

Gumroad Listing Copy Final Review & Optimization Checklist

Audit the finished listing, catch inconsistencies, clean the copy, and decide whether it is truly ready to publish.

CHECK - CONNECT - CLEAN - PUBLISH

Use this final resource to review every major listing element, compare facts across the complete offer, remove copy problems, and run a professional pre-publication quality check.

Color Me Crazy Club

CHECK EVERY LISTING ELEMENT

A final listing review should not begin with rewriting. It should begin with one question: Is everything that needs to be here actually here?

This section performs a systematic Listing Copy Completeness Audit. Classify each element as Present, Missing, Needs Work, or Not Applicable.

Review what is published or prepared - not what you intended to include.

START WITH THE CURRENT LISTING

PRODUCT NAME

CURRENT LISTING STATUS

- ☐ Not yet published
- ☐ Draft listing
- ☐ Published listing
- ☐ Published listing being updated

DATE OF REVIEW

REVIEWED BY

USE THE FOUR REVIEW STATUSES

PRESENT

The element exists and is usable.

MISSING

The element should exist but does not.

NEEDS WORK

The element exists but needs correction, clarification, strengthening, or updating.

NOT APPLICABLE

The element genuinely does not apply to this product.

CREATE YOUR LISTING COPY INVENTORY

PRODUCT IDENTITY

Product name

- ☐ Present
- ☐ Missing
- ☐ Needs Work
- ☐ Not Applicable

Product title

- ☐ Present
- ☐ Missing
- ☐ Needs Work
- ☐ Not Applicable

Subtitle or supporting title

- ☐ Present
- ☐ Missing
- ☐ Needs Work

☐ Not Applicable

Product type is identifiable

☐ Present

☐ Missing

☐ Needs Work

☐ Not Applicable

Intended buyer is identifiable

☐ Present

☐ Missing

☐ Needs Work

☐ Not Applicable

DESCRIPTION

Opening copy

☐ Present

☐ Missing

☐ Needs Work

☐ Not Applicable

Clear explanation of the product

☐ Present

☐ Missing

☐ Needs Work

☐ Not Applicable

Benefits

- ☐ Present
- ☐ Missing
- ☐ Needs Work
- ☐ Not Applicable

Features

- ☐ Present
- ☐ Missing
- ☐ Needs Work
- ☐ Not Applicable

Product contents

- ☐ Present
- ☐ Missing
- ☐ Needs Work
- ☐ Not Applicable

Usage information

- ☐ Present
- ☐ Missing
- ☐ Needs Work
- ☐ Not Applicable

File information

- ☐ Present

- ☐ Missing
- ☐ Needs Work
- ☐ Not Applicable

Important limitations or restrictions

- ☐ Present
- ☐ Missing
- ☐ Needs Work
- ☐ Not Applicable

Description closing

- ☐ Present
- ☐ Missing
- ☐ Needs Work
- ☐ Not Applicable

SUPPORTING COPY

Product-image copy

- ☐ Present
- ☐ Missing
- ☐ Needs Work
- ☐ Not Applicable

FAQ

- ☐ Present
- ☐ Missing

- ☐ Needs Work
- ☐ Not Applicable

License information

- ☐ Present
- ☐ Missing
- ☐ Needs Work
- ☐ Not Applicable

Primary CTA

- ☐ Present
- ☐ Missing
- ☐ Needs Work
- ☐ Not Applicable

Supporting CTA copy

- ☐ Present
- ☐ Missing
- ☐ Needs Work
- ☐ Not Applicable

RECORD THE FIRST PROBLEMS YOU NOTICE

MISSING ELEMENTS

ELEMENTS THAT NEED WORK

QUESTIONS THAT CAME UP DURING THE INVENTORY

CHECK THE PRODUCT NAME

- ☐ Is the product name present?
- ☐ Is it spelled correctly?
- ☐ Is the capitalization intentional?
- ☐ Does it match the actual product?
- ☐ Is unnecessary promotional language attached?
- ☐ Is the name understandable?

Current copy / finding:

Status:

- ☐ Complete
- ☐ Needs Work
- ☐ Missing
- ☐ Not Applicable

Correction needed:

CHECK THE PRODUCT TITLE

- ☐ Clearly identifies the product
- ☐ Uses understandable wording
- ☐ Matches the actual offer
- ☐ Does not depend on vague hype
- ☐ Includes useful context
- ☐ Does not make an unsupported promise
- ☐ Does not create the wrong expectation
- ☐ Matches terminology used elsewhere

Current copy / finding:

Status:

- ☐ Complete
- ☐ Needs Work
- ☐ Missing
- ☐ Not Applicable

Correction needed:

CHECK THE SUBTITLE OR SUPPORTING TITLE

- ☐ Adds information
- ☐ Helps explain the product
- ☐ Supports the positioning

- ☐ Does not simply restate the title
- ☐ Does not introduce an unsupported claim
- ☐ Uses consistent terminology

Current copy / finding:

Status:

- ☐ Complete
- ☐ Needs Work
- ☐ Missing
- ☐ Not Applicable

Correction needed:

