

Shopify Income Goal Planner

Turn a revenue goal into a clear plan — the exact sales, traffic, and conversion numbers your store needs to get there.

- ✓ Set income goals you can actually hit
- ✓ Work out the traffic and conversion you need
- ✓ Break big goals into daily, doable steps
- ✓ Beginner-friendly math — no spreadsheets required

What's Inside

This workbook turns “I want my store to make more” into a real plan. On Shopify you bring your own traffic — so we map sales, visitors, and conversion together.

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HOW TO USE THIS

Grab a pen and start with your goal, then let the math reveal the path. Re-do the numbers whenever your prices, products, or ad results change. Progress, not perfection — just keep moving.

Why Income Goals Matter

“I want my store to make more money” is a wish, not a plan. A goal becomes powerful the moment you turn it into a **number you can break down** — into revenue, into orders, into the visitors and conversion rate that produce them.

WHY THIS MATTERS On Shopify, you bring your own traffic. A goal of “\$10,000 a month” really means: a certain number of visitors, converting at a certain rate, at a certain order value. Once you see those numbers, the goal becomes a checklist — not a mystery.

This workbook works backward from your goal:

1. Income goal	The profit you want to take home.
2. Revenue & orders	The sales needed to produce that profit.
3. Traffic & conversion	The visitors and buy-rate that create the orders.
4. Daily target	The small, repeatable number to hit.

GOOD GOALS ARE SMART Specific, Measurable, Achievable, Relevant, Time-bound. “Earn \$3,000 profit per month within 90 days” beats “grow my store” every time.

ADHD-FRIENDLY TIP Big goals can feel paralyzing. The fix is on every page here: shrink the goal 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 $\times$ 3 · Annual = monthly $\times$ 12

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

My reason 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 slow weeks, your reason is what keeps you showing up and improving the store.

Revenue Goal Planner

Revenue is total sales. Map what comes in, what goes out, and what you keep.

Planning month: _____

Revenue target (total store sales)	\$ _____
Estimated expenses (product, ads, fees, shipping)	\$ _____
Desired profit (what I want to keep)	\$ _____
Net income goal = revenue – expenses	\$ _____

BEGINNER-FRIENDLY MATH Net income is just revenue minus everything you spend. If your net income lines up with your desired profit, your revenue target is set correctly.

CALCULATOR Not sure your revenue leaves enough profit? The [Shopify Profit Calculator](#) on SimpleLifeCalc.com shows what you actually keep after product, ad, and transaction costs.

Does my net income goal match my desired profit? If not, what will I adjust?

Profit Goal Worksheet

Find your true profit per order by subtracting every cost. This drives everything.

Product (or typical order): _____

Selling price / order value: \$ _____

Product costs	\$ _____
Advertising costs (per order)	\$ _____
Shipping costs (per order)	\$ _____
Transaction fees (payment processing)	\$ _____
ESTIMATED PROFIT = price – all four costs	\$ _____

CALCULATORS

Let the tools do this for you: the [Shopify Profit Calculator](#) finds your profit per order, and the [Shopify Break-Even Calculator](#) shows the lowest price you can charge without losing money. Both free on SimpleLifeCalc.com.

CARRY THIS NUMBER FORWARD

Write your profit per order here — you will use it on the Sales Goal Calculator:

\$ _____

Average Order Value Worksheet

A higher average order value means the same traffic earns you more. Big lever.

Average order value = total revenue ÷ number of orders

Current average order value: \$ _____

Target average order value: \$ _____

Upsell opportunities (add-ons, upgrades, “complete the look” offers):

Bundle opportunities (product sets, “buy 2 save”, starter kits):

WHY THIS MATTERS

Raising your average order value is often easier than getting more visitors. If you lift AOV from \$40 to \$50, you earn 25% more from the exact same traffic — no extra ad spend.

One change I will test this month to raise my average order value:

Sales Goal Calculator

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

Profit per order (from Step 3)	\$ _____
Desired monthly income (profit)	\$ _____
Required orders = income ÷ profit per order	_____ orders/month
Required weekly orders = monthly ÷ 4	_____ orders/week
Required daily orders = monthly ÷ 30	_____ orders/day

BEGINNER-FRIENDLY EXAMPLE Want \$3,000 profit a month, and you keep \$20 per order? $\$3,000 \div \$20 = 150$ orders a month → about **38 a week** → roughly **5 a day**. That is your target.

My daily orders target: _____ orders per day — this is the number to focus on.

Does this daily number feel realistic for my store right now? Why or why not?

Traffic Goal Worksheet

Orders come from visitors. Here is how many you need and where they come from.

Monthly orders target: _____

Conversion rate: _____ %

Target visitors = orders target ÷ conversion rate

Required monthly visitors	_____
Required weekly visitors = monthly ÷ 4	_____
Required daily visitors = monthly ÷ 30	_____

Where will the visitors come from? (set a target per source)

Traffic Source	Monthly Visitor Target
Paid ads (Facebook, Google, TikTok)	
Social media (organic posts, reels)	
Email / SMS	
Search / other	

BEGINNER-FRIENDLY EXAMPLE Need 150 orders and convert at 2% (0.02)? $150 \div 0.02 = 7,500$ visitors a month, or about **250 a day**.

