SALES AND INCOME PLANNING

Etsy Income Goal Planner

Give your ambition a working plan.

Connect your monthly profit goal to order economics, a practical sales schedule and the traffic assumptions behind it.



SET A GOAL · CALCULATE · ACT

01 Know what an average order contributes.

02 Translate the goal into orders and visits.

03 Track progress and refine the next month.

For beginner Etsy, handmade, printable and print-on-demand sellers.

13 PRACTICAL SECTIONS · WORKED EXAMPLES · REUSABLE PLANNING PAGES

YOUR WORKBOOK / CONTENTS

A goal you can work with

Go in order and carry the results forward. Return to any page when a price, cost or assumption changes.

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KEEP USEFUL MOMENTUM

Each worksheet handles one planning job. Fill what you know, mark what needs evidence and keep the next action visible. These are manual writing or PDF-annotation fields, not automatic calculators. All example amounts are hypothetical.

01 / WHY INCOME GOALS MATTER

Turn the goal into a useful target

A specific goal gives you something to measure. Its order requirement depends on the amount each order leaves after sale-related costs.

Profit goal → contribution needed → monthly orders
→ weekly allocation → today's useful action

01 Define what "income" means

This workbook plans operating profit before income tax and owner withdrawals. Revenue and bank payouts are different measures.

02 Use the economics of an order

Average order value is revenue per order. Contribution is revenue minus variable costs and fees; it covers fixed costs before profit.

03 Make the assumptions visible

Include monthly overhead, available time, expected product mix and current fees. A calculated target is not a forecast of demand.

AN EXAMPLE WITH A STATED BASIS

A $500 monthly profit goal with $10 contribution per order and no fixed costs requires 50 orders. Over a 30-day month, that averages about 1.67 orders per day. Add $100 fixed costs and the requirement becomes 60 orders.

WHY THIS GOAL MATTERS TO ME

02 / INCOME GOAL WORKSHEET

Start with the order economics

Use one currency and the expected mix of orders. Count every cost once.

MONTHLY OPERATING-PROFIT GOAL / $

MONTHLY FIXED COSTS / $

WHY THIS GOAL MATTERS / PERIOD AND CURRENCY

Average item revenue after discounts / per order	$	
+ Shipping and gift-wrap receipts / per order	$	
− Product, fulfillment and other variable costs / order	$	
− Applicable Etsy fees and variable advertising / order	$	
= Average contribution per order	$	

Orders needed = (profit goal + fixed costs) ÷ positive contribution.
Round UP to a whole order. Example: ($500 + $0) ÷ $10 = 50.

MY INITIAL MONTHLY ORDER TARGET

FEE RECORDS CHECKED / DATE

Exclude tax collected for remittance from revenue. Include packaging, delivery and expected return losses in costs where applicable. If you subtract an unpaid owner-labor allowance, label the result a planning surplus after that allowance rather than accounting profit.

03 / MONTHLY INCOME PLANNER

Choose this month’s main focus

Use the same profit definition and cost treatment as page 4.

MONTH / ACTUAL NUMBER OF DAYS

OPERATING-PROFIT GOAL / $

FIXED COSTS / $

AVERAGE CONTRIBUTION PER ORDER / $

MONTHLY ORDERS NEEDED / ROUND UP

AVAILABLE FULFILLMENT HOURS

POSSIBLE APPROACH	WHAT TO TEST	CHOOSE
More orders	Demand, traffic, capacity and cost of acquisition.	
More contribution per order	Price, product mix, costs or a profitable bundle.	
A combination	A measured change to both volume and order economics.	

MY MAIN FOCUS / THE EVIDENCE BEHIND IT

FIRST ACTION / TARGET DATE

RECALCULATE THE WHOLE SCENARIO

A price change can alter fees, demand and conversion. A bundle can change production time and costs. Higher contribution can reduce the required order count, but the full scenario still needs a realistic demand and capacity check.

04 / WEEKLY SALES PLANNER

Use the actual calendar

Plan a full month, including the days after four weeks. Sales are unlikely to arrive evenly.

MONTHLY ORDERS NEEDED

DAYS IN THE MONTH

MY DAILY AVERAGE

Daily average = monthly orders ÷ actual days in the month.
Seven-day average = daily average × 7.
Example: 50 ÷ 30 ≈ 1.67 daily; 50 ÷ 30 × 7 ≈ 11.67 per seven days.

BLOCK / DATES	ORDER TARGET	MAIN ACTION
Days 1–7		
Days 8–14		
Days 15–21		
Days 22–28		
Days 29–month end / if any		
TOTAL / must match monthly target		

Allocate whole orders across the blocks. One 30-day example is 12 + 12 + 12 + 11 + 3 = 50. Cross out the final block for a 28-day month.