CHECK THE DESCRIPTION OPENING

- ☐ Identifies or introduces the product
- ☐ Gives useful context
- ☐ Connects to a real customer need, task, or use
- ☐ Avoids unnecessary buildup
- ☐ Avoids generic motivational language
- ☐ Does not make the buyer wait too long

Current copy / finding:

Status:

- ☐ Complete
- ☐ Needs Work
- ☐ Missing
- ☐ Not Applicable

Correction needed:

CHECK THE BENEFITS

- ☐ Benefits are present
- ☐ Benefits relate to the intended buyer
- ☐ Benefits connect to actual product features
- ☐ Benefits are specific
- ☐ Benefits do not guarantee unsupported outcomes
- ☐ Strongest benefits receive emphasis
- ☐ Benefits are not buried

Current copy / finding:

Status:

- ☐ Complete
- ☐ Needs Work
- ☐ Missing
- ☐ Not Applicable

Correction needed:

CHECK THE FEATURES

- ☐ Major features are present
- ☐ Features are factually accurate
- ☐ Important quantities are included where relevant
- ☐ File-related features are clear
- ☐ Dimensions or sizes are included where needed
- ☐ Features support the benefits
- ☐ Minor features do not overwhelm important ones

Current copy / finding:

Status:

- ☐ Complete
- ☐ Needs Work
- ☐ Missing
- ☐ Not Applicable

Correction needed:

CHECK THE PRODUCT CONTENTS

- ☐ Contents are clearly stated
- ☐ Quantities are included where useful
- ☐ Major components are named

- ☐ Bonus items are identified accurately
- ☐ Listing does not imply unprovided contents
- ☐ Contents match delivered files

Current copy / finding:

Status:

- ☐ Complete
- ☐ Needs Work
- ☐ Missing
- ☐ Not Applicable

Correction needed:

CHECK THE DESCRIPTION CLOSING

- ☐ Does not introduce a major surprise
- ☐ Does not repeat the entire description
- ☐ Reinforces an appropriate reason to act
- ☐ Gives a logical next step
- ☐ Matches the tone
- ☐ Avoids fake urgency
- ☐ Avoids exaggerated promises

Current copy / finding:

Status:

- ☐ Complete
- ☐ Needs Work
- ☐ Missing
- ☐ Not Applicable

Correction needed:

CHECK THE PRODUCT-IMAGE COPY

- ☐ Product identity is clear
- ☐ Important benefits are represented
- ☐ Important features are represented
- ☐ Product contents are shown or explained
- ☐ Text is readable
- ☐ Claims match the written description
- ☐ No image implies something not included
- ☐ Image copy is not unnecessarily repetitive

Current copy / finding:

Status:

- ☐ Complete
- ☐ Needs Work
- ☐ Missing

☐ Not Applicable

Correction needed:

CHECK THE FAQ

- ☐ Answers genuine buyer questions
- ☐ Covers important product details
- ☐ Addresses file or delivery questions where relevant
- ☐ Addresses usage questions where relevant
- ☐ Addresses license questions where relevant
- ☐ Covers important limitations
- ☐ Does not simply duplicate entire description sections
- ☐ Answers are clear and direct
- ☐ No answer creates a contradiction

Current copy / finding:

Status:

- ☐ Complete
- ☐ Needs Work
- ☐ Missing
- ☐ Not Applicable

Correction needed:

CHECK THE LICENSE INFORMATION

- ☐ Available license options are identifiable
- ☐ Personal-use terms are clear where relevant
- ☐ Commercial-use terms are clear where relevant
- ☐ Important restrictions are stated
- ☐ Digital resale rules are clear
- ☐ Sharing rules are clear
- ☐ Printed resale rules are clear where relevant
- ☐ Platform restrictions are stated where relevant
- ☐ Promotional copy does not contradict the license

Current copy / finding:

Status:

- ☐ Complete
- ☐ Needs Work
- ☐ Missing
- ☐ Not Applicable

Correction needed:

CHECK THE PRIMARY CTA

- ☐ Action is clear
- ☐ Action matches the purchase process

- ☐ CTA connects to a legitimate reason
- ☐ CTA is specific to the product
- ☐ No fake urgency
- ☐ No fake scarcity
- ☐ No unsupported guarantee
- ☐ No guilt-based language
- ☐ CTA does not conflict with license or product information

Current copy / finding:

Status:

- ☐ Complete
- ☐ Needs Work
- ☐ Missing
- ☐ Not Applicable

Correction needed:

CHECK WHETHER THE PRODUCT TYPE IS OBVIOUS

Product type:

Where is it communicated?

- ☐ Title
- ☐ Subtitle

- ☐ Description opening
- ☐ Product images
- ☐ Product details
- ☐ Other: _____
- ☐ Clear
- ☐ Somewhat clear
- ☐ Unclear

Correction needed:

CHECK WHETHER THE INTENDED BUYER IS UNDERSTANDABLE

Who is the product primarily for?

Where does the listing communicate that?

