waiting for the “perfect” price instead of starting and adjusting.

THE BIGGEST MISTAKE

Underpricing out of fear. It's the most common printable-seller mistake by far. Your work has value — price it like you believe that, then let the sales confirm it.

PICK JUST ONE

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

11. Quick Wins

Short on time? These are the fastest ways to earn more from pricing. Pick ONE and do it today.

1. **Raise the price on your best seller.** A small bump on a proven product flows straight to profit.
2. **Create one bundle.** Group related printables to raise your average sale instantly.
3. **Add a charm price.** Test \$X.99 vs a round number and see what feels right for your shop.
4. **Run your price through a calculator.** Confirm what you actually keep after fees.
5. **Improve one listing's photos/mockups.** Better presentation lets you charge more.
6. **Plan one intentional sale.** A launch or seasonal offer — with your floor in mind.
7. **Review your lowest-priced item.** Is it underpriced for the value it gives?
8. **Turn a best seller into a series.** Reuse what works in new themes or variations.

✓ FASTEST WIN OF ALL

Run your top printable through the Profit Planning Worksheet (page 7) today. If it's underpriced, raise it now — that single change lifts profit on every future sale.

✓ 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.

12. Pricing Confidence Checklist

Before you publish or update a price, run through this. Each check is a reason to feel confident in your number.

I understand my product

- ☐ I can name the problem my printable solves.
- ☐ I know who it's for and why they'd pay for it.
- ☐ I rated its value honestly (page 4).

I did my research

- ☐ I checked 4–5 similar listings and their prices.
- ☐ I know the low, middle, and high of my market.
- ☐ I compared my quality to theirs honestly.

My price works

- ☐ My price reflects my value, not just the cheapest competitor.
- ☐ I checked what I keep after fees.
- ☐ My price still profits if I run a planned discount.
- ☐ I'm not underpricing out of fear.

I have a plan

- ☐ I know my profit per sale and my monthly sales goal.
- ☐ I'll review and adjust this price monthly.



BEGINNER TIP

Confidence comes from having a reason for your price. Once you've done the worksheets, you can answer “why is it this price?” — and that's exactly what confident pricing feels like.

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 one printable I'll price or re-price first: _____

The page I'll start with (tip: page 4): _____

This week

One price I'll set or raise: \$ _____

One bundle idea I'll create: _____

This month

My monthly earnings goal: \$ _____

Date for my first Monthly Review: _____

Recommended Calculators

- **Printable Pricing Calculator** — check your price and what you keep in seconds.
- **Etsy Profit Calculator** — see your profit after Etsy fees on each sale.



BEGINNER TIP

Free versions of both the Printable Pricing Calculator and the Etsy Profit Calculator are at SimpleLifeCalc.com — simple and beginner-friendly, just like this workbook.

You've got this. Price with confidence and keep creating! ✨

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

Marketplace fees and policies change — always confirm current details in your selling account.