



SpreadWiseCoTM

Spreadsheets Reimagined

ETSY PRODUCT PRICING GUIDE

5.2 - 8/31/2025

BUILT WITH
MICROSOFT
EXCEL



PRODUCT FEATURES & LEARNING TIME

PRODUCT FEATURES

BUILD PRICING FOR 100 PRODUCTS IN A SINGLE WORKBOOK



SIMPLE BUSINESS
OVERHEAD COST
MANAGEMENT



BUSINESS PRICING AND
REVENUE ANALYTICS



FIVE INTEGRATED
CURRENCIES (**USD, EUR,**
GBP, CAD, AUD)



HOURLY LABOR COST
ALLOCATION SYSTEM



STRATEGIC SCALING AND
GROWTH ANALYSIS TOOLS



BUILT IN **GUIDE NOTES**



PRODUCT MATERIAL DETAIL
& COST BREAKDOWN



COMPREHENSIVE PRODUCT &
PRICING SUMMARY



COMPREHENSIVE PRODUCT
PRICING ANALYSIS



VENDOR & SUPPLIER
MANAGEMENT

Item	Total
Materials	\$ 50.00
Overhead	\$ -
Labor	\$ 83.20
Total	\$ 133.20
Profit %	\$ 19.98
Product Price	\$ 153.18



DASHBOARD LEARNING & SETUP CURVE

THIS IS OUR **BEST ESTIMATE** OF HOW MUCH TIME IT
WILL TAKE THE AVERAGE PERSON TO **LEARN** AND
COMPLETE THE **INITIAL SETUP** OF THEIR DASHBOARD

SAVVY



BEGINNER

.5HR

1HR

2HR

3HR

6HR

12HR

COMPATIBILITY

SOFTWARE APPLICATION

MICROSOFT EXCEL



GOOGLE SHEETS



APPLE NUMBERS



OPERATING
SYSTEMS



MICROSOFT
WINDOWS



MAC OS PRODUCT WAS BUILT WITH
MS EXCEL 365 FOR MAC

DESKTOP OR
LAPTOP



RECOMMENDED: OUR PRODUCTS ARE OPTIMIZED
FOR DESKTOP / LAPTOP USE

MOBILE



MICROSOFT 365
SHAREPOINT / ONE DRIVE



PHONE OR TABLET
WITH EXCEL APP

- SOME FONTS MAY SHOW UP DIFFERENTLY
- BUILT IN GUIDE NOTES
 - LOSE SOME OF THEIR FORMATTING THAT HELPS EMPHASIZE KEY POINTS
 - NOTE BOXES MAY LOOK SMALL, AND HARD TO READ WITHOUT ZOOMING IN
- SOME CELL TEXT MAY APPEAR TO NOT FIT THE CELL WIDTH

TABS & GUIDES

TABS & GUIDES

- ✓ OVERHEAD
- ✓ MATERIAL SUMMARY
- ✓ PRICING DASHBOARD
- ✓ PDF GUIDE
- ✓ LABOR
- ✓ PRODUCT PRICING TABS (*X2)
- ✓ SUPPLIER LIST
- ✓ PRODUCT & PRICING SUMMARY TABLE

***Includes (2) Pricing tabs. By simply making a copy of the tab, you can add up to (100).*

LEARN MORE



ETSY LIMITS PRODUCT PHOTOS. LEARN MORE ABOUT THESE ITEMS & FEATURES @ [HTTPS://SPREADWISECO.COM](https://spreadwise.co)

*Enjoy Your
Dashboard!*

ABOUT THIS GUIDE

GUIDE POINTERS

NEED TO
KNOW

NICE TO
KNOW

FOR THOSE READY TO JUMP IN QUICKLY



YOU CAN SKIP
AND COME BACK



DON'T SKIP!

**PASSWORD

- THE FILE PASSWORD IS INCLUDED IN THE FIRST TAB OF YOUR WORKBOOK.
- USE WITH DISCRETION. FORMULAS AND SETUPS CAN BE EXTREMELY COMPLEX, EVEN FOR THE MOST SAVVY SPREADSHEET USERS.

YOUTUBE TUTORIALS

IF THERE ARE YOUTUBE TUTORIALS AVAILABLE FOR THIS PRODUCT, YOU CAN ACCESS THEM BY CLICKING ON THE YOUTUBE LOGO.



