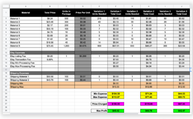

BizBuildingMoms.com

Etsy Fees, Profit, & Price Calculator – Free Google Sheets Template!

Etsy Pricing Calculator With Fees And Profit Projection

If you've worked tirelessly to create a quality product to list and sell on Etsy then you know how frustrating it is to have your product complete and realize that there's administrative work to be done before you can start selling! Not only do you need to come up with a product description and take good photos of it, but you have to figure out what to charge for your creation to be sure that you make a profit on it. It can be difficult to calculate the expense of all of the materials that you used to make each individual item and on top of that Etsy has fees per listing to consider. The numbers can seem overwhelming without a streamlined way to look at them all.

With my easy-to-use free Etsy fees calculator and Etsy product pricing calculator you can bring it all together into one place. You can keep track of your variable expenses and price your product based on projected profit all from one template.

I just recently expanded my online business into some physical product sales through Etsy. I worked hard for weeks to generate a small inventory to begin selling my products and was excited to get them listed and start selling! However, I knew that I needed an Etsy profit calculator to take my material costs for each item and project a profit estimate before I could set sales prices in stone. I built a Google Sheets spreadsheet to include all of the details I needed, including the Etsy fees per listing and sale. I also decided as I began to generate my Etsy listings that I wanted to offer free shipping and so I included estimated shipping expenses in my Etsy pricing calculator as well. When I had all of the details entered, it turned out that I needed to charge more than I originally thought to make my profit goals! Thanks to the comprehensive spreadsheet I created, I was able to play with entering different sale prices and determine exactly what I wanted to charge.

In this post I'm going walk you through how to create your own Etsy profit calculator and pricing model with Google Sheets (or excel). I will also include access to my Google Sheets template free of charge! I hope that it's helpful to you as you work on establishing your Etsy business and generating profitable sales.

How To Create An Etsy Profit Calculator & Pricing Model

In this post I'm going to assume that most readers have a basic knowledge of how to use Google Sheets or Excel. (If you don't, no worries! Just check out the video in **my post here** that walks you through some of the essential basics and come right back to this post to learn how to create or use the Etsy calculator I've created!)

If you're familiar with the basics of Google Sheets or Excel, watch the video below to learn how to create and use an Etsy profit calculator and pricing spreadsheet in Google Sheets. You can also read on for step by step instructions. The Google Sheets template for this Etsy pricing calculator is also available for free download at the bottom of this post.

(All values in the spreadsheet and screen shots are for example purposes only and do not reflect any actual product or material costs.)

Step By Step Instructions:

On a blank Google Sheets or Excel spreadsheet you can begin to create your own Etsy pricing calculator by following the below steps.

1. In the top row of your spreadsheet format the cells however you would prefer for a header and enter the following column titles
   - A = "Material"
   - B = "Total Price"
   - C = "Units In Package"
   - D = "Price Per Unit"
   - E = Your product name followed by "Units Needed"
   - F = Your product name followed by "Total Cost"
   - Repeat column headers E & F altered to include the name of each variation in size or style being offered of the same product.
2. In column A under the "Material" heading list all of the materials that were used to produce any of your product variations. Be sure to also include any expenses that you incur for shipping (ie. boxes, envelopes, etc).
3. In column B under the "Total Price" heading enter the price for a full package of or group of each material that you listed in column A. (For example, if you use rolls to make your product and a whole box of nails cost $3.00, then enter $3.00 in column B next to where you listed nails in column A.) You can format the cells as currency by clicking on the $ in the top menu of Google Sheets.
4. In column C enter how many units were in each full package or group of each material that you listed in column A. (For example, if the the box of nails that you entered $3.00 for in column B included 100 nails, then enter "100" in the same row in column C.)
5. In column D under the heading "Price Per Unit" enter the formula =B2/C2 in the first empty cell. Copy this formula down into all of the cells that align with materials and prices you entered in columns A & B.
6. In column E under the heading "Your Product – Units Needed" enter how many units of each material listed in column A you needed to create your product. (For example, if you needed only 4 nails for each product that you created, enter "4" in the row for nails under column E.)
7. In column F under the heading "Your Product – Total Cost" enter the formula =E2*D2 in the first empty cell. Copy this formula down into all of the cells that align with materials that you entered in column A.
8. Repeat columns E and F for each product variation that you want to include in your spreadsheet.

