

● Free Resource

Free Product Pricing Worksheet

Price products with more confidence by accounting for costs, fees, and target margin.



Price Your Product

A practical 3-page pricing worksheet for small businesses

What this worksheet solves

A product can sell consistently and still fail to meet your profit target. Start with the full cost of one sale, not just the item cost.

TWO NUMBERS THAT ARE NOT THE SAME

Markup uses cost as the denominator. Gross contribution margin uses selling price.

Worked example: one shipped product

Product cost	\$12.00
Packaging + subsidized shipping	\$3.00
Fixed processing charge	\$0.90
Percentage payment fee	3% of selling price
Target contribution margin	35%

Minimum price for this target

Price = $(\$12 + \$3 + \$0.90) / (1 - 0.03 - 0.35) = \$25.65$ (rounded up).

CHECK THE RESULT

At \$25.65, estimated variable contribution is \$8.98, about 35.0% of the price.

Illustration only. This contribution margin is before rent, salaries and other fixed costs.

Your Pricing Worksheet

Printable, fill-in planning sheet

Build your own product price

Choose one specific product and one typical sales channel. Use your actual fee schedule.

Product / SKU _____

Materials or wholesale item cost (\$) _____

Packaging, inserts and labels (\$) _____

Seller-paid shipping / fulfillment (\$) _____

Other variable cost per sale (\$) _____

Fixed transaction fee per order (\$) _____

Percentage selling fee (as decimal) _____

Target contribution margin (as decimal) _____

YOUR CALCULATION

Price = total fixed-dollar variable costs / (1 - percentage fee - target margin).

Calculated minimum price (\$) _____

Price you plan to charge (\$) _____

Important: percentage fee + target margin must be less than 100%. _____

Pricing Checklist

Avoid common margin and fee mistakes

Before you publish your price

- Count packaging, product-level shipping subsidies and per-order charges.
- Contribution margin = contribution after included variable costs and fees / selling price.
- Test discounts and returns. A 10% sale can reduce contribution substantially.
- Check sales taxes separately; use the actual taxable base and merchant fees.
- Review monthly fixed costs and expected sales to see whether contribution is sufficient.

Three questions to ask

What changes if a supplier increases costs by 10%?

Will a promotion still meet my minimum contribution target?

How many sales are needed to cover my monthly fixed costs?

READY TO TRY YOUR NUMBERS?

Use Aldervant's free online Pricing Calculator.

<https://aldervant.com/pricing-calculator>

Aldervant also offers a \$29 Excel toolkit for multi-product planning.