Traffic Source Planning Worksheet

Break your traffic goal into specific channels you can grow one at a time.

Set a monthly visitor goal for each source, compare it to where you are now, and note the next step.

$$\text{Gap} = \text{Monthly Visitor Goal} - \text{Current Visitors}$$

Plan each traffic source

Traffic Source	Monthly Visitor Goal	Current Visitors	Gap	Action Steps
Google SEO				
Pinterest				
Facebook				
Instagram				
Email				
TikTok				
Paid Ads				
Other				
Total				

WHY THIS MATTERS Traffic goals become much easier to achieve when broken down into **specific traffic sources**. Small gains across **multiple channels** often outperform relying on a single source.

The one traffic source I will focus on growing first — and my first step:

Conversion Goal Worksheet

Raising conversion means the same visitors buy more. The cheapest growth there is.

Current conversion rate: _____ %

Target conversion rate: _____ %

Many Shopify stores convert around 1–3%. A small lift makes a big difference.

Traffic required = sales target ÷ conversion rate

Sales target (orders)	_____
Traffic required at CURRENT rate	_____ visitors
Traffic required at TARGET rate	_____ visitors

WHY THIS MATTERS Lift conversion from 2% to 3% and you need 33% less traffic for the same sales. Better photos, clearer offers, reviews, faster checkout, and trust badges all help visitors say yes.

Two things I will improve to lift my conversion rate:

CALCULATOR The **Shopify Conversion Rate Calculator** on SimpleLifeCalc.com turns visitors and orders into your exact conversion rate — so you can track every improvement.

Monthly Sales Planner

Set the month's target, then compare it to reality as you go.

Track your sales 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.

If I am behind target, the one lever I will pull (traffic, conversion, or AOV):

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 sales.”
- ☐ **Measurable** — I can track progress in orders, revenue, and profit.
- ☐ **Based on real profit per order** — I used my actual costs and fees, not a guess.
- ☐ **Realistic daily orders** — the daily orders number is achievable for my store.
- ☐ **Traffic plan exists** — I know how I will get the visitors I need.
- ☐ **Conversion is realistic** — my target conversion rate is believable for my niche.
- ☐ **AOV considered** — I have a plan to raise my average order value.
- ☐ **Time-bound** — I gave the goal a clear deadline.
- ☐ **Motivating** — I wrote down why this goal matters to me.
- ☐ **Numbers double-checked** — I confirmed profit and conversion 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 store sales is not \$10,000 in your pocket. Always plan around profit you keep.
- 2 **Forgetting you pay for traffic.** Unlike a marketplace, Shopify sends you no free shoppers. Budget for ads or content to bring visitors.
- 3 **Guessing profit per order.** If this number is wrong, every target is wrong. Use real product, ad, shipping, and fee costs.
- 4 **Ignoring conversion rate.** More traffic to a store that does not convert just burns money. Improve the store, not only the ads.
- 5 **Goals with no daily number.** A yearly goal you never break down stays abstract. Shrink it to orders per day.
- 6 **Setting goals with no deadline.** "Someday" never arrives. Give every goal a date.
- 7 **Ignoring average order value.** Raising AOV is often the easiest win, yet most owners only chase more traffic.
- 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 store owners who win are the ones who keep planning, tracking, and adjusting. You are already doing that right now.

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, plus the traffic and conversion behind it.

Month	Profit Target (\$)	Actual Profit (\$)	Visitors	Conv. Rate (%)	Lessons Learned

QUICK TIP Watch all three levers together: traffic, conversion, and order value. When profit jumps, check which one moved — then do more of that.

My biggest win so far, and what caused it:

Income Goal Milestone Tracker

Break the big goal into milestones — and celebrate every one you reach.

Mark each milestone as you cross it. Record the numbers, the date, and how you will celebrate.

Milestone amount = income goal × milestone %

Quick progress

☐ 25% — Getting started ☐ 50% — Halfway there ☐ 75% — Almost there ☐ 100% — Goal reached!

Milestone	Revenue Reached	Profit Reached	Date Achieved	Reward / Celebration
25%				
50%				
75%				
100%				

WHY THIS MATTERS

Big goals are easier to achieve when broken into **smaller milestones**. Tracking progress helps **maintain momentum** and makes long-term goals feel achievable.

QUICK TIP

Don't wait for 100%. Celebrating the **25% and 50%** marks keeps your motivation high through the long middle stretch.

The milestone I most look forward to — and how I will celebrate it:

Final Action Plan

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

90-day profit goal: \$ _____

Daily orders target: _____

Start date: _____

Review date: _____

My 90-day focus — one growth lever 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 [Shopify Profit Calculator](#), [Conversion Rate 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 build it. — SimpleLifeCalc.com