	Material	Total Price	Units In Package	Price Per Unit	Handmade Jewelry – Units Needed	Handmade Jewelry – Total Cost	Handmade Jewelry – Units Needed	Handmade Jewelry – Total Cost
1	Material A	$0.00	100	$0.00	4	$0.00	4	$0.00
2	Material B	$0.00	100	$0.00	4	$0.00	4	$0.00
3	Material C	$0.00	100	$0.00	4	$0.00	4	$0.00
4	Material D	$0.00	100	$0.00	4	$0.00	4	$0.00
5	Material E	$0.00	100	$0.00	4	$0.00	4	$0.00
6	Material F	$0.00	100	$0.00	4	$0.00	4	$0.00
7	Material G	$0.00	100	$0.00	4	$0.00	4	$0.00
8	Material H	$0.00	100	$0.00	4	$0.00	4	$0.00
9	Material I	$0.00	100	$0.00	4	$0.00	4	$0.00
10	Material J	$0.00	100	$0.00	4	$0.00	4	$0.00

9. In column A, skip one blank cell after listing your materials and then enter "Etsy Expenses" in the cell below it. I usually format this whole row in a different color to be a heading. Etsy has 3 fees that will be charged per each product that you sell. You can **learn more about them each here**. Under this heading we will account for these fees for each product variation.
10. In column A under the "Etsy Expenses" heading enter "Etsy Listing Fee" in the cell below it. Then enter the following into each column for the "Etsy Listing Fee" row:
    - B: $0.20
    - C: 1
    - D: copy down the same formula from the above cells in column D
    - E: 1
    - F: copy down the same formula from the above cells in column F
    - For all of your variations in columns after E and F continue to list 1 as the units needed and copy down the formula for total cost from the above cells.
11. In the cell beneath "Etsy Listing Fee" in column A enter "Etsy Transaction Fee." Leave all of the cells in the corresponding row blank for now. In the cell beneath "Etsy Transaction Fee" type the title "Etsy Min Processing Fee." Leave the cells in the corresponding row for this title blank for now as well.
12. In the cell beneath "Etsy Min Processing Fee" type in the title "Etsy Max Processing Fee." Leave the cells in the corresponding row for this title blank for now as well.
13. Skip one row and then enter "Shipping Expenses" as another header in column A. As I stated above, I usually make this row a different color to make clear that it's a header.
14. Directly beneath the "Shipping Expenses" header in column A I add any of the shipping materials that I am responsible for purchasing (boxes, etc) and calculate them out in the subsequent columns the same way as I did for all of the materials included in the production of the product at the top of the spreadsheet.
15. Whether you are offering free shipping or not, beneath your shipping materials add the title "Shipping Min" and below that "Shipping Max." They should each be listed on separate rows. On your listing page through your Etsy account estimate the shipping for each region/country that you plan to offer shipping to and type in the minimum shipping that you may pay in the same row as "Shipping Min" under column F (or H, J, etc. depending how many product variations you have). In the same row as "Shipping Max" in column F (or H, J, etc.) type in the maximum shipping that you may pay to deliver your product.

11	Shipping Materials	$0.00	100	$0.00	4	$0.00	4	$0.00
12	Shipping Expenses	$0.00	100	$0.00	4	$0.00	4	$0.00
13	Shipping Min			$0.00		$0.00		$0.00
14	Shipping Max			$0.00		$0.00		$0.00