- ☐ Wrong customer could misunderstand
- ☐ Possibly
- ☐ No

Correction needed:

CHECK THE CORE PRODUCT EXPLANATION

- ☐ What the product is is clear

- ☐ Digital vs. physical is clear
- ☐ General format is clear
- ☐ Main use is clear
- ☐ How it is intended to be used is clear

What is still unclear?

CHECK USAGE INFORMATION

- ☐ Usage is explained
- ☐ Usage is partly explained
- ☐ Usage is not explained
- ☐ Not necessary

What does the buyer need to know?

What is currently missing?

CHECK FILE INFORMATION

- ☐ File format stated
- ☐ Number of files accurate
- ☐ Page size stated where relevant
- ☐ Image dimensions stated where relevant
- ☐ Resolution stated where relevant

- ☐ ZIP delivery explained where relevant
- ☐ Editable/non-editable status clear
- ☐ Required software identified
- ☐ Printing requirements explained
- ☐ File-access instructions available

File formats included:

Number of files:

Page size or dimensions:

Resolution, if relevant:

Required software, if any:

CHECK IMPORTANT LIMITATIONS

IMPORTANT LIMITATION 1

- ☐ Clearly disclosed
- ☐ Not disclosed
- ☐ Needs Work

IMPORTANT LIMITATION 2

- ☐ Clearly disclosed
- ☐ Not disclosed
- ☐ Needs Work

IMPORTANT LIMITATION 3

- ☐ Clearly disclosed
- ☐ Not disclosed
- ☐ Needs Work

What else could a buyer incorrectly assume?

CHECK SUPPORTING CTAS

Number of additional CTAs: _____

- ☐ Support different listing moments
- ☐ Remain consistent with primary action
- ☐ Avoid unnecessary repetition
- ☐ Avoid competing instructions
- ☐ Use accurate product information

Supporting CTA needing most attention:

Why?

CHECK DELIVERY EXPECTATIONS

- ☐ Digital delivery is clear
- ☐ Physical shipping is not implied
- ☐ Download method is understandable

- ☐ ZIP files explained where necessary
- ☐ Access instructions provided where necessary
- ☐ Buyer knows when files become available

What could a first-time buyer misunderstand?

Correction needed:

CHECK PRODUCT PREVIEWS

- ☐ Previews accurately represent files
- ☐ Preview images are readable
- ☐ Important product types or page styles are represented
- ☐ Preview does not show unprovided items
- ☐ Mockups do not create false physical-delivery impression
- ☐ Variations represented accurately

What does the preview show well?

What does it fail to show?

CHECK PRICE-RELATED COPY

- ☐ Pricing explanation is accurate
- ☐ Sale language is accurate
- ☐ Comparison pricing is not misleading

- ☐ Bundle-value statements match actual contents
- ☐ No fake discount is presented
- ☐ No false deadline is attached to the price

Price-related copy needing attention:

RUN THE "WHAT IS MISSING?" TEST

QUESTION 1

- ☐ Answer is in the listing
- ☐ Answer is missing
- ☐ Answer is difficult to find

QUESTION 2

- ☐ Answer is in the listing
- ☐ Answer is missing
- ☐ Answer is difficult to find

QUESTION 3

- ☐ Answer is in the listing
- ☐ Answer is missing
- ☐ Answer is difficult to find

QUESTION 4

- ☐ Answer is in the listing

- ☐ Answer is missing
- ☐ Answer is difficult to find

QUESTION 5

- ☐ Answer is in the listing
- ☐ Answer is missing
- ☐ Answer is difficult to find

SEPARATE MISSING FROM NEEDS WORK

Missing means something important does not exist. Needs Work means it exists but is not ready.

MISSING ITEMS

MISSING ITEM 1

Why is it needed / what is wrong?

MISSING ITEM 2

Why is it needed / what is wrong?

MISSING ITEM 3

Why is it needed / what is wrong?

MISSING ITEM 4

Why is it needed / what is wrong?

MISSING ITEM 5

Why is it needed / what is wrong?

NEEDS-WORK ITEMS

NEEDS-WORK ITEM 1

Why is it needed / what is wrong?

NEEDS-WORK ITEM 2

Why is it needed / what is wrong?

NEEDS-WORK ITEM 3

Why is it needed / what is wrong?

NEEDS-WORK ITEM 4

Why is it needed / what is wrong?

NEEDS-WORK ITEM 5

Why is it needed / what is wrong?

PRIORITIZE THE PROBLEMS

Problem 1: _____

☐ High

☐ Medium

☐ Low

Problem 2: _____

☐ High

☐ Medium

☐ Low

Problem 3: _____

☐ High

☐ Medium

☐ Low

Problem 4: _____

☐ High

☐ Medium

☐ Low

Problem 5: _____

☐ High

☐ Medium

☐ Low

Problem 6: _____

☐ High

☐ Medium

☐ Low

Problem 7: _____

☐ High

☐ Medium

☐ Low

Problem 8: _____

☐ High

☐ Medium

☐ Low

BUILD YOUR MISSING / NEEDS-WORK LIST

HIGH-PRIORITY CORRECTIONS

1. _____

2. _____

3. _____

4. _____

5. _____

MEDIUM-PRIORITY CORRECTIONS

1. _____

2. _____

3. _____

4. _____

5. _____

LOW-PRIORITY CORRECTIONS

1. _____
2. _____
3. _____
4. _____
5. _____

RUN THE LISTING COPY COMPLETENESS AUDIT

- ☐ Product name reviewed
- ☐ Product title reviewed
- ☐ Subtitle reviewed where applicable
- ☐ Product type is understandable
- ☐ Intended buyer is understandable
- ☐ Opening reviewed
- ☐ Core product explanation reviewed
- ☐ Benefits reviewed
- ☐ Features reviewed
- ☐ Product contents reviewed
- ☐ Usage information reviewed
- ☐ File information reviewed
- ☐ Important limitations reviewed
- ☐ Description closing reviewed
- ☐ Product-image copy reviewed

