

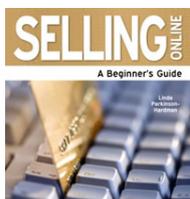
Pricing products calculation sheet

This form will help you work out the starting price of your product before selling it online.

Cost of Materials (from the materials cost calculation form)	£
Cost of your time (from the time cost calculation form)	£
Cost of your overheads (from the overheads cost calculation form)	£
Cost of equipment (from the equipment cost calculation form)	£
Cost of listing fees (from the listing fees calculation)	£
Cost of postage (if this is NOT added separately)	£
Total Cost of Item	£
This is the minimum amount that you need to charge for each item to cover all your costs.	

Calculating postage costs

Write here the cost of your packing materials (using the materials cost calculation form).	£
Write here the cost to send this item to your buyer. Use www.royalmail.com to calculate the cost of postage.	£
Write here the cost of parking at your post office.	£
Write here an amount of money for petrol to get to the post office.	£
Total Cost of Postage	£
This is the minimum amount that you need to charge for postage to a buyer when your item sells. You can include this in your product price if it is not added separately.	



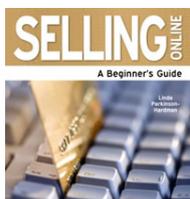
This document is a free download from *Selling Online: A Beginner's Guide*. Available from Amazon here: <http://www.amazon.co.uk/dp/1861443595/>

© Linda Parkinson-Hardman 2013

Selling fees calculation sheet

This form will help you work out how much it will cost you to sell an item online.

Write here the listing fee for your item.	£
Write here the final valuation fee for your item.	£
Write here any extra costs for listing your item such as additional photographs.	£
Write here the amount you will be charged by your online payment processor for buyers paying by credit or debit card.	£
Total Cost of Fees	£
You will need to add this amount to your product pricing calculation.	



This document is a free download from Selling Online: A Beginner's Guide. Available from Amazon here: <http://www.amazon.co.uk/dp/1861443595/>

© Linda Parkinson-Hardman 2013

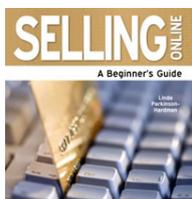
Calculating the cost of your time

Example

A. Write here how much you would like to earn from your online selling every year	£1000
B. Write here how many hours you would like to work each week selling online.	5
C. Multiply Line B by 52. This is how many hours you will work each year.	260
Divide Line A by Line C. This is how much each hour of your time will be worth. Round up to the nearest penny.	£3.85

Your calculation

A. Write here how much you would like to earn from your online selling every year	£
B. Write here how many hours you would like to work each week on online selling	
C. Multiply Line B by 52. This is how many hours you will work each year.	
Divide Line A by Line C. This is how much each hour of your time is worth. Round up to the nearest penny.	£



This document is a free download from *Selling Online: A Beginner's Guide*. Available from Amazon here: <http://www.amazon.co.uk/dp/1861443595/>

© Linda Parkinson-Hardman 2013

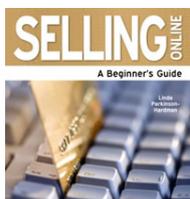
Calculating the cost of your equipment

You need to include an amount of money in the price of each item you sell which covers the cost of any equipment you might need to use. This might include cameras, printers or computers. You will need to use a separate form for each piece of equipment.

Example

A. Cost of Equipment.	£500
B. Divide Line A by 3. This gives you an annual cost for your equipment over three years.	£166.66
C. Divide Line B by 52. This gives you a weekly cost for your equipment.	£3.21
D. Divide Line C by the number of hours you plan to work on your business each week, you will find this on the calculating the cost of your time sheet. This gives you an hourly cost for the equipment.	£0.64
E. Divide Line D by the number of items you make in an hour. This will tell you how much your equipment costs for a single item.	£0.064

A. Cost of Equipment.	£
B. Divide Line A by 3. This gives you an annual cost for your equipment over three years.	£
C. Divide Line B by 52. This gives you a weekly cost for your equipment.	£
D. Divide Line C by the number of hours you plan to work on your business each week, you will find this on the calculating the cost of your time sheet. This gives you an hourly cost for the equipment.	£
E. Divide Line D by the number of items you make in an hour. This will tell you how much your equipment costs for a single item.	£

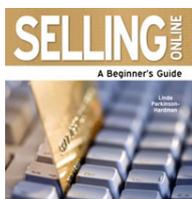


This document is a free download from *Selling Online: A Beginner's Guide*. Available from Amazon here: <http://www.amazon.co.uk/dp/1861443595/>

© Linda Parkinson-Hardman 2013

Activity tick sheet for selling online

Task	Completed
Do you have a UK credit or debit card? You can't sell online without one.	
Do you have some items or services to sell?	
Have you decided on the best place to sell each item or service?	
Do you have a computer and a personal email address?	
Do you have a camera and a printer?	
Have you sourced your packing materials (if needed)?	
Have you worked out the selling price for each item or service?	
Have you worked out the fees you will pay to sell each item or service?	
Do you have good quality photographs of items you are selling?	
Have your photographs been resized to reduce the file size?	
Have you created your product or service description?	
Have you decided on the correct category for your item or service?	
Have you identified a source for your stock of items to sell?	
Have you set up your online payment processing account?	
Have you worked out the cost of posting your items to buyers?	
Have you worked out your 4 P's to help market each item or service?	
Have you registered with the HMRC for Self Assessment?	
Have you registered with the HMRC for VAT if necessary?	
Have you created policies to comply with the UK Distance Selling Regulations, Ecommerce Regulations and the Data Protection Act?	



This document is a free download from Selling Online: A Beginner's Guide. Available from Amazon here: <http://www.amazon.co.uk/dp/1861443595/>

© Linda Parkinson-Hardman 2013