DOWNLOAD THIS GUIDE ANYTIME AT [HTTPS://SPREADWISECO.COM](https://spreadwise.co.com)

FREQUENTLY ASKED QUESTIONS

YOUTUBE TUTORIALS

CLICK THE LOGO TO WATCH OUR SHORT TUTORIALS



Using the Provided Passcode to Unlock Tabs In Your Dashboard



Edit Your Tab Names Without Impacting Workbook Function



Correcting "#####" & Other Text Visibility With Column Width Adjustments



Adding Tabs That Will Link to Your Data Table & Dashboard

IN YOUR PRODUCT 'ABOUT' TAB

DSK

THERE IS AN ABOUT TAB IN EVERY WORKBOOK THAT INCLUDES IMPORTANT INFORMATION ABOUT YOUR DASHBOARD, AND USEFUL LINKS.

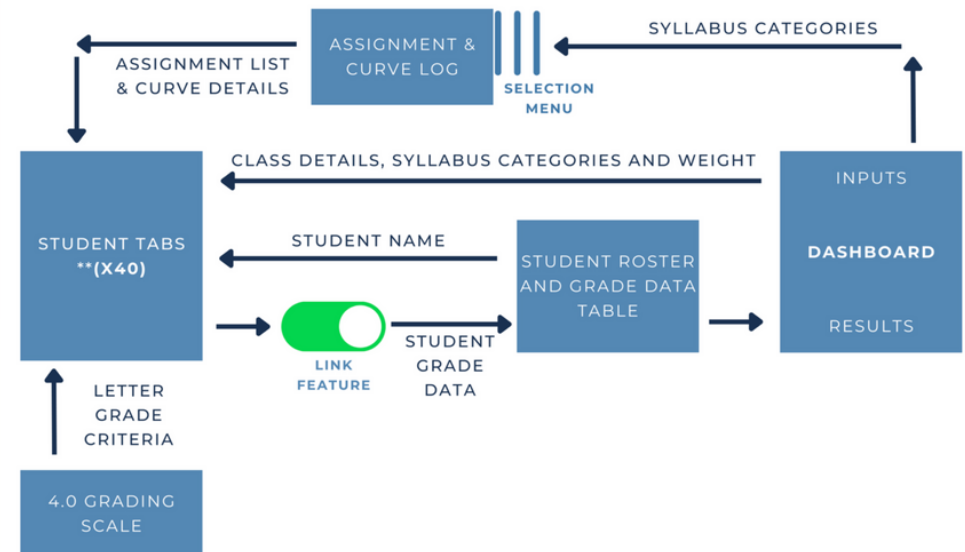
WE PROVIDE A HIGH LEVEL FLOW CHART FOR EVERY TOOL FOR A QUICK REFERENCE OF HOW IT ALL WORKS!

STUDENT GRADEBOOK AND ASSIGNMENT DASHBOARD

REVISION: 4.5

1	Password	Tabs are locked to prevent accidental errors to formulas: Password Key: "swc"
2	Tool Inputs	Your Inputs are the White Boxes With A Border!
3	Tool Inputs	Peach boxes are drop down menus
4	PDF Guide	**Use the downloaded guides to help you through the tool. You can Also visit our website anytime to view & download the
5	Site Link	https://spreadwiseco.com/
6	Google Sheets	This Dashboard is Not optimized for use with Google Sheets.
7	Support	**For support, message us on Etsy directly from your order, or send an email to Sales@SpreadWiseCo.com. Pictures are
8	Review	LOVE IT? CLICK & LEAVE US A REVIEW!