- ☐ FAQ reviewed
- ☐ License information reviewed
- ☐ Primary CTA reviewed
- ☐ Supporting CTAs reviewed
- ☐ Delivery expectations reviewed
- ☐ Product previews reviewed
- ☐ Price-related copy reviewed where applicable
- ☐ Potential unanswered buyer questions identified
- ☐ Missing elements identified
- ☐ Needs-work elements identified
- ☐ Problems prioritized
- ☐ High-priority corrections recorded
- ☐ Medium-priority corrections recorded
- ☐ Low-priority corrections recorded

YOUR COMPLETENESS DECISION

- ☐ All necessary elements are present
- ☐ Minor elements are missing
- ☐ Important elements are missing
- ☐ Listing is substantially incomplete

Most important issue found:

First correction I need to make:

Next, compare the listing across sections and ask whether every part describes the same product.

CONNECT THE COMPLETE LISTING

A listing can contain every required element and still create confusion if the title, description, images, FAQ, license, and CTA do not agree.

If a buyer moved through the complete listing, would the information remain consistent?

START WITH THE SOURCE OF TRUTH

Establish the correct product facts from the actual finished product, current offer, and current license - not from the listing copy itself.

CREATE YOUR MASTER PRODUCT FACT SHEET

OFFICIAL PRODUCT NAME

PRODUCT TYPE

PRIMARY AUDIENCE

PRIMARY PRODUCT USE

TOTAL NUMBER OF DELIVERED FILES

TOTAL NUMBER OF PAGES, IF RELEVANT

TOTAL NUMBER OF PRODUCTS OR ITEMS, IF RELEVANT

FILE FORMAT OR FORMATS

PAGE SIZE OR DIMENSIONS

RESOLUTION, IF RELEVANT

SOFTWARE REQUIRED, IF ANY

DELIVERY METHOD

MOST IMPORTANT LICENSE PERMISSION

MOST IMPORTANT LICENSE RESTRICTION

BONUS CONTENT, IF ANY

CURRENT PRICE OR PRICING STRUCTURE

EDITABLE?

☐ Yes

☐ No

☐ Some components

☐ Not Applicable

LICENSE OPTIONS

☐ Personal use

☐ Commercial use

☐ Other license option

☐ Not Applicable

PHYSICAL PRODUCT INCLUDED?

☐ Yes

☐ No

IDENTIFY YOUR AUTHORITATIVE SOURCES

PRODUCT CONTENTS

Source:

FILE QUANTITY

Source:

PAGE OR ITEM QUANTITY

Source:

FILE FORMAT

Source:

DIMENSIONS

Source:

LICENSE TERMS

Source:

DELIVERY INFORMATION

Source:

PRICING

Source:

OTHER IMPORTANT FACT

Source:

RUN THE SAME PRODUCT TEST TITLE

- ☐ Clearly describes the same product
- ☐ Possible inconsistency
- ☐ Clear inconsistency
- ☐ Not Applicable

SUBTITLE

- ☐ Clearly describes the same product
- ☐ Possible inconsistency

☐ Clear inconsistency

☐ Not Applicable

DESCRIPTION

☐ Clearly describes the same product

☐ Possible inconsistency

☐ Clear inconsistency

☐ Not Applicable

BENEFITS

☐ Clearly describes the same product

☐ Possible inconsistency

☐ Clear inconsistency

☐ Not Applicable

FEATURES

☐ Clearly describes the same product

☐ Possible inconsistency

☐ Clear inconsistency

☐ Not Applicable

PRODUCT IMAGES

☐ Clearly describes the same product

☐ Possible inconsistency

☐ Clear inconsistency

☐ Not Applicable

FAQ

- ☐ Clearly describes the same product
- ☐ Possible inconsistency
- ☐ Clear inconsistency
- ☐ Not Applicable

LICENSE INFORMATION

- ☐ Clearly describes the same product
- ☐ Possible inconsistency
- ☐ Clear inconsistency
- ☐ Not Applicable

CTA COPY

- ☐ Clearly describes the same product
- ☐ Possible inconsistency
- ☐ Clear inconsistency
- ☐ Not Applicable

First inconsistency you noticed:

Second inconsistency:

Third inconsistency:

CHECK PRODUCT-NAME CONSISTENCY

Official product name:

Name used in title:

Name used in description:

Name used in product images:

Name used in FAQ:

Name used in license information:

