FREE PRINTABLE · SIMPLELIFECALC

Market Day Sales & Stock Tally Sheet

For craft fairs, maker markets, holiday markets and other in-person selling events

Event ___ · Date ___ · Location ___ · Booth or table ___ · Tally sheet 1 of ___

How to use this sheet

1. Before you open: write each product, how many you brought and, if you used the Craft Fair Inventory Planner, your planned units.
2. During the day: make a mark in Sales tally for each unit sold. Groups of five are easiest to count. Out of room? Write a running number and keep going.
3. At close: count your marks for Sold, then count all sellable stock still left from what you brought, including any remaining in the car or another event storage spot, for Counted at close. Use Other out for units that left your stock without being sold.
4. Blank or 0: leave a box blank if you didn't track it. Write 0 only for a real zero.

Optional check for any product: use this only when Brought, Sold, Other out and Counted at close are all filled in. Brought − Sold − Other out should equal Counted at close. If they're different, the counts don't match — add a note if you know why.

Product	Planned (optional)	Brought	Sales tally	Sold	Other out (optional)	Counted at close	Notes
Page totals (add the boxes you filled in)		___		___	___	___	

Product Tally — Continued

Event ___ · Tally sheet ___ of ___

Print as many copies of this page as you need. Number only the product tally sheets; the End-of-Day Totals page is separate. The columns work the same way as page 1.

Product	Planned (optional)	Brought	Sales tally	Sold	Other out (optional)	Counted at close	Notes
Page totals (add the boxes you filled in)		___		___	___	___	

END OF DAY

End-of-Day Totals

Copy the Page totals from each sheet, then add each column.

Sheet	Brought	Sold	Other out	Counted at close
Sheet 1	___	___	___	___
Continued sheet ___	___	___	___	___
Continued sheet ___	___	___	___	___
Continued sheet ___	___	___	___	___
Event total	___	___	___	___

Used more sheets? Add their totals into the Event total line.

☐ Some boxes were left blank, so these totals cover only what I recorded.

Optional check

Use this check only if all four Event total columns cover the same recorded products. If any total leaves out rows because boxes were blank, skip this check.

Brought ___ − Sold ___ − Other out ___ = ___ · Counted at close ___

If the two numbers are different, the counts don't match. That alone doesn't tell you why — add a note if you know the reason.

Note: ___

Next steps

Next	Tool	Printed URL
Work out the event's financial result	Craft Fair Profit Calculator	simplelifecalc.com/c/craft-fair-profit-calculator
Review what happened	Craft Fair Post-Event Review Workbook	simplelifecalc.com/resources/craft-fair-post-event-review-workbook
Update your ongoing stock record	Handmade Inventory Tracker	simplelifecalc.com/resources/handmade-inventory-tracker
Plan stock for your next event	Craft Fair Inventory Planner	simplelifecalc.com/c/craft-fair-inventory-planner

This sheet records the counts you write down. It doesn't calculate sales value, costs or profit.