FREE PREVIEW

Small Business Cheat Sheet Bundle

Try one full sheet before you buy.
Print it, fill it in, and see if it works for your shop.

In this preview

Sheet 1: Pricing Formula & Profit Margin (full sheet, ready to use)

What you get in the full bundle (last page)

Tip: print on A4 at 100%, or choose 'Fit to page' for Letter paper.

Take your time. Use a pencil and try it on one of your real products.

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1. Pricing Formula & Profit Margin

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Stop guessing. Price every product from its real cost.

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: _____ **Cost:** _____ **Target margin:** _____ % **Price:** _____

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Like the preview? Get all 8 sheets.

The full Small Business Cheat Sheet Bundle by ProfitKit Studio

1. **Pricing Formula & Profit Margin** — Price any product from its real cost — IN THIS PREVIEW
2. **Product Cost Calculator** — Fill-in sheet for up to 4 products
3. **Monthly Sales & Expense Tracker** — Weekly tracking and a monthly review
4. **Stock Reorder Checklist** — Reorder point formula and weekly routine
5. **Social Media Content Calendar** — Weekly plan, caption formula, hook starters
6. **Customer Follow-up & Loyalty Ideas** — Follow-up timeline and message templates
7. **New Product Launch Checklist** — Before, during and after launch
8. **Key Business Formulas** — 10 key numbers with worked examples

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