Name used in CTA copy:

- ☐ Consistent
- ☐ Mostly consistent
- ☐ Needs correction

CHECK PRODUCT-TYPE CONSISTENCY

Official product type:

Other product-type terms used:

Standard terminology to use:

- ☐ Consistent
- ☐ Mostly consistent

☐ Needs correction

CHECK AUDIENCE CONSISTENCY

Official primary audience:

Audience implied by title:

Audience implied by description:

Audience implied by images:

Audience implied by FAQ:

☐ Consistent

☐ Mostly consistent

☐ Needs correction

CHECK FILE-FORMAT CONSISTENCY

Correct file format(s):

Title/subtitle says:

Description says:

Product images say:

FAQ says:

Delivery information says:

- ☐ Consistent
- ☐ Mostly consistent
- ☐ Needs correction

CHECK SIZE AND DIMENSION CONSISTENCY

Correct size/dimensions:

Description says:

Product images say:

FAQ says:

Product details say:

- ☐ Consistent
- ☐ Mostly consistent
- ☐ Needs correction

CHECK RESOLUTION CONSISTENCY

Correct resolution:

Description says:

Product images say:

FAQ/details say:

- ☐ Consistent
- ☐ Mostly consistent
- ☐ Needs correction

CHECK DELIVERY CONSISTENCY

Actual delivery method:

Title/subtitle implies:

Description implies:

Product images imply:

FAQ says:

Delivery information says:

- ☐ Consistent
- ☐ Mostly consistent
- ☐ Needs correction

CHECK BONUS CONSISTENCY

Current bonus or bonuses:

Where are they mentioned?

Old or incorrect bonus language:

Correction needed:

-
- ☐ Consistent
 - ☐ Mostly consistent
 - ☐ Needs correction

CHECK BENEFIT CONSISTENCY

Primary product benefit:

Benefit emphasized in title/subtitle:

Benefit emphasized in description:

Benefit emphasized in product images:

Benefit emphasized in CTA:

- ☐ Consistent
- ☐ Mostly consistent
- ☐ Needs correction

CHECK USAGE CONSISTENCY

Intended use:

Description says the buyer can:

Product images say the buyer can:

FAQ says the buyer can:

CTA encourages the buyer to:

-
- ☐ Consistent
 - ☐ Mostly consistent
 - ☐ Needs correction

CHECK PRICING AND OFFER CONSISTENCY

Current price/pricing structure:

Description says:

Product images say:

CTA says:

Other promotional copy says:

-
- ☐ Consistent
 - ☐ Mostly consistent
 - ☐ Needs correction

CHECK QUANTITY CONSISTENCY

QUANTITY 1

What is being counted?

Correct quantity:

Title says:

Description says:

Images say:

FAQ says:

☐ Consistent

☐ Needs correction

QUANTITY 2

What is being counted?

Correct quantity:

Title says:

Description says:

Images say:

FAQ says:

☐ Consistent

☐ Needs correction

QUANTITY 3

What is being counted?

Correct quantity:

Title says:

Description says:

Images say:

FAQ says:

☐ Consistent

☐ Needs correction

CHECK EDITABILITY CONSISTENCY

☐ Fully editable

☐ Partially editable

☐ Not editable

☐ Not Applicable

What does the description imply?

What do product images imply?

What does the FAQ say?

☐ Expectation is consistent

☐ Needs correction

CHECK SOFTWARE-REQUIREMENT CONSISTENCY

Required software:

- ☐ Disclosed in description
- ☐ Disclosed in product images
- ☐ Disclosed in FAQ
- ☐ Disclosed in product details
- ☐ Not currently disclosed
- ☐ No contradiction
- ☐ Possible contradiction
- ☐ Clear contradiction

Correction needed:

CHECK PRODUCT-CONTENTS CONSISTENCY

Actual product contents:

Description contents:

Product-image contents:

FAQ contents:

☐ All versions match

☐ Mostly

☐ Needs correction

Something claimed but not included:

Something included but not communicated:

CHECK FEATURE-TO-BENEFIT CONSISTENCY

BENEFIT CLAIM 1

Feature that supports it:

☐ Strong support

☐ Partial support

☐ Weak support

☐ Missing support

BENEFIT CLAIM 2

Feature that supports it:

☐ Strong support

☐ Partial support

☐ Weak support

☐ Missing support

BENEFIT CLAIM 3

Feature that supports it:

- ☐ Strong support
- ☐ Partial support
- ☐ Weak support
- ☐ Missing support

Claim that needs removal or rewriting:

CHECK LICENSE CONSISTENCY

Personal-use permissions:

Commercial-use permissions:

Important restrictions:

TITLE OR SUBTITLE IMPLIES

DESCRIPTION IMPLIES

PRODUCT IMAGES IMPLY

FAQ SAYS

CTA IMPLIES

- ☐ Copy promises no more than the license allows
- ☐ Possible over-promise
- ☐ Clear contradiction

Correction needed:

CHECK PERSONAL VS. COMMERCIAL LICENSE LANGUAGE

Personal-use option is described as:

Commercial-use option is described as:

- ☐ Difference is clear
- ☐ Mostly clear
- ☐ Unclear
- ☐ Buyer could choose wrong license
- ☐ Possibly
- ☐ No

What needs clarification?

