

FREE PROFIT PRICING CHEAT SHEET

Price your embroidery, 3D prints, laser-engraved pieces, and custom apparel with confidence — cover your costs, protect your margin, and stop guessing.

THE PRICING CALCULATOR PRO FORMULA

Total Cost = Materials + (Labor Hours × Hourly Rate) + Machine Time Cost + Overhead

Suggested Price = Total Cost ÷ (1 – Desired Margin % – Platform Fee %)

Why divide instead of just adding a markup? A flat markup doesn't survive marketplace fees. Dividing by (1 – margin – fee) makes sure your margin holds *after* the platform takes its cut — not before.

1. What to Include Before You Set a Price

Cost Type	What to Include
Materials	Thread, filament, wood/acrylic sheets, blanks, vinyl, ink, hardware, and supplies.
Labor	Pay yourself for design, digitizing, prepping files, running the job, and packaging.
Machine Time	Embroidery machine run time, print hours, laser pass time — priced at an hourly rate that covers the machine's cost over time.
Overhead	Software, electricity, maintenance, needles/nozzles/lenses, rent, subscriptions.
Platform / Selling Fees	Marketplace fees, payment processing, and fixed order fees — these come out of your price, so they need to be built in.

2. Craft-Specific Cost Inputs

Craft	Don't Forget to Cost In
Embroidery	Thread + stabilizer cost, digitizing time, stitch-count-based machine run time.
3D Printing	Filament weight × cost/gram, print hours × machine rate, post-processing, failed-print buffer.
Laser Engraving	Material cost per piece (sheet cost ÷ pieces per sheet), pass time, flat setup time.
Custom Apparel	Blank cost, decoration method cost, labor time, and setup cost spread across the order quantity.

3. Quick Profit Margin Guide

Margin	What It Means
Under 20%	Low margin. Little room for discounts, mistakes, or reinvesting in growth.
20% – 35%	Decent margin. Workable for competitive items, but keep a close eye on costs.
35% – 50%	Strong margin. Typical range for handmade, custom, and specialty work.
50%+	Excellent margin. Common with digital add-ons, premium pieces, or high-skill custom work.

Big reminder: if your price doesn't include labor, machine time, and platform fees, your real profit is probably lower than you think.

4. Fast Pricing Worksheet

Use this before you list a product or quote a customer.

Materials	\$ _____
Labor	\$ _____
Machine Time	\$ _____
Overhead	\$ _____
Total Cost	\$ _____
Desired Margin	_____ %

Platform Fee _____ %

Suggested Price \$ _____

Pricing Mistakes to Avoid

- Forgetting to pay yourself for labor and design time.
- Pricing off material cost alone, without fees or overhead.
- Competing on price instead of quality and craftsmanship.
- Not raising prices when materials or machine costs go up.

Skip the math — use the free calculator

Try any calculator instantly, no signup required — angelaadavis.com/products/pricing-calculator

Save this cheat sheet and pull it out whenever you price a new product, quote a client, or update a listing.