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THE WORKBOOK SERIES
No. 08 · TIKTOK SHOP

A PRINT-&-USE PROFIT WORKSHEET

TikTok Shop Profit *Worksheet*

Calculate true profit after TikTok Shop fees, product costs, shipping, promotions, and advertising.

BUILT FOR TIKTOK SHOP SELLERS

Beauty & Skincare

Fashion & Apparel

Home & Lifestyle

Health & Wellness

Affiliate Sellers

Live Sellers

POD & Dropship

Revenue · Product · Shipping · Fees · Ads · Promotions
Worked examples · Benchmarks · Action plans · Printable worksheets



Know your TikTok Shop profit, not just your sales.

A print-and-use system for the number that actually lands in your account.

TikTok Shop can move volume fast — but the payout that hits your bank is a long way from the sales figure on your dashboard. Between the **referral fee**, product cost, shipping, seller-funded **promotions**, creator commissions, and **ad spend**, a sale that looks profitable can quietly lose money.

This worksheet strips a sale down to its parts so you can see exactly what is left. Fill it in for one product first, confirm that product earns, then repeat for the rest of your catalog. The goal is simple: price and spend against your net number, not your gross.

HOW TO USE THIS WORKSHEET

- ☐ **Work the eight worksheets in order.** Each one feeds the next, ending in your true net profit and margin.
- ☐ **Use one product (or one SKU) at a time.** The worked example follows a single skincare product start to finish.
- ☐ **Pull real numbers** from your TikTok Seller Center payout report, supplier invoices, shipping labels, and ads dashboard.
- ☐ **Track per unit and per month.** Per-unit shows whether a product works; monthly shows whether the shop works.
- ☐ **Re-run it monthly** using the review page so you can see the trend, not just a snapshot.

● A NOTE ON THE NUMBERS

Fee rates, ad and promotion ranges, and margin benchmarks in this workbook are rounded US guideposts verified in mid-2026 from TikTok Seller Center summaries. TikTok changes its fees often — always confirm live rates in your own Seller Center. This is an educational worksheet, not tax or financial advice.

● BEFORE YOU BEGIN

Open your **Seller Center > Finances** and export the last **30 days** of order & settlement data.

Have your **ads report** (GMV Max / Shop Ads) and any **affiliate commission** rates on hand.

Pick one **currency** and use it on every page.

● THE QUESTIONS THIS ANSWERS

1. What did the buyer really **pay** me?
2. What did TikTok, ads & promos **take**?
3. What is my **net profit** per unit and per month?
4. Is my **margin** healthy — and what do I change next?

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Eight worksheets, four benchmarks, one clear profit number.

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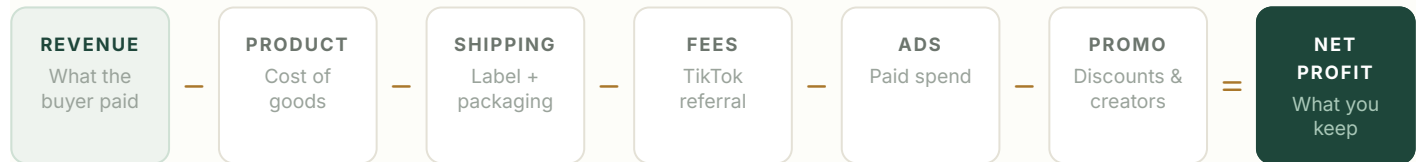
● THE WORKED EXAMPLE

Every page follows one fictional shop — **Glow Theory**, a skincare brand selling a **\$28 Glow Serum** on TikTok Shop. The same numbers carry across all eight worksheets so you can see how a single sale is built up — and chipped down — cost by cost.

The profit equation

Six costs sit between a TikTok Shop sale and the money you keep.

Your dashboard shows **revenue**. Your bank shows **profit**. Everything in between is the six costs below. Most sellers track one or two and guess at the rest — this worksheet makes all six visible, in order.



WORKED EXAMPLE — ONE \$28 SALE, GLOW THEORY

Revenue (buyer paid)	\$28.00
– Product cost	\$7.20
– Shipping	\$4.10
– TikTok referral fee (6%)	\$1.68
– Advertising (allocated)	\$6.00
– Promotion & creator	\$2.80
Net profit per unit	\$6.22

☒ Worked example
 ☐ Benchmark
 ☐ You fill in

GROSS MARGIN

59.6%

after product + shipping only

NET MARGIN

22.2%

after all six costs

● WHY THIS MATTERS

That \$28 sale looks like a 60% margin after product and shipping. Once TikTok's fee, ads, and promotions come out, the real margin is **22%** — barely a third of the gross.

Sellers who price off the gross number slowly go broke on volume. Price off the **net**.

Revenue Worksheet

Record what the buyer actually paid — gross, before any deduction.

