

Craft Fair Profit Starter Sheet

Printable companion | CraftyCalcs.com | Fill this out by hand, or use the XLSX workbook for automatic formulas.

HOW TO USE IT

1. Find the full cost of one sellable product, including labor and expected waste.
2. List fixed event expenses and mark which ones belong in this event plan.
3. Subtract product cost and selling fees from price to find contribution per sale.
4. Divide event costs by contribution per sale, then round up to a whole sale.
5. Review overlooked costs before deciding whether the event goal is realistic.

REVIEWED EXAMPLE - 8 OZ SOY CANDLE

Result	Reviewed value
Materials per product	\$6.77
Labor per product	\$4.00
Cost per sellable product	\$12.55
Contribution per \$28 sale	\$14.31
Sales to recover \$295 event costs	21
Sales for event costs + \$300 profit goal	42

Planning note: Replace every example value with your own current data. Confirm event rules, permits, insurance, payment fees, and tax treatment with the relevant provider or qualified professional. Avoid counting the same cost in product overhead and event expenses.

One-Product Cost Worksheet

Use the same unit for amount used and unit cost. Include labor you want the product to recover.

Product name

Material/component	Amount	Unit	Cost/unit	Product cost
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$
			\$	\$

Total material cost per product \$

Labor minutes per product

Hourly labor rate \$

Labor cost = minutes / 60 x hourly rate \$

Packaging per product \$

Overhead per product \$

Expected waste/defect rate %

Cost per sellable product \$

Formula: $(materials + labor + packaging + overhead) / (1 - waste\ rate)$

Event-Expense Checklist

Check Include when a cost belongs in this event plan. Keep per-sale payment fees on the Break-Even worksheet.

Include	Expense	Planned	Actual	Notes
☐	Application or jury fee	\$	\$	
☐	Booth or space fee	\$	\$	
☐	Permits or licenses	\$	\$	
☐	Event insurance allocation	\$	\$	
☐	Display, table, tent, or rental	\$	\$	
☐	Mileage, fuel, tolls, parking	\$	\$	
☐	Lodging	\$	\$	
☐	Incremental meals	\$	\$	
☐	Payment, power, or lighting supplies	\$	\$	
☐	Signs, cards, samples, promotions	\$	\$	
☐	Shipping or product transport	\$	\$	
☐	Helper wages or relief coverage	\$	\$	
☐	Equipment wear or repairs	\$	\$	
☐	Cash float, bags, cleanup, misc.	\$	\$	
☐	Additional expense	\$	\$	

Included planned event costs

\$

Included actual event costs

\$

Craft-Fair Break-Even Worksheet

Use a conservative average when products have different prices or costs. Round required sales up to a whole sale.

SALES ASSUMPTIONS

A. Average selling price	\$
B. Cost per sellable product	\$
C. Payment fee rate	%
D. Per-transaction fee	\$
E. Contribution per sale: $A - B - (A \times C) - D$	\$

EVENT GOAL

F. Planned event costs	\$
G. Desired event profit	\$

RESULTS

Sales to recover event costs: round up(F / E)	
Revenue at cash break-even: sales x A	\$
Sales for costs + goal: round up($(F + G) / E$)	
Revenue at profit-goal sales: sales x A	\$

If contribution per sale is zero or negative, more sales will not recover event costs under these assumptions. Raise price, lower product or selling costs, change the product mix, or reconsider the event. Keep taxes collected for a taxing authority out of revenue and profit.

Overlooked-Cost Checklist

Mark each cost you counted and note where. This checklist is a prompt, not an automatic total.

Counted	Category	Cost to review	Where included / notes
☐	Product	Waste, spills, breakage, samples, display inventory	
☐	Labor	Sourcing, setup, cleanup, labeling, packing	
☐	Labor	Travel, booth setup, selling, teardown time	
☐	Selling	Card fees, discounts, refunds, chargebacks	
☐	Event	Applications, insurance, permits, licenses	
☐	Event	Tent weights, lighting, power, displays, repairs	
☐	Travel	Mileage, fuel, tolls, parking, lodging, meals	
☐	Marketing	Signs, printing, samples, photography, ads	
☐	Operations	Software, website, bookkeeping, banking	
☐	Equipment	Maintenance, replacement, depreciation	
☐	Inventory	Storage, stale stock, seasonal leftovers	
☐	Compliance	Testing, labeling, professional advice	
☐	Taxes	Income, sales, payroll, local obligations	

A cost can be real even when its tax treatment differs from it.

Free Calculators and Planning Notes

Use these free, ungated CraftyCalcs resources to replace rough guesses with your own inputs.

RELEVANT FREE TOOLS

Craft Batch Cost Calculator

<https://craftycalcs.com/craft-batch-cost-calculator/>

[Seller Tools hub](#)

<https://craftycalcs.com/seller-tools/>

Material calculator directory

<https://craftycalcs.com/#calculators>

NOTES