CHECK PLATFORM RESTRICTIONS

Relevant platform or distribution restriction:

Where is it disclosed?

- ☐ No contradiction
- ☐ Possible contradiction
- ☐ Clear contradiction

Correction needed:

CHECK PRODUCT-IMAGE CONSISTENCY

IMAGE 1

Main claim or information:

- ☐ Matches current product
- ☐ Does not match
- ☐ Needs verification

IMAGE 2

Main claim or information:

- ☐ Matches current product

- ☐ Does not match
- ☐ Needs verification

IMAGE 3

Main claim or information:

- ☐ Matches current product
- ☐ Does not match
- ☐ Needs verification

IMAGE 4

Main claim or information:

- ☐ Matches current product
- ☐ Does not match
- ☐ Needs verification

IMAGE 5

Main claim or information:

- ☐ Matches current product
- ☐ Does not match
- ☐ Needs verification

IMAGE 6

Main claim or information:

- ☐ Matches current product
- ☐ Does not match

☐ Needs verification

Image needing the most attention:

Why?

CHECK IMAGE-TO-DESCRIPTION CONSISTENCY

☐ Description mentions something important images never show

☐ Images emphasize something description barely explains

☐ Images show something not included

☐ Mockups create physical-product expectation

☐ No material mismatch

Correction needed:

CHECK FAQ-TO-DESCRIPTION CONSISTENCY

FAQ ANSWER 1 TO VERIFY

Question:

Answer:

☐ Matches description

☐ Does not match

☐ Needs clarification

FAQ ANSWER 2 TO VERIFY

Question:

Answer:

- ☐ Matches description
- ☐ Does not match
- ☐ Needs clarification

FAQ ANSWER 3 TO VERIFY

Question:

Answer:

- ☐ Matches description
- ☐ Does not match
- ☐ Needs clarification

FAQ ANSWER 4 TO VERIFY

Question:

Answer:

- ☐ Matches description
- ☐ Does not match
- ☐ Needs clarification

CHECK CTA-TO-LISTING CONSISTENCY

Primary CTA:

What action does it request?

What reason does it give?

- ☐ Matches description
- ☐ Mostly
- ☐ Does not match
- ☐ Matches actual product
- ☐ Mostly
- ☐ Does not match
- ☐ Matches license
- ☐ Mostly
- ☐ Does not match
- ☐ Not Applicable
- ☐ No new unsupported claim
- ☐ Possible new claim
- ☐ Unsupported new claim

Correction needed:

CHECK TERMINOLOGY CONSISTENCY

TERM 1

Current versions used:

Preferred term:

TERM 2

Current versions used:

Preferred term:

TERM 3

Current versions used:

Preferred term:

TERM 4

Current versions used:

Preferred term:

TERM 5

Current versions used:

Preferred term:

CHECK SALE AND DISCOUNT LANGUAGE

☐ Product is currently on sale

☐ Product is not on sale

Current sale details:

☐ All sale copy matches

☐ Sale copy does not match

☐ Expired sale language remains

☐ No expired sale language

☐ Any deadline is factually real

☐ No deadline used

☐ Deadline needs verification

Correction needed:

BUILD YOUR FACT CONSISTENCY GRID

PRODUCT NAME

Correct fact:

Title / Description / Images / FAQ / License / CTA notes:

☐ Consistent

☐ Needs Correction

☐ Not Applicable

PRODUCT TYPE

Correct fact:

Title / Description / Images / FAQ / License / CTA notes:

☐ Consistent

☐ Needs Correction

☐ Not Applicable

PAGE / ITEM QUANTITY

Correct fact:

Title / Description / Images / FAQ / License / CTA notes:

☐ Consistent

☐ Needs Correction

☐ Not Applicable

FILE FORMAT

Correct fact:

Title / Description / Images / FAQ / License / CTA notes:

-
- ☐ Consistent
 - ☐ Needs Correction
 - ☐ Not Applicable

SIZE / DIMENSIONS

Correct fact:

Title / Description / Images / FAQ / License / CTA notes:

-
-
-
- ☐ Consistent
 - ☐ Needs Correction
 - ☐ Not Applicable

EDITABILITY

Correct fact:

Title / Description / Images / FAQ / License / CTA notes:

-
-
-
- ☐ Consistent
 - ☐ Needs Correction
 - ☐ Not Applicable

INTENDED USE

Correct fact:

Title / Description / Images / FAQ / License / CTA notes:

- ☐ Consistent
- ☐ Needs Correction
- ☐ Not Applicable

LICENSE

Correct fact:

Title / Description / Images / FAQ / License / CTA notes:

- ☐ Consistent
- ☐ Needs Correction
- ☐ Not Applicable

BONUS CONTENT

Correct fact:

Title / Description / Images / FAQ / License / CTA notes:

- ☐ Consistent
- ☐ Needs Correction
- ☐ Not Applicable

DELIVERY

Correct fact:

Title / Description / Images / FAQ / License / CTA notes:

- ☐ Consistent
- ☐ Needs Correction
- ☐ Not Applicable

FIND THE SINGLE SOURCE OF TRUTH PROBLEM

- ☐ Master product record exists
- ☐ Does not exist
- ☐ Partially exists

Where is it stored?

