MARKETING BINDER · FREE WORKSHEET

The Black Friday Break-Even Check

Before you pick a discount, know what it costs you. Run this for the one product you were planning to put on sale.

1 The formula

Extra orders needed = discount ÷ (margin − discount)

Margin is what you keep from each sale after product, packing, shipping, and card fees, as a percent of the price.

Worked example

Price	**$80**
What an order really costs	**$48**
Kept per order now	**$32 (40% margin)**
At 20% off, price	**$64**
Kept per order on sale	**$16**
Extra orders needed	**+100%**

20 ÷ (40 − 20) = 1, so 100% more. 100 normal orders keep $3,200. On sale, you need 200 to keep the same.

2 The margin table

YOUR MARGIN	10% OFF	15% OFF	20% OFF	25% OFF	30% OFF
60%	+20%	+33%	+50%	+71%	+100%
50%	+25%	+43%	+67%	+100%	+150%
40%	+33%	+60%	**+100%**	+167%	+300%
30%	+50%	+100%	+200%	+500%	No profit

+100% means twice your normal orders. +500% means six times. "No profit" means you keep nothing on each sale, so no amount of volume makes it back.

3 Your numbers

Product _____

Regular price $ _____

What an order really costs $ _____

Kept per order now $ _____

Margin (kept ÷ price) _____ %

Discount you're planning _____ %

Kept per order on sale $ _____

Extra orders needed _____ %

Normal orders (week) _____

Orders needed on sale _____

4 Three questions before any sale

1. **Do I know my real margin?** Not a guess. The number after product, shipping, and fees.
2. **Can I actually sell that many more?** Do I have the list, the traffic, and the inventory?
3. **What does the sale buy me after the weekend?** New customers I'll sell to again, or slow stock cleared. "A busy weekend" isn't an answer.

5 If the math doesn't work

- **Bundle it.** Things that belong together, as a gift set. Bigger orders, better profit.
- **Give a gift, not a discount.** A gift that costs you $6 can beat $16 off every order.
- **Free shipping threshold.** Set it a bit above your typical order.
- **Early access for your list.** First pick, a day early, without a deeper cut.
- **Service business?** Sell gift certificates or prepaid packages. Don't discount your hours.