

Monetization Budget Worksheet

Section 1: Monthly Revenue Goal

Instructions: Choose your target band for expected revenue as a content creator. Tick one or more as you progress.

- * \$300-\$400
- * \$400-\$500
- * \$500-\$700
- * \$700-\$850
- * \$850-\$1,000

Notes (optional):

Section 2: Platform Costs

Instructions: List your monthly platform costs. For Level 1, aim to keep total platform costs in the \$0-30 range (e.g. Buffer, Canva, link-in-bio, optional tools).

Section 3: Income Tracking

Instructions: Record each payment as it comes in. Use "Source" for stream and payer (e.g. Affiliate - Program name, Sponsored - Brand name, Product - Store). Update the running total so you can see progress toward your revenue goal.

Section 4: Expense Categories

Instructions: Track expenses so you know your net. Categories: software, marketing, taxes, other. For Level 1, expenses may include tools (e.g. Canva Pro, link-in-bio), and tax set-aside.

Section 5: Net and Notes

Instructions: Net = Total income (from Section 3 running total) - Total platform costs (Section 2) - Total expenses (Section 4). Use this to see how much you keep and to plan next month.

Net this month (\$): _____

Notes for next month: _____