- ☐ List or refresh a planned item.
- ☐ Reply to messages within stated times.
- ☐ Check numbers and record next steps.
- ☐ Review one photo, title or price.
- ☐ Share a relevant offer with my audience.

MY BEST WEEKLY WORK TIME / SEVEN-DAY ORDER TARGET

05 / AVERAGE ORDER VALUE

Measure revenue per order

AOV describes the average value of an order. It does not tell you how much profit that order leaves.

AOV = revenue for the period ÷ number of orders.
Example: $400 ÷ 20 = **$20 per order**. Zero orders → N/A.

PERIOD / REVENUE DEFINITION

TOTAL REVENUE / $

NUMBER OF ORDERS

MY AOV / $

Use the same revenue definition each time. Etsy Stats revenue excludes shipping and tax; the contribution worksheet includes seller shipping receipts and costs. Record any reconciliation before combining measures.

OPTION TO TEST	PROFIT CHECK
Bundle or set	Account for every item, discount, fee and fulfillment cost.
Add-on or upgrade	Include extra materials, handling and production time.
Matching item	Check the additional contribution and buyer relevance.
Combined shipping	Check packaging, weight, carrier charges and fee bases.

ONE AOV TEST / EXPECTED CONTRIBUTION BEFORE AND AFTER

REVENUE AND PROFIT TARGETS DIFFER

For a $500 revenue target, $20 AOV means 25 orders; $25 AOV means 20. A $500 profit target requires the contribution calculation, including fixed costs. Raising AOV does not automatically raise contribution.

06 / SALES GOAL CALCULATOR

Connect the goal to traffic

Use your actual shop conversion rate or a clearly labeled scenario. Visits are browsing sessions, not listing views.

MONTHLY CALCULATION	EXAMPLE	YOUR NUMBER
Operating-profit goal	$500	
+ Fixed monthly costs	$0	
÷ Average contribution per order	$10	
= Orders needed / round up	50	

TRAFFIC CALCULATION	EXAMPLE	YOUR NUMBER
Required shop orders	50	
÷ Shop conversion / decimal	2% = 0.02	
= Shop visits needed / round up	2,500	

Visits needed = required orders ÷ conversion as a decimal.
Example: 50 ÷ 0.02 = 2,500. A 2% rate is a scenario, not a benchmark.

CONVERSION SOURCE / PERIOD

MY VISITS TARGET / MONTH

CHECK THAT THE INPUTS CAN SUPPORT THE GOAL

Contribution and conversion must be positive for these calculations. If either is zero, a positive goal has no finite target under this model. Future traffic, product mix and conversion can differ; check capacity and cost before scaling.

07 / INCOME GOAL CHECKLIST

Check the plan’s foundations

Tick the points supported by your numbers. An unresolved item is a next step to investigate.

THE GOAL IS CLEAR

- ☐ I have a specific monthly operating-profit goal.
- ☐ I know average contribution and separate fixed costs.
- ☐ I have rounded the monthly order requirement up.
- ☐ I allocated the target across the actual calendar.

THE ASSUMPTIONS ARE CREDIBLE

- ☐ The target fits available fulfillment time.
- ☐ I have enough suitable stock or production capacity.
- ☐ My prices leave a contribution I am willing to work for.
- ☐ I tested the effect of price, mix, AOV and costs on the goal.

THE WORK IS ORGANIZED

- ☐ I have a main focus for this month.
- ☐ I have a repeatable weekly routine.
- ☐ I know where I will track progress.
- ☐ I have planned a response to likely obstacles.

ASSUMPTION I WILL VERIFY NEXT / DATE

08 / OBSTACLES AND SOLUTIONS

Prepare a response you can use

Anticipate the friction, then choose a practical action that keeps useful work moving.

IF THIS HAPPENS	A RESPONSE TO CONSIDER
Not enough orders	Check relevant demand, visibility, the offer and profitability.
Many views, few orders	Review traffic quality, photos, price and delivery; avoid assuming one cause.
Limited time this week	Choose the highest-value task and carry forward the remaining work.
Feeling discouraged	Record progress and what the latest results taught you.
A slow month	Compare like periods, review assumptions and decide the next experiment.

AN OBSTACLE I EXPECT

MY RESPONSE WHEN IT APPEARS

WHAT HELPS ME KEEP GOING

KEEP THE LEARNING

A missed target is information. Separate what you can act on from what remains uncertain, and make the next task concrete.

09 / MONTHLY PROGRESS

Track profit on a consistent basis

Track operating profit before income tax and owner withdrawals.

Year / currency: _____ Monthly review day: _____

MONTH	PROFIT GOAL	ACTUAL PROFIT	ORDERS	GOAL MET?
01				
02				
03				
04				
05				
06				
07				
08				
09				
10				
11				
12				

Actual operating profit = order revenue − variable costs − fixed costs.