TOOL FLOW CHART



**DASHBOARD IS PRESET WITH (5) STUDENT TABS. BY SIMPLY MAKING A COPY OF THE TAB, YOU CAN QUICKLY LINK UP TO (40)

1 - GETTING STARTED

DSK

THIS JOURNEY BEGINS WITH FILLING OUT THE PRICING DASHBOARD

ETSY PRODUCT PRICING DASHBOARD

Wooden Wine Solutions

Dashboard
Inputs

Choose Your Currency

USD

% Profit Margin Goal

15.00%

Business Name

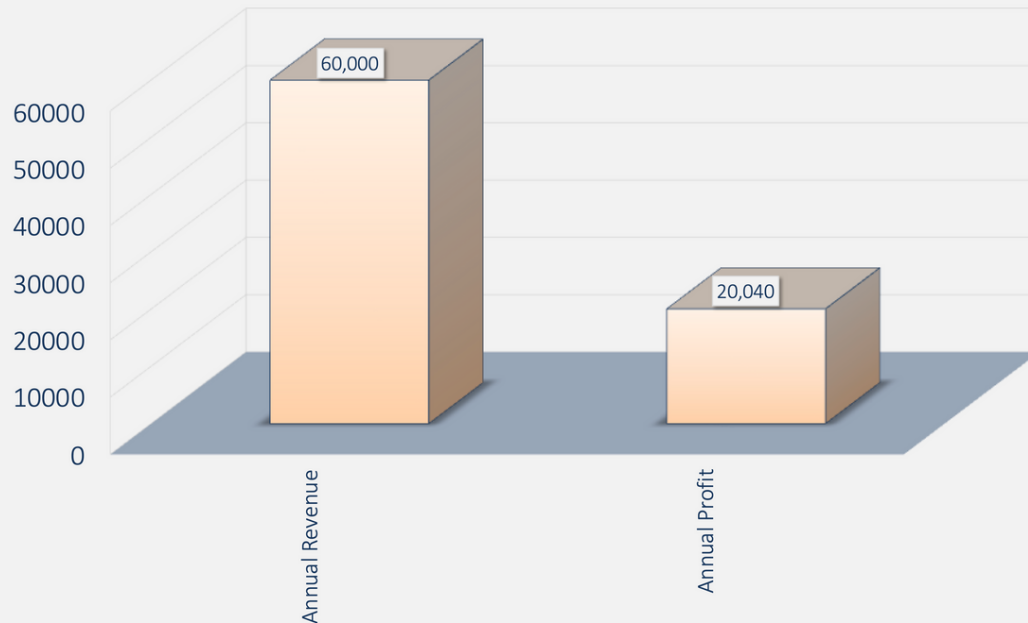
Wooden Wine Solutions

Product
Performance
Filter

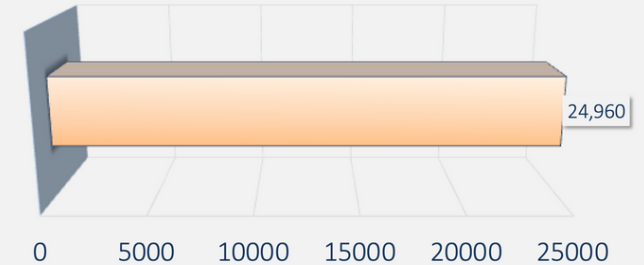
Product Selection

Small Wine Holder

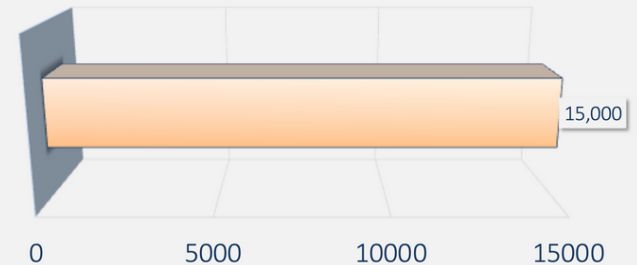
Annual Revenue Vs Profit



Annual Labor Cost



Annual Material Cost



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2 - DASHBOARD SETUP

DSK

- SELECT YOUR CURRENCY. THIS SETS THE CURRENCY SELECTION FOR ALL TABS
- SET YOUR % PROFIT GOAL ACROSS ALL PRODUCTS. (YOU CAN CHANGE THIS AT ANY TIME)
- ADD YOUR BUSINESS NAME!

