



& THE Boss of YOU

Holiday Season Budget (Sample)

Trying to figure out how much cash you need to bring in this holiday season to cover your expenses? Use this spreadsheet to calculate your costs on a monthly, quarterly, and annual basis. All numbers are sheer whimsy on our part -- obviously your costs will vary, so by no means should you take these numbers as any kind of guide to what things ought to cost. Most items will vary depending on how much you sell.

Enter Your Sales Projections	
<i>(The Values entered in the two cells below will help you calculate the cost of additional holiday sales, alter those numbers as suits your business)</i>	
Total Number of Additional Products Sold For Holidays	50
Average Product Price	\$65.00
Total Projected Additional Revenue from Holidays:	\$3,250.00

	Per Item Cost	Hourly Wage	Total costs
Listing & Sales Costs			
Additional Etsy listing fees (in case you stock your shop with extra listings during holiday season)	\$0.20		\$10.00
Etsy sales fees (based on estimated number of products sold and Average Product Price)	\$0.04		\$113.75
PayPal per transaction fee of \$0.30	\$0.30		\$15.00
PayPal fees (based on between \$3,001 and \$10,000 transaction rate of 2.5% - adjust if overall revenue is more or less)	\$0.03		\$81.25
Staff Support			
Wages for extra pairs of hands during holiday season (we've assumed 50 extra hours, you can adjust this amount or the rate as you need)	25	\$10.00	\$250.00
Marketing & Advertising			
Blog ads		\$200.00	\$200.00
Google Adwords		\$140.00	\$140.00
Holiday thank-you cards/coupons (Adding a thank-you discount card to holiday packages can encourage last minute pre-holiday sales and after holiday slowdown sales.) Adjust the cost of each card/insert in the column to the right to reflect your actual cost.	\$1.25		\$62.50
Cost of Goods			
Printer supplies		\$150.00	\$150.00
Holiday-themed packaging supplies (including labels & hang tags)	\$0.25		\$0.25
Shipping supplies – generic and/or branded (Save money by pre-ordering free supplies via USPS.com or bulk ordering on eBay)	\$0.50		\$0.50
Extra craft supplies to make sure you can meet the extra demand that may happen due to the season	\$10.00		\$500.00
Gift wrapping supplies – consider adding gift wrapping as an "extra cost" in your Etsy listings to cover costs	\$1.00		\$50.00
Photography			
New equipment upgrades (camera, lighting equipment, etc)		\$400.00	\$400.00
Holiday-themed photo props/backgrounds		\$50.00	\$50.00
Transportation & Shipping			
Shipping overages that you pay for in order to get last minute gifts to people (out of the kindness of your heart).		\$100.00	\$100.00
Holiday Stress Maintenance			
Plan for a few indulgences (coffee, massage, music to listen to while working, etc.) to de-stress		\$350.00	\$350.00
Total Costs:			\$2,473.25
Profit (Revenue – Costs):			\$776.75

This handy spreadsheet brought to you by Lauren Bacon and Emira Mears, authors of The Boss of You: Everything A Woman Needs to Know to Start, Run, and Maintain Her Own Business. Feedback, questions, suggestions all welcome; visit us online at www.thebossforyou.com.

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