16. Skip a row at the bottom of your list and in column E enter the title "Min Expense." In the cell beside it enter a sum formula to include all of the cells in column F except your shipping max. For example =sum(F2:F14). Make sure the formula references all of your material cost cells, Etsy fee cells, and your minimum shipping expense.
17. In the row directly below the "Min Expense" label that you just added type in the label "Max Expense." In the cell beside it enter a sum formula to include all of the cells in column F except your shipping min. For example =sum(F2:F12+F15. Again make sure that you include all of the material costs, Etsy fee costs, and your shipping max. If you are not offering free shipping on your product leave the shipping cost cells out of your formula. Repeat the labels and formulas from steps 11 and 12 for each of your product variations.
18. Skip a row beneath the last row you have used in your spreadsheet. In the next row, under column E type the title "Price Charged." In the cell beside it enter an estimate of the price you plan to charge for your product. (You will be able to change the price to see it's effect on your total profit when the spreadsheet is complete.) Repeat this under the corresponding columns for each of your product variations.
19. Go back up into your row with "Etsy Transaction Fee" in column A. In this row under column F enter a formula to multiply your estimated price by the 5% transaction fee that Etsy requires per product (ex. =F26*0.05). Repeat this into the total cost column in the same row for each of your product variations.
20. Go to an area of empty cells on your spreadsheet to create a small additional table that is 3 cells long by 2 cells wide. In the left hand column of the small table add the labels "Sales Tax Rate," "Etsy Country Rate," and "Etsy Fixed Rate." In the corresponding cell to the right of each label enter the sales tax rate that you want to use to calculate the Etsy processing fee. (I just choose the highest tax rate that I may end up needing to ship to.) Next to the Etsy Country rate you can enter 3% if you are within the US and next to "Etsy Fixed Rate" you can enter $0.25 if you are within the US. (These are the current United States rates. You can find the rate and expense for your country **here** if you are outside of the United States. Since rates may change after the publishing of this post, it would be a good idea to verify them even if you are within the US.)

Sales Tax Rate	7.25%
Etsy Country Rate	3.0%
Etsy Fixed Rate	$0.25

21. Go back up into your row with "Etsy Processing Fee Min" in column A. In this row under column F enter a formula to multiply your estimated price + min shipping + estimated sales tax on total of price and shipping by 3% as well as to add a fixed $0.025. An example formula would be =(L25+0.03*I0.0725*F(F2+F15)+F2+F15). Instead of directly typing in the 0.25, 0.03, and 0.0725 click on the cells containing those values that you just created in the small table above. Repeat this in the "Product Variation – Total Cost" columns for each of your product variations.
22. Go back up into your row with "Etsy Processing Fee Max" in column A. In this row under column F enter a formula to multiply your estimated price + max shipping + estimated sales tax on total of price and shipping by the Etsy country rate as well as to add the Etsy fixed rate for your country. An example formula would look like =0.25+0.03*I0.0725*(F28+F17)+F28+F17) Instead of directly typing in the 0.25, 0.03, and 0.0725 click on the cells containing those values that you just created in the small table above. Repeat this in the "Product Variation – Total Cost" columns for each of your product variations.
23. Skip a row beneath the "Price Charged" title and type the title "Max Profit" in column E. In the cell beside it enter a formula to subtract your minimum expense from your estimated price (ex. =F26-F23). This should reveal the maximum amount of profit that you would make if you sell to your lowest cost shipping region at your estimated price.
24. In the cell directly below your "Max Profit" label type "Min Profit." In the cell directly beside "Min Profit" then type in a formula to subtract your maximum expenses from your estimated price charged (ex. =F26-F24). This should reveal the minimum amount of profit that you would make if you sell to your highest cost shipping region at your estimated price.
25. Repeat steps 15 and 16 into the corresponding columns for each of your product variations.

Min Expense	$0.00	$0.00	$0.00	$0.00
Max Expense	$0.00	$0.00	$0.00	$0.00
Price Charged	$0.00	$0.00	$0.00	$0.00
Max Profit	$0.00	$0.00	$0.00	$0.00
Min Profit	$0.00	$0.00	$0.00	$0.00

26. When you're finished entering all of your values you can format your spreadsheet in whatever way is most helpful for you to view the information. I often add borders and grey out cells that auto-calculate so I don't accidentally type over them.

With the finished Etsy calculator you can now experiment with different potential prices for your product and product variations to see exactly how the various prices would impact your profit earned. When a price returns the expected profit range desired, you can confidently set your price for the item in your Etsy listing!

Creating an Etsy calculator to set your prices and estimate your profit earned per item is as easy as the steps included in this post! However, if you don't want to start from scratch you can **access my free Etsy fees, profit, and pricing calculator template here** to modify to your needs.

I wish you the best as you start or grow your Etsy business!

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