ETSY PRODUCT PRICING DASHBOARD

Wooden Wine Solutions

*Dashboard
Inputs*

Choose Your Currency

USD

% Profit Margin Goal

15.00%

Business Name

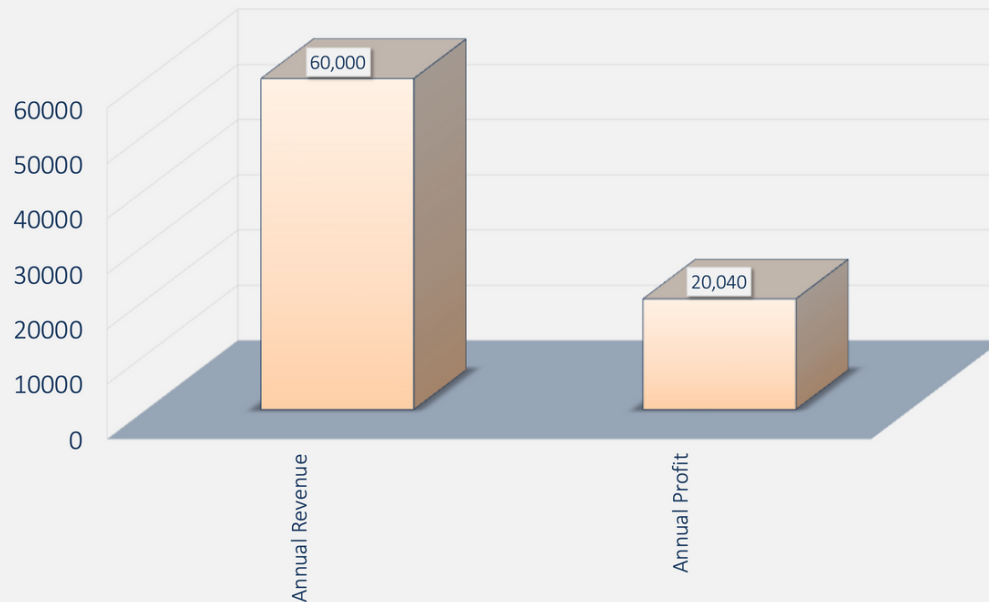
Wooden Wine Solutions

*Product
Performance
Filter*

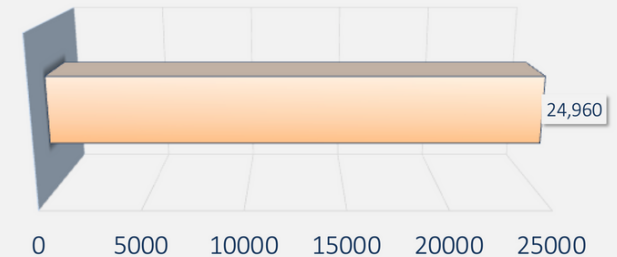
Product Selection

Small Wine Holder

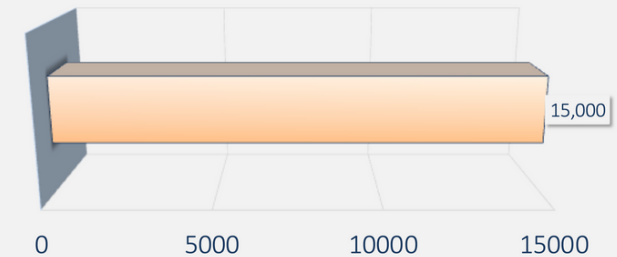
Annual Revenue Vs Profit



Annual Labor Cost



Annual Material Cost



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3 - SUPPLIER LIST

DSK

THE ONLY **REQUIRED** PART OF THE SUPPLIER LIST IS THE NAME OF THE VENDORS & SUPPLIERS YOU PLAN TO USE.

- YOU CAN LIST UP TO 30
- THIS LIST TURNS INTO A DROP DOWN SELECTION WITHIN THE PRODUCT TABS & MATERIAL LIST.

BUSINESS VENDOR & SUPPL

COMPANY NAME

This list becomes a drop down selection wi

COMPANY NAME

Fast Baskets
Lowes

ADDRESS

Address 1

PROFESSION / SUPPLIER TY

Basket Weaving
Hardware / Building Material

PRODUCT NAME

PRODUCT PRICE

Base Costs Price

\$

With Profit Margin

\$

Profit Goal %

Estimated Annual Sales Units

Supplier

Item

Fast Baskets

Wax

Fast Baskets

Jar

Lowes

Wick

Labels

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4 - MATERIAL SUMMARY TAB

DSK

DROP DOWN
SELECTION MENU
BASED ON YOUR
VENDOR / SUPPLIER
LIST

THE MATERIAL SUMMARY TAB IS
USED TO SET UP A STANDARD
LIST OF MATERIALS YOU WILL BE
USING TO BUILD EACH
PRODUCT PRICE, AND IT
BECOMES A DROP DOWN MENU
WITHIN EACH PRICING TAB

FOR EVERY MATERIAL, YOU'LL LIST:

- TYPE OF UNITS YOU BUY THE MATERIAL IN
- TYPICAL PURCHASE QUANTITY
- TOTAL COST

THEN THE TABLE PROVIDES A COST-PER-UNIT,
WHICH AUTO PULLS INTO YOUR PRICING TABS
WHEN YOU SELECT A MATERIAL.

