

Example Product Guide

A worked example for an Etsy digital-product seller.

Example: Budget Planner

Question: Is this product worth the time it took to create?

- Selling price: \$12.00
- Discount: 0%
- Creation time: 4 hours
- Sales so far: 10
- One-time creation costs: \$20.00
- Target earnings: \$25.00 per hour

What ProfitCheck looks at

- The selling price is reduced by the editable Etsy fee assumptions and any average ad cost per sale.
- The one-time creation cost is deducted from total profit so far, not incorrectly treated as a per-sale cost.
- Support time, if entered, is added to the total hours invested.
- The tool compares the results with the seller-defined goals.

How to read the result

Main answer

When the product has sales, the main answer is estimated profit so far after Etsy fees, selling costs, and one-time creation costs.

Time answer

You earn per hour shows the estimated return on all time invested so far. This is often more useful than margin alone.

Decision answer

The tool then recommends whether to keep investing, improve the offer, keep testing, bundle it, or stop investing for now.

Example interpretation

A product can have a healthy margin per sale and still be a poor use of time.

- If the product has strong sales and reaches the target hourly rate, consider making related products.
- If views or sales are weak, keep testing before making a final decision.
- If it sells but the hourly return is too low, test a higher price or bundle it.
- If the product does not cover its selling costs, change the offer before investing more time.

Important

This guide demonstrates the decision process. Your results will depend on the fee assumptions, costs, time, price, discounts, advertising, and sales data you enter.