FolarraStudio

Dropshipping Store Planner

find · test · scale

PRINTABLE · PRODUCTS, SUPPLIERS & ADS

This Planner Belongs To

for dropshipping store owners

BUSINESS NAME _____

OWNER _____

PHONE / EMAIL _____

SERVICE AREA _____

STARTED ON _____

How to use this planner

- Print the whole planner once, then print extra copies of the pages you use most, such as the Product research and Supplier list pages.
- Print at 100% / Actual size on A4 or US Letter paper. The printable pages have a white background to save ink.
- Hole-punch the pages and keep them in a binder, so you can add pages any time.
- Every page is undated, so you can start in any month of any year.
- Research products on the testing pages, then track orders, suppliers and ad results.
- Digital planner: open the hyperlinked PDF in any PDF annotation app and tap the tabs to jump between sections.

Our word for this year

Why good records matter

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Product Research

ideas worth testing

PRODUCT	COST	SELL AT	MARGIN	DEMAND	TEST
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					☐
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Supplier List

who ships what

SUPPLIER	PRODUCTS	SHIP TIME	RATING	NOTES

Product Test Sheet

one product per page

PRODUCT _____ START DATE _____

BUDGET _____ PRICE _____

Angle & audience

Creatives

- [ ]
- [ ]
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Results

Keep or kill

Order Tracker

from order to delivered

ORDER	CUSTOMER	ITEM	ORDERED	TRACKING	DELIVERED
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Ad Results

spend and return

DATE	CAMPAIGN	SPEND	SALES	REVENUE	ROAS

Returns & Refunds

issues handled

DATE	ORDER	REASON	REFUND	CLOSED
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Monthly Totals

store results

YEAR _____ GOAL _____

MONTH	ORDERS	REVENUE	COSTS	ADS	PROFIT
Jan					
Feb					
Mar					
Apr					
May					
Jun					
Jul					
Aug					
Sep					
Oct					
Nov					
Dec					
Total					

Income & Expenses

money in, money out

MONTH _____ GOAL _____

DATE	DESCRIPTION	CATEGORY	IN	OUT

TOTALS _____

Notes



FolarraStudio

Thank you!

Thank you for choosing FolarraStudio. I hope this planner makes everyday life a little calmer and more organized. If you enjoy it, tell a friend about folarrastudio.com.

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- Questions or ideas? Write to me through folarrastudio.com, I am happy to help.

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