-
- ☐ Official product name
 - ☐ Product type
 - ☐ Product contents
 - ☐ Page/item count
 - ☐ File formats
 - ☐ Dimensions
 - ☐ Resolution
 - ☐ Editability

- ☐ Software requirements
- ☐ License terms
- ☐ Pricing
- ☐ Bonus information
- ☐ Delivery information

What should be added?

CREATE YOUR STANDARD TERMINOLOGY LIST

OFFICIAL PRODUCT NAME

PRODUCT TYPE TERM

CUSTOMER TERM

FILE TERM

PAGE / ITEM TERM

PERSONAL LICENSE TERM

COMMERCIAL LICENSE TERM

PRIMARY BENEFIT TERM OR PHRASE

PRIMARY CTA ACTION

FIND CONTRADICTIONS

CONTRADICTION 1

Location A / says:

Location B / says:

Correct information:

CONTRADICTION 2

Location A / says:

Location B / says:

Correct information:

CONTRADICTION 3

Location A / says:

Location B / says:

Correct information:

CONTRADICTION 4

Location A / says:

Location B / says:

Correct information:

FIND OUTDATED COPY

OUTDATED ITEM 1

Where does it appear?

Correct version:

OUTDATED ITEM 2

Where does it appear?

Correct version:

OUTDATED ITEM 3

Where does it appear?

Correct version:

OUTDATED ITEM 4

Where does it appear?

Correct version:

FIND IMPLIED CONTRADICTIONS

Possible implied contradiction:

What might the buyer assume?

What is actually true?

Correction needed:

PRIORITIZE CONSISTENCY PROBLEMS

HIGH-PRIORITY CONSISTENCY PROBLEMS

1. _____
2. _____
3. _____
4. _____
5. _____

MEDIUM-PRIORITY CONSISTENCY PROBLEMS

1. _____
2. _____

3. _____

4. _____

5. _____

LOW-PRIORITY CONSISTENCY PROBLEMS

1. _____

2. _____

3. _____

4. _____

5. _____

BUILD YOUR CONSISTENCY CORRECTION LIST

CORRECTION 1

Problem:

Correct information:

Locations that need updating:

Correction:

CORRECTION 2

Problem:

Correct information:

Locations that need updating:

Correction:

CORRECTION 3

Problem:

Correct information:

Locations that need updating:

Correction:

CORRECTION 4

Problem:

Correct information:

Locations that need updating:

Correction:

CORRECTION 5

Problem:

Correct information:

Locations that need updating:

Correction:

RUN THE LISTING CONSISTENCY AUDIT

- ☐ Product name is consistent
- ☐ Product type is consistent
- ☐ Intended audience is consistent
- ☐ Standard terminology has been selected
- ☐ Page/item quantities are consistent
- ☐ File quantities are consistent
- ☐ File formats are consistent
- ☐ Dimensions are consistent
- ☐ Resolution is consistent where relevant
- ☐ Editability is consistent
- ☐ Software requirements are consistent
- ☐ Contents match delivered files
- ☐ Bonus information is current
- ☐ No removed content is still promoted
- ☐ No included content is inaccurately described

- ☐ Intended use is consistent
- ☐ Benefits are supported by actual features
- ☐ Product images support written description
- ☐ FAQ answers match description
- ☐ CTA copy matches actual product
- ☐ License options are described consistently
- ☐ Permissions are accurate
- ☐ Restrictions are accurate
- ☐ Promotional copy does not exceed license permissions
- ☐ Platform restrictions are consistent
- ☐ Pricing references are current
- ☐ Sale language is current
- ☐ Bonus language is current
- ☐ Expired promotional language has been identified
- ☐ Digital delivery expectations are consistent
- ☐ Physical delivery is not accidentally implied
- ☐ Required software is disclosed consistently
- ☐ Contradictions have been identified
- ☐ Implied contradictions reviewed
- ☐ Outdated copy identified
- ☐ High-priority problems recorded
- ☐ Correction locations identified

☐ Master source of truth exists or will be created

YOUR CONSISTENCY DECISION

☐ Listing information is consistent

☐ Minor inconsistencies remain

☐ Important inconsistencies remain

☐ Major contradictions exist

Most important consistency problem:

First consistency correction I need to make:

Next, clean the copy itself: cut repetition, clarify vague language, correct overstatements, and keep what earns its place.

CLEAN AND STRENGTHEN THE COPY

A listing can be complete and consistent and still be unnecessarily difficult to read. This stage removes what weakens clarity.

CUT - CLARIFY - CORRECT - KEEP

START WITH THE BUYER'S READING EXPERIENCE FIRST PLACE THE LISTING FEELS TOO LONG

FIRST PLACE THE LISTING FEELS UNCLEAR

FIRST PLACE THE LISTING FEELS REPETITIVE

FIRST PLACE THE LISTING FEELS TOO PROMOTIONAL

USE CUT - CLARIFY - CORRECT - KEEP

CUT

Remove it because it adds little or duplicates something stronger.