MATERIAL SUMMARY

Wooden Wine Solutions

USD

#	Vendor / Supplier	Material Inventory List	Units	Typical Receive Quantity	Cost	Cost Per Quantity
1	Lowes	Birch Sheet 4x8	Sheet	10	\$ 600.00	\$ 60.00
2	Lowes	2x2x8' posts	Board	10	\$ 50.00	\$ 5.00
3					\$ -	
4					\$ -	
5					\$ -	
6					\$ -	
7					\$ -	
8					\$ -	
9					\$ -	
10					\$ -	
11					\$ -	
12					\$ -	

5 - OVERHEAD TAB

DSK

LIST YOUR VARIABLE OVERHEAD

- ELECTRICITY
- BUILDING LEASING
- ADVERTISING
- ANY SOFTWARE YOU NEED
- INTERNET & PHONE SERVICE
- ETC

FIXED SALARIES

- LIST THE BUSINESS SALARIES
 - THIS IS DONE BY ROLE TYPE, AND INCLUDES A HEADCOUNT FOR EACH ROLE.
- YOU SHOULD INCLUDE YOUR ACTUAL OR TARGETED SALARY HERE.
 - IF YOUR BUSINESS ISN'T PROFITABLE ENOUGH TO PAY YOU YET, WHAT DO YOU WANT IT TO PAY YOU?

*THESE COSTS ARE DISTRIBUTED ACROSS THE TOTAL ESTIMATED PRODUCT SALES COUNTS.

BUSINESS OVERHEAD

Total Annual Estimated Sales Units	15,000
Overhead Allocation Per Unit	\$ 3.62

USD

VARIABLE OVERHEAD BREAKDOWN

Item	Paid "X" Times / Yr	Paid Amount	Annualized
Electricity	12	\$ 155.00	\$ 1,860.00
Internet	12	\$ 80.00	\$ 960.00
Website	1	\$ 150.00	\$ 150.00
Advertising	12	\$ 100.00	\$ 1,200.00
Marketing Software	12	\$ 15.00	\$ 180.00
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -

SALARY BREAKDOWN

Role	Headcount	Salary / Salary Target	Annual Total
Owner	1	\$ 50,000.00	\$ 50,000.00
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ 50,000.00	\$ 50,000.00

6 - LABOR TAB

DSK

- SIMILAR TO THE OVERHEAD TAB, YOU NEED TO LIST THE DIFFERENT LABOR RATES AND HEADCOUNTS FOR YOUR BUSINESS.
 - **SINGLE OWNER/OPERATOR BUSINESS?** THEN ONLY LIST YOUR SALARY ON THE OVERHEAD TAB, AND LEAVE THIS TAB BLANK.

*THESE COSTS ARE DISTRIBUTED ACROSS THE TOTAL ESTIMATED PRODUCT SALES COUNTS.

HOURLY LABOR BREAKDOWN

Total Annual Estimated Sales Units

15,000

Overhead Allocation Per Unit

\$

2.36

USD

HOURLY LABOR ROLES AND RATES

Role	Headcount	Hourly Rate	Average Weekly Hours	Annualized
Assembly, Pack, Ship	1	\$ 17.00	40.00	\$ 35,360.00
		\$ -	0.00	\$ -
		\$ -	0.00	\$ -
		\$ -	0.00	\$ -
		\$ -	0.00	\$ -
		\$ -	0.00	\$ -
		\$ -	0.00	\$ -
		\$ -	0.00	\$ -
		\$ -	0.00	\$ -
		\$ -	0.00	\$ -
		\$ -	0.00	\$ -
		\$ -	0.00	\$ -
		\$ -	0.00	\$ -

7 - PRODUCT TABS

DSK

YOUR DASHBOARD COMES WITH 2 PRICING TABS. ADDING MORE IS VERY EASY, AND IS SHOWN IN **STEP 10**.

