Etsy Fee Checklist

Price for profit, not for revenue. Check each line before publishing.

1. Item price, shipping charged, shipping cost and packaging are known.
2. Listing fee ($0.20/renewal), transaction fee (6.5%) and payment processing are included.
3. Offsite Ads (12-15% on attributed sales) is included or explicitly excluded.
4. Materials, labor and waste are included at a real hourly rate.
5. Free shipping is baked into price, including the transaction fee on shipping.
6. Discounts are checked against post-discount profit, not revenue.
7. Refund/return rate is reserved.
8. Tax/VAT filing is handled separately; platform collection is not the whole job.
9. Break-even price is known before running ads.
10. Every order is spot-checked against this model monthly.

Free sample from EtsyFee. Full XLSX includes fee/profit/break-even model.