READ THE PROGRESS, THEN CHOOSE

Mark Y if actual profit meets or exceeds the goal; otherwise N. Count each cost once. Review product mix, traffic and capacity. Recognize progress and use the evidence to repeat, revise or raise the target.

10 / GOAL REVIEW

Turn this month into next month’s plan

Set aside a review session and use actual records. Compare like periods before drawing conclusions.

MONTH / CURRENCY

OPERATING-PROFIT GOAL / $

ACTUAL OPERATING PROFIT / $

ORDERS COMPLETED

BEST-SELLING PRODUCT / ITS CONTRIBUTION

- [ ] I recorded whether I met the goal or made progress.
- [ ] I identified what helped most.
- [ ] I noted what got in the way.
- [ ] I reviewed my strongest product or week.

WHAT HELPED / EVIDENCE

WHAT GOT IN THE WAY / UNCERTAINTY

NEXT MONTH’S OPERATING-PROFIT GOAL / $

MY ONE MAIN CHANGE

WHAT WOULD MAKE THE NEXT MONTH EASIER TO EXECUTE?

Carry unfinished useful work forward. Recalculate if costs, prices or product mix have changed; a missed target is a reason to learn and adjust.

11 / QUICK WINS

Choose an action that fits the evidence

Each option supports the plan. Measure its effect on contribution, orders and workload.

01 Calculate the order target

Make the fixed costs and contribution explicit.

02 List a researched product

New listings are a test of demand, not a sales guarantee.

03 Cost a useful bundle

Check its total contribution and fulfillment work.

04 Test a price on a suitable item

Recalculate fees and monitor demand after the change.

05 Improve a main image

Show the real product clearly and accurately.

06 Clarify a title

Use relevant buyer language and clear item details.

07 Consider an Etsy targeted offer

Use Sales and discounts for eligible, opted-in shoppers; check the discounted contribution.

08 Verify contribution per order

Reconcile calculator inputs with your actual costs.

12 / COMMON MISTAKES

Find the gap in the plan

Tick what needs attention, then choose a useful correction.

- [ ] A vague goal without an amount or a period.
- [ ] Planning without a contribution estimate.
- [ ] Leaving out applicable Etsy fees or other costs.
- [ ] Confusing revenue, payout and operating profit.
- [ ] Choosing a target without testing demand or capacity.
- [ ] Treating every month as exactly four weeks.
- [ ] Treating higher AOV as automatic profit growth.
- [ ] Changing several variables without recording them.
- [ ] Abandoning useful work after one slow week.
- [ ] Not tracking progress or lessons.
- [ ] Comparing unrelated shops instead of comparable evidence.
- [ ] Waiting for certainty before taking a measured next step.

PUT THE DECISION ON PAPER

A written goal makes the assumptions visible. It does not guarantee the outcome, but it gives you a clear plan to test and improve.

MY PRIORITY CORRECTION / ACTION DATE

13 / FINAL ACTION PLAN

Keep the goal connected to action



Bring the important numbers and the next useful step onto one page.

TODAY

MONTHLY OPERATING-PROFIT GOAL / $

MONTHLY ORDERS NEEDED

THIS WEEK

MY SEVEN-DAY ORDER TARGET

DATES COVERED

ONE QUICK WIN I WILL COMPLETE / PAGE 13

THIS MONTH

MY MAIN FOCUS / VOLUME, CONTRIBUTION OR A MEASURED COMBINATION

FIRST GOAL REVIEW DATE

FIRST ASSUMPTION TO RECHECK

COMPANION CALCULATORS

Etsy Income Goal Calculator

Etsy Fee Calculator

Etsy Profit Calculator

Use current account-specific inputs. See page 16 for how the calculator’s assumptions map to this planner.

REFERENCE / INPUTS AND CURRENT GUIDANCE

Verify before relying on a number

Official guidance and calculator behavior were reviewed on 13 November 2026.

MAP THE CALCULATOR INPUTS

The Income Goal Calculator divides its goal field by per-sale profit. To use this planner's contribution approach, enter goal plus fixed costs in the goal field and contribution in the per-sale field. Do not include overhead a second time. The calculator uses 4.33 weeks and 30 days; page 6 uses your actual calendar. Its current inputs do not calculate a traffic target—use page 8.

Fee and Profit Calculators are estimates based on entered inputs. Include omitted advertising, returns, packaging and other applicable costs separately, once. A per-order remainder before fixed costs and income tax is not take-home income. Use an order-weighted average contribution when the product mix varies.

Etsy / current fees, taxes and fee bases

Etsy / country-specific payment processing

Etsy / Stats definitions and revenue basis

Etsy / targeted offers and eligibility

MY FEE RECORDS AND ASSUMPTIONS / SAVED LOCATION

NEXT FEE CHECK DATE

NUMBER MOST LIKELY TO CHANGE