ADD IN YOUR MATERIAL NAME

THE PRODUCT TABS WILL SUMMARIZE ALL COST INPUTS, AND PROVIDE A PLACE TO BREAKDOWN THE MATERIAL COSTS FOR THAT PRODUCT..

THE MATERIALS ARE SELECTED USING A DROP DOWN MENU, BASED ON YOUR MATERIAL SUMMARY.

1. SELECT YOUR MATERIAL
2. ADD ANY COMMENTS YOU'D LIKE
3. ADD THE AMOUNT YOU USE FOR THAT PRODUCT (COUNT)

THE MATERIAL COST CALCULATION IS DONE FOR YOU!

PRODUCT NAME

Small Wine Holder

PRODUCT PRICE			Small Wine Holder		
Base Costs Price	\$	133.20	USD		
With Profit Margin	\$	153.18	Tab Name Product1		
Profit Goal %		15.0%			
Estimated Annual Sales Units		300			

Material Costing Breakdown					
Supplier	Item	Comments	Unit Cost	Count	Total Cost
Lowes	Birch Sheet 4x8	Only used one slab	\$ 60.00	0.5	\$ 30.00
Lowes	2x2x8' posts	Legs and framing	\$ 5.00	4.0	\$ 20.00
				1.0	
				1.0	
				1.0	
				1.0	
				1.0	
				1.0	
				0.0	
				0.0	
				0.0	

8 - PRODUCT TABS

DSK

FROM ALL INPUTS, YOU GET A PRODUCT COSTING SUMMARY

- BASE COST PRICE, WHICH COVERS ALL OPERATING AND PRODUCT COSTS
 - ***BASE COST FACTORS IN HOW MANY ESTIMATED UNITS YOU'LL MAKE, BASED ON YOUR DASHBOARD INPUT
 - MORE UNITS WILL DRIVE YOUR BASE COST DOWN
 - LESS UNITS WILL DRIVE YOUR BASE COST UP
- PRODUCT PRICE WITH BUILT IN PROFIT MARGIN GOAL

- **DESKTOP VERSIONS** OF MICROSOFT EXCEL
 - THE TAB NAME WILL POPULATE AUTOMATICALLY.
- **MOBILE VERSIONS** OF EXCEL
 - THE TAB NAME WILL NEED TO BE MANUALLY POPULATED.

THIS IS WHAT ALLOWS THE PRICING TABS TO LINK TO THE PRODUCT SUMMARY TABLE, AND IS IMPORTANT FOR THE OVERALL DASHBOARD FUNCTION

PRODUCT NAME		Small Wine Holder				
PRODUCT PRICE		Small Wine Holder USD				
Base Costs Price	\$	133.20	Tab Name	Product1		
With Profit Margin	\$	153.18				
Profit Goal %		15.0%				
Estimated Annual Sales Units		300				
Material Costing Breakdown						
Supplier	Item	Comments	Unit Cost	Count	Total Cost	
Lowes	Birch Sheet 4x8	Only used one slab	\$ 60.00	0.5	\$ 30.00	
Lowes	2x2x8' posts	Legs and framing	\$ 5.00	4.0	\$ 20.00	
				1.0		
				1.0		
				1.0		
				1.0		
				1.0		
				1.0		
				0.0		
				0.0		
				0.0		

9 - PRODUCT PRICING INPUTS

DSK

FOR EACH PRODUCT, LIST:

- CURRENT SELLING PRICE
 - ESTIMATE ONE IF YOU DON'T KNOW
- ESTIMATED ANNUAL SALES

**THIS IS USED TO PROJECT YOUR ANNUAL PROFIT BY PRODUCT.

THE REMAINDER OF THE TABLE WILL POPULATE AUTOMATICALLY BASED ON YOUR PRODUCT TABS.