Revenue is the top of the equation and the easiest figure to overstate. Record the **gross amount the buyer paid** — item price plus any shipping they covered. Do not net out fees or discounts here; every cost gets its own page.

WHAT COUNTS AS REVENUE

- ☐ Item price the buyer paid
- ☐ Shipping the buyer paid (if any)
- ☐ Gift wrap or add-on charges
- ☐ Tips, where the format allows

WHAT DOES NOT

- ☐ Sales tax you only collect & remit
- ☐ TikTok fees (tracked on p.08)
- ☐ Refunded or cancelled orders
- ☐ Creator samples & gifted units

WORKED EXAMPLE — ONE WEEK, GLOW THEORY

Source	Units	Revenue
Organic / FYP	31	\$868
Affiliate creators	44	\$1,232
Shop Ads / GMV Max 20		\$560
LIVE selling	7	\$196
Week total	102	\$2,856

Average order value = $\$2,856 \div 102 = \28.00 . Knowing which source drives revenue tells you where your real costs (ads, commissions) are hiding.

YOUR REVENUE — THIS WEEK / MONTH

DATE	PRODUCT / SKU	TRAFFIC SOURCE	UNITS	GROSS REVENUE
TOTALS				

HABIT THAT SAVES HOURS

Pull revenue weekly straight from **Seller Center > Finances**, and tag the traffic source on every line. When ad and creator costs land later, you will know exactly which sales they paid for.

Product Cost Worksheet

Your true cost of goods — everything that goes into one unit, in the box.

Product cost (COGS) is every dollar tied to making one unit ready to ship: materials, packaging the customer keeps, and the labor to assemble it. Get this per-unit number right and every later calculation falls into place.

WORKED EXAMPLE — ONE GLOW SERUM

Serum + active ingredients	\$3.10
Bottle + pump	\$1.60
Retail box	\$0.90
Label + insert card	\$0.40
Assembly labor	\$1.20
Product cost / unit	\$7.20

\$7.20 on a \$28 item = **25.7%** COGS — healthy for skincare.

TARGET COGS BY CATEGORY (% OF SALE PRICE)

CATEGORY	HEALTHY COGS
Beauty & skincare	15–30%
Fashion & apparel	25–40%
Home & gadgets	30–45%
Supplements	12–25%
Print-on-demand	35–50%

Rounded guideposts for small TikTok Shop sellers. Lower is better, but never cut quality that drives returns.

YOUR PRODUCT COST — BUILD UP ONE UNIT

COST COMPONENT	SUPPLIER / NOTE	COST PER UNIT
PRODUCT COST / UNIT		

DON'T FORGET

Include freight and import duty on inventory, and divide bulk buys down to a true per-unit figure (a \$480 case of 200 bottles = \$2.40 each). Leave shipping to the customer for the next page.

Shipping Cost Worksheet

The label, the mailer, and everything between your shelf and their door.

Shipping is the cost most sellers underestimate. Capture the **postage you pay** plus packaging the customer doesn't keep. If you use Fulfilled by TikTok (FBT), record the per-unit fulfillment fee here instead.

WORKED EXAMPLE — ONE GLOW SERUM

Postage (3 oz, Ground Advantage)	\$3.80
Poly mailer / box	\$0.18
Dunnage + label	\$0.12
Shipping cost / unit	\$4.10

Glow Theory offers free shipping (absorbed by the seller), so the full \$4.10 is a cost — not passed to the buyer.

TYPICAL US SHIPPING COST BY WEIGHT

METHOD / WEIGHT	SELLER COST
Light parcel (under 4 oz)	\$3.50–5.00
Standard (4–16 oz)	\$5.00–8.00
Heavy / bulky (1 lb+)	\$8.00+
Packaging per order	\$0.25–0.75
Fulfilled by TikTok	from \$4.28

FBT orders auto-qualify for free shipping; if you self-ship and opt out, buyers pay \$5.99 on orders under \$30.

YOUR SHIPPING COST — PER UNIT OR PER ORDER

COST COMPONENT	CARRIER / NOTE	COST
SHIPPING COST / UNIT		

WATCH YOUR WEIGHT

A single ounce can bump you into the next postage tier. Weigh the packed parcel, and if a product ships heavy, build the higher rate into your price — or it eats the margin you calculate on p.11.

TikTok Shop Fee Worksheet

The platform's cut — the one cost TikTok takes automatically.

In the US, TikTok Shop charges a single **referral fee** that bundles commission and payment processing — calculated on the price after any platform discount, before tax. Record it per order so it ties to revenue.