CLARIFY

Keep the idea, but rewrite it for easier understanding.

CORRECT

Fix inaccurate, outdated, unsupported, or inconsistent wording.

KEEP

The copy is useful, accurate, clear, and earns its place.

PRACTICE THE FOUR DECISIONS

COPY SAMPLE 1

- ☐ Cut
- ☐ Clarify
- ☐ Correct
- ☐ Keep

Why?

Revised version, if needed:

COPY SAMPLE 2

- ☐ Cut
- ☐ Clarify
- ☐ Correct
- ☐ Keep

Why?

Revised version, if needed:

FIND REPETITION

- ☐ Benefits
- ☐ Features
- ☐ Product type
- ☐ Page/file counts
- ☐ Format details
- ☐ Audience descriptions
- ☐ License statements
- ☐ Delivery statements
- ☐ CTA language
- ☐ Product adjectives

REPEATED MESSAGE 1

Where does it appear?

- ☐ Each appearance adds something
- ☐ Somewhat
- ☐ No

Decision:

REPEATED MESSAGE 2

Where does it appear?

- ☐ Each appearance adds something
- ☐ Somewhat
- ☐ No

Decision:

REPEATED MESSAGE 3

Where does it appear?

- ☐ Each appearance adds something
- ☐ Somewhat
- ☐ No

Decision:

FIND FILLER

FILLER PHRASE 1

What useful information does it provide?

- ☐ Cut

☐ Replace with specific information

☐ Keep

Revised version:

FILLER PHRASE 2

What useful information does it provide?

☐ Cut

☐ Replace with specific information

☐ Keep

Revised version:

FIND VAGUE LANGUAGE

VAGUE WORD OR PHRASE 1

What do I actually mean?

Specific version:

VAGUE WORD OR PHRASE 2

What do I actually mean?

Specific version:

VAGUE WORD OR PHRASE 3

What do I actually mean?

Specific version:

FIND UNSUPPORTED CLAIMS

CLAIM 1

☐ Can support

☐ Partly

☐ Cannot support

More accurate version:

CLAIM 2

☐ Can support

☐ Partly

☐ Cannot support

More accurate version:

FIND ABSOLUTE LANGUAGE

Absolute word or claim:

☐ Factually justified

☐ Not justified

☐ Unclear

Safer version:

REMOVE FAKE URGENCY

Current copy:

What is actually true / what idea am I trying to express?

Revised version:

REMOVE FAKE SCARCITY

Current copy:

What is actually true / what idea am I trying to express?

Revised version:

REMOVE BUYER PRESSURE

Current copy:

What is actually true / what idea am I trying to express?

Revised version:

FIND LONG PARAGRAPHS

Paragraph that feels too dense:

Main ideas inside it:

1.

2.

3.

4.

☐ Shorten

☐ Split

☐ Use bullets

☐ Reorder

☐ Leave alone

Revised version:

FIND COMPLICATED SENTENCES

Complicated sentence:

Main point:

Simpler version:

FIND BURIED DETAILS

Important detail:

Where does it appear?

-
- ☐ Easy to find
 - ☐ Somewhat
 - ☐ Hard to find
 - ☐ Move earlier
 - ☐ Repeat strategically
 - ☐ Add to images
 - ☐ Add to FAQ
 - ☐ Keep where it is

Correction:

FIND UNNECESSARY JARGON

Jargon term:

-
- ☐ Buyer needs to know it
 - ☐ Buyer does not need it
 - ☐ Needs plain-language explanation
 - ☐ Does not need explanation

Clearer version:

CHECK CAPITALIZATION

Issue found:

Correction:

CHECK PUNCTUATION

Issue found:

Correction:

CHECK HEADING QUALITY

Issue found:

Correction:

CHECK BULLET QUALITY

Issue found:

Correction:

CHECK FOR FEATURE DUMPS

Current feature list:

Three features that matter most:

1. _____
2. _____
3. _____

Features to move lower or remove:

CHECK FOR BENEFIT OVERLOAD

Benefit that feels overstated:

Real customer advantage:

Cleaner version:

CHECK FOR DUPLICATE BENEFITS

Benefit 1:

Benefit 2:

☐ Actually different

☐ Partly different

☐ Same idea

Version to keep:

CHECK FOR DESCRIPTION / FAQ DUPLICATION

Example / issue:

Decision:

CHECK FOR IMAGE-COPY DUPLICATION

Example / issue:

Decision:

CHECK FOR CTA OVERUSE

Example / issue:

Decision:

RUN THE CONFUSION HUNT

CONFUSING PHRASE 1

Question it creates:

- ☐ Clarify
- ☐ Remove
- ☐ Explain in FAQ
- ☐ Explain in product details

Revised version:

CONFUSING PHRASE 2

Question it creates:

- ☐ Clarify
- ☐ Remove
- ☐ Explain in FAQ
- ☐ Explain in product details

Revised version:

CONFUSING PHRASE 3

Question it creates:

- ☐ Clarify