PRODUCT SUMMARY *Wooden Wine Solutions*

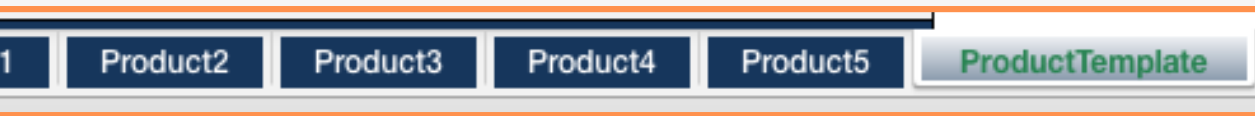
USD

Product Tab	Product Name	Current Price	Best Price	Estimated Annual Sales	Base Cost Price	Annual Revenue	Annual Profit	Annual Material Cost	Annual Labor Cost
Product1	Small Wine Holder	\$ 200.00	\$ 153.18	300	\$ 133.20	\$ 60,000	\$ 20,040	\$ 15,000.00	\$ 24,960
Product2	Update Product Tab		\$ 95.68		\$ 83.20	\$ -	\$ -	Update Product Tab	\$ -
Product3	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product4	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product5	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product6	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product7	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product8	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product9	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product10	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product11	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product12	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product13	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product14	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product15	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product16	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product17	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product18	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product19	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product20	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product21	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product22	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -
Product23	Add Product Tab		Add Product Tab		Add Product Tab	\$ -		Add Product Tab	\$ -

Small Wine Holder

Annual Revenue	Annual Profit	M
\$ 60,000	\$ 20,040	\$

10 - ADDING PRODUCT TABS

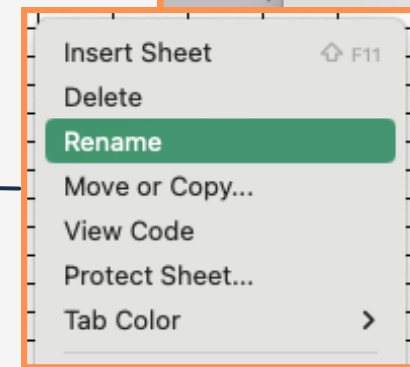
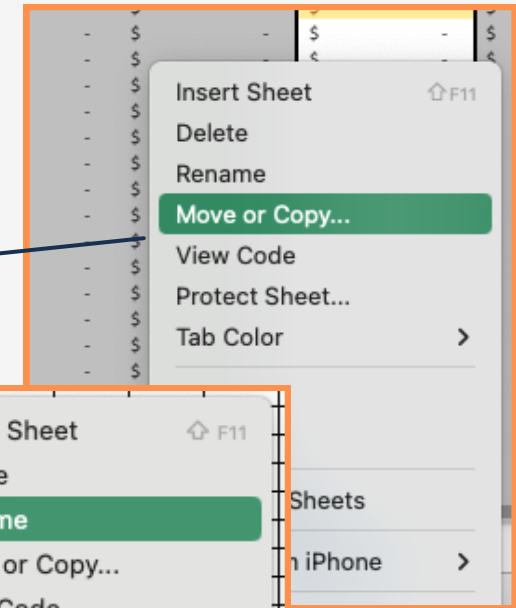


1.) RIGHT CLICK ON THE TEMPLATE YOU WANT & MAKE A COPY, OR HOWEVER MANY COPIES YOU NEED.

2.) RIGHT CLICK ON THE NEW TAB TO CHANGE THE NAME OF THE TAB.

3.) SET THE TAB NAME TO MATCH THE NEXT SEQUENTIAL PRODUCT TAB NAME FROM THE PRODUCT SUMMARY TABLE

- ONCE THE TAB IS ADDED AND RENAMED, IT WILL AUTO-LINK TO YOUR PRODUCT SUMMARY



Product Tab	Product
Product1	Awesome
Product2	
Product3	
Product4	
Product5	
Product6	
Product7	
Product8	
Product9	
Product10	

READY TO SCALE IN INCREASE YOUR LABOR AND OUTPUT??

- NOTE YOUR CURRENT PRODUCT BASE RATES
- PLUG IN YOUR UPDATED ESTIMATED ANNUAL SALES #'S IN YOUR PRODUCT SUMMARY
- ADD IN THE NEW LABOR RATES AND HEADCOUNT
- THEN REVIEW YOUR UPDATED PRODUCT PROFIT DETAILS IN THE PRODUCT SUMMARY.
 - PROFITS WILL SHOW IN RED WHEN THEY GO NEGATIVE
 - YOU CAN IMPROVE THIS BY ADDING MORE SALES, OR REDUCING OTHER BUSINESS COSTS.

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