DEMO

Small Business Cheat Sheet Bundle

See how the sheets look when they are filled in.
Sample shop: handmade soap. All numbers are made up.

In this demo

1. Pricing Formula: one product priced from its cost
2. Cost Calculator: 4 products filled in
3. Monthly Tracker: one month of sales and profit
4. Stock Checklist: with a reorder alert
5. Content Calendar: a full week of ideas

Blue entries are the example numbers.
Your bundle comes with blank sheets so you can fill in your own numbers.

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1. Pricing Formula & Profit Margin

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Stop guessing. Price every product from its real cost.

EXAMPLE: sample shop, handmade soap

Step 1: Know your true cost per unit

Cost = materials + packaging + your labour + shipping share + payment / platform fees. Forgetting even one of these is the most common reason sellers lose money without noticing.

STEP 2: PRICE FROM YOUR TARGET MARGIN

Selling price = Cost / (1 - target margin)

Example: cost 600, target margin 40% -> 600 / 0.60 = 1,000.

Quick price table (example: cost = 600)

Target margin	Multiply your cost by	Selling price
20%	x 1.25	750
30%	x 1.43	857
40%	x 1.67	1,000
50%	x 2.00	1,200
60%	x 2.50	1,500

Margin is not markup

Margin = (Price - Cost) / Price

Markup = (Price - Cost) / Cost

Markup	Real margin	What it means
25%	20%	Low cushion
50%	33%	Common minimum
100%	50%	Healthy
150%	60%	Premium

Pricing rules of thumb

- Never price only by copying competitors. Their costs are not your costs.
- Pay yourself: include the hours you spend making, packing and answering messages.
- Test a 5-10% price increase on your best seller. Many customers will not notice.
- Use bundles (2 or 3 items) to raise the average order without discounting.

My product: Lavender soap Cost: 240 Target margin: 40 % Price: 400

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2. Product Cost Calculator

Fill in one column per product. Reuse every time your supplier prices change.

EXAMPLE: sample shop, handmade soap

Cost item	Product A	Product B	Product C	Product D
Product name	Lavender soap	Honey soap	Shea body butter	Lip balm
Materials / ingredients	120	140	260	70
Packaging (box, label, bag)	30	30	50	25
Labour (minutes x hourly rate)	40	40	60	25
Shipping share per unit	25	25	40	15
Payment / platform fees	15	15	30	10
Other costs	10	10	20	5
TOTAL COST PER UNIT	240	260	460	150
Target margin %	40%	40%	50%	50%
Selling price	400	433	920	300
Profit per unit	160	173	460	150
Units sold per month	50	30	20	40
Monthly profit	8,000	5,190	9,200	6,000

How to fill it in

- Total cost per unit = add every cost line above it.
- Selling price = total cost / (1 - target margin). Example: 600 / 0.60 = 1,000.
- Profit per unit = selling price - total cost.
- Monthly profit = profit per unit x units sold per month.
- Labour tip: time one batch, divide the minutes by the number of units, multiply by your hourly rate.
- Review this sheet every time a supplier changes a price or shipping rate.

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3. Monthly Sales & Expense Tracker

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Fill it in weekly. 10 minutes a week keeps your numbers honest.

EXAMPLE: sample shop, handmade soap

Month: March

Revenue goal: 60,000

Week	Sales (revenue)	Cost of goods	Ads / marketing	Other expenses	Profit
Week 1	14,000	5,600	1,000	1,500	5,900
Week 2	16,500	6,600	1,000	1,500	7,400
Week 3	12,500	5,000	800	1,500	5,200
Week 4	18,000	7,200	1,200	1,500	8,100
TOTAL	61,000	24,400	4,000	6,000	26,600

PROFIT FORMULA

Profit = Sales - Cost of goods - Ads - Other expenses

Monthly scoreboard

Metric	This month	Last month
Number of orders	48	41
Average order value (revenue / orders)	1,271	1,268
New customers	30	26
Returning customers	18	15
Best-selling product	Lavender soap	Lavender soap

Monthly review: ask yourself

- Which product made the most profit (not just the most sales)?
- Which expense grew faster than my sales?
- Which ad or post brought real orders?
- What is one thing I will change next month?

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4. Stock Reorder Checklist

Never run out of best sellers. Never over-order slow ones.

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EXAMPLE: sample shop, handmade soap

REORDER POINT

Reorder point = (daily sales x lead time in days) + safety stock

Example: you sell 5 per day, your supplier needs 7 days, and you keep 10 as safety stock. (5 x 7) + 10 = 45. Order again when stock reaches 45.

Product	In stock	Daily sales	Lead time (days)	Safety stock	Reorder point
Lavender soap	62	2	7	10	24
Honey soap	28	1	7	8	15
Shea body butter	14	1	10	5	15
Lip balm	55	1.5	5	10	18

Shea body butter: 14 in stock is below its reorder point of 15, so order it now.

Weekly stock routine

- [ ] Count stock of top 10 products
- [ ] Check damaged or near-expiry items
- [ ] Update the table above
- [ ] Reorder anything at or below its reorder point
- [ ] Move slow sellers to a promotion
- [ ] Note any stock-outs and lost sales

Quarterly supplier check

- [ ] Compare prices from 2 or more suppliers
- [ ] Ask for a discount on bigger orders
- [ ] Keep one backup supplier for top sellers
- [ ] Check delivery times against promises
- [ ] Review quality complaints
- [ ] Update the cost calculator (sheet 2)

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5. Social Media Content Calendar

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One plan per week. Never stare at a blank screen again.

EXAMPLE: sample shop, handmade soap

Day	Content type	My idea this week	Done
Monday	Tip / education	3 tips for dry skin in winter	x
Tuesday	Product spotlight	Lavender soap: what is inside	x
Wednesday	Behind the scenes	How I pour a batch (short video)	x
Thursday	Customer result / review	Customer review + photo	x
Friday	Offer or promo	Buy 2, get 10% off (48 hours)	
Saturday	Poll / Q&A / story	Poll: lavender or honey?	
Sunday	Rest + plan next week	Plan next week's posts	

Caption formula

1. HOOK: stop the scroll in the first line.

2. VALUE: give a tip, proof or story.

3. ACTION: tell them exactly what to do (message us, tap the link, save this).

The 60 / 30 / 10 mix

- 60% useful content (tips, how-tos)
- 30% connection (your story, behind the scenes)
- 10% direct selling

10 hook starters

1. The mistake I made so you do not have to...
2. 3 things I wish I knew before...
3. Stop doing this if you want...
4. Here is what really happens when...
5. Nobody tells you this about...
6. Before and after: ...
7. A customer asked me...
8. The cheapest way to...
9. If you only do one thing this week...
10. Here is how I pack an order...

Posting rules that save time

- Batch: make a week of content in one sitting, then schedule it.
- Reuse: turn one customer question into a post, a story and a short video.
- Always include one clear call to action.

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