TIKTOK SHOP US FEE SNAPSHOT

FEE	RATE	HOW IT WORKS
Referral fee — standard	6%	Most categories; on (item + platform discount – tax)
Referral fee — select jewelry	5%	Diamond, ruby, sapphire & emerald categories
New-seller promotion	3%	30 days after first sale (if first sale within 60 days of onboarding)
Payment processing	included	US: bundled into the referral fee — no separate charge
Refund administration fee	20% of ref.	Capped at \$5 / SKU; charged even on full refunds (bank withdrawal \$0.05)
Fulfilled by TikTok (FBT)	from \$4.28	Per unit, if you use FBT; 60 days free storage

US rates, verified mid-2026 from TikTok Seller Center summaries. TikTok updates fees frequently — confirm live rates in your Seller Center.

WORKED EXAMPLE — ONE \$28 SALE

Sale price (after discount, pre-tax) \$28.00

Referral fee — 6% \$1.68

TikTok fee / unit \$1.68

On 380 monthly units: 6% of \$10,640 ≈ **\$638**, plus ~\$14 in refund-admin fees on returns ≈ **\$652**.

READ THE FINE PRINT

If you run a seller coupon, the fee is charged on the **discounted** price — a small silver lining.

Refunds give the referral fee back minus 20%. A high return rate is a hidden fee; track it.

YOUR TIKTOK FEES — PER ORDER OR PER MONTH

PERIOD / ORDER	SALE VALUE	RATE	FEE PAID
TOTAL FEES			

Advertising Cost Worksheet

Paid spend — and the ROAS that tells you whether it's working.

Ad spend (Shop Ads, GMV Max, Promote) is usually a TikTok seller's largest variable cost. Track total spend and the revenue it drove, then judge it with two numbers: **ROAS** (revenue ÷ ad spend) and **ACOS** (ad spend ÷ revenue).

WORKED EXAMPLE — GLOW THEORY, ONE MONTH

Ad spend	\$2,280
Revenue (all sources)	\$10,640
Blended ROAS	4.7×
ACOS (spend ÷ revenue)	21.4%

Ad cost / unit (380 units) \$6.00

Break-even ROAS for this product is $\approx 2.3\times$, so 4.7× is comfortably profitable — room to scale spend.

ROAS & ACOS GUIDEPOSTS

SIGNAL	ROAS	ACOS
Losing money	< break-even	—
Caution	2–3×	33–50%
Healthy	3–5×	20–33%
Strong	5×+	< 20%

Break-even ROAS = $1 \div$ (your margin before ads). Most TikTok sellers run ads at 15–25% of revenue.

YOUR ADVERTISING — BY CAMPAIGN OR MONTH

CAMPAIGN / PERIOD	AD SPEND	REVENUE DRIVEN	ROAS
TOTALS			

FIND YOUR BREAK-EVEN ROAS FIRST

Before scaling any campaign, calculate the ROAS where the product just breaks even (p.11 gives you the margin you need). Spending above that grows profit; spending below it grows losses — faster.

Promotion Cost Worksheet

Discounts, coupons, and creator commissions — the costs you choose.

Promotions are seller-funded: every coupon, flash-sale markdown, free-shipping subsidy, and affiliate commission comes out of your margin. They drive volume — but only count if you measure them. Record them per unit or as a monthly blend.

WORKED EXAMPLE — BLENDED PER UNIT

Seller coupons (avg across orders) \$0.90

Affiliate / creator commission \$1.90

Promotion cost / unit \$2.80

Roughly 10% of revenue. Affiliate sales carry commission on top of the referral fee — a 15% creator rate on a \$28 sale is \$4.20 on those orders.

PROMOTION GUIDEPOSTS

LEVER	TYPICAL RANGE
Open affiliate plan	10–12%
Targeted / mid creators	12–15%
Top-performer creators	15–20%
Seller coupon depth	5–10%
Flat-fee creator video	\$200–2,000

Set a low open rate and reserve higher commissions for creators who prove they convert.

YOUR PROMOTIONS — PER UNIT OR PER MONTH

PROMOTION TYPE	DETAIL / RATE	COST
PROMOTION COST		

STACK THE MATH, NOT THE DISCOUNTS

A coupon, an affiliate commission, and an ad can all hit the same order. Run that combined cost before launching a promo — three 15% levers on one sale can erase the whole margin.

Net Profit Worksheet

Every cost, subtracted in order, down to the one number that matters.

This is where the eight worksheets meet. Carry each total forward — revenue at the top, the five costs beneath — and what remains is your **true net profit**, per unit and per month. Do it for your hero product first.

WORKED EXAMPLE — GLOW THEORY

Line	Per unit	Per month
Revenue	\$28.00	\$10,640
– Product cost	\$7.20	\$2,736
– Shipping	\$4.10	\$1,558
– TikTok fees	\$1.68	\$652
– Advertising	\$6.00	\$2,280
– Promotion	\$2.80	\$1,064
Net profit	\$6.22	\$2,350

MONTHLY NET PROFIT

\$2,350

on \$10,640 revenue, 380 units

NET PROFIT / UNIT

\$6.22

22.2% of the sale price

HOW TO READ IT

A positive per-unit number means the product earns on every sale. A positive monthly number means the shop earns after fixed costs are covered.

If per-unit is positive but monthly is thin, your **volume** or **ad efficiency** — not the product — is the problem.

YOUR NET PROFIT — CARRY EACH TOTAL FORWARD

LINE ITEM	FROM PAGE	PER UNIT	PER MONTH
Revenue	p.05		
– Product cost	p.06		
– Shipping	p.07		
– TikTok fees	p.08		
– Advertising	p.09		
– Promotion	p.10		
NET PROFIT			

Profit Margin Worksheet

The percentage that tells you the truth about every sale.

Net profit in dollars tells you how much; net margin tells you how healthy. Margin is net profit ÷ revenue, as a percentage — the number that lets you compare a \$12 product to a \$90 one and price new launches with confidence.

THE TWO FORMULAS

WORKED EXAMPLE — GLOW THEORY

Revenue	\$28.00
Net profit	\$6.22
Net margin = 6.22 ÷ 28.00	22.2%
Gross margin (pre fees/ads/promo)	59.6%
Mark-up to hit 25% net	\$29.50
A \$1.50 price rise lifts net margin from 22% to 25% — without touching a single cost.	

NET MARGIN HEALTH — TIKTOK SHOP

NET MARGIN	READING
Under 8%	Fragile — one fee change or return wave erases it
8–15%	Workable — typical for ad-driven TikTok shops
15–25%	Healthy — sustainable and reinvestable
25%+	Strong — protect it; resist over-discounting

TikTok's blended selling costs run higher than search marketplaces — judge against these, not Amazon.

YOUR MARGIN — PER PRODUCT / SKU

PRODUCT / SKU	PRICE	NET PROFIT	NET MARGIN	VERDICT

THE FASTEST MARGIN WIN

On most TikTok products, a small **price** increase beats chasing tiny cost savings — the extra dollars carry almost no added product, shipping, or fee cost. Test a 5% rise on your best seller before cutting anything.

Monthly Review

Track the trend, not just one month — the shop is the story.

THE MONTH IN NUMBERS

Revenue	
Total costs	
Net profit	
Net margin %	
Units sold	
Avg order value	
Blended ROAS	
Return rate %	

THREE WINS THIS MONTH

ONE THING THAT HURT PROFIT

ONE CHANGE FOR NEXT MONTH

BEST & WORST PRODUCT

MOST PROFITABLE SKU

LEAST PROFITABLE SKU

TREND — SIX MONTHS AT A GLANCE

MONTH	REVENUE	NET PROFIT	NET MARGIN %	ROAS	UNITS

● MAKE IT A HABIT

Same day each month, 20 minutes, this page. Consistency turns scattered numbers into a trend line — and a trend line is the only thing that tells you whether the shop is actually getting healthier.

Profit Action Plan

Five levers move a TikTok Shop’s margin. Pick the one with the most room.

You don’t need a higher revenue number to make more money — you need a wider gap between revenue and the five costs. Diagnose which lever has the most slack against the benchmarks, then commit to one change for the next 30 days.

LEVER	MOVE	WATCH
Price	Test a 5–10% rise on your best seller; bundle to lift AOV	Conversion & review sentiment
Product cost	Re-quote suppliers; order deeper; trim packaging	Never cut quality that drives returns
Shipping	Right-size packaging; compare carriers; weigh packed	Next weight tier eats margin fast
Advertising	Pause sub-break-even campaigns; scale ROAS 3×+	Spending below break-even grows losses
Promotion	Lower open affiliate rate; reserve high rates for converters	Stacked discounts erase margin

STEP 1 · MY BIGGEST LEAK

- ☐ Margin below 8% — pricing or cost problem
- ☐ ROAS under break-even — ad problem
- ☐ Promotions over 15% of revenue
- ☐ Shipping over 15% of price
- ☐ Returns over 10%

STEP 2 · MY 30-DAY COMMITMENT

THE ONE LEVER I WILL MOVE

EXACTLY WHAT I WILL CHANGE

TARGET NET MARGIN NEXT MONTH

90-DAY ACTION STEPS

ACTION / LEVER	BY WHEN	EXPECTED IMPACT

— THE HABIT, NOT THE HUSTLE

Profit is what you keep, not what you sell.

TikTok rewards speed — but speed without a profit number just loses money faster. Work this sheet for one product, confirm it earns, then scale only what the math says works.

● YOUR MONTHLY LOOP

Track revenue & the five costs → **calculate** net profit and margin → **find** the lever with the most room → **change one thing** → review in 30 days. Repeat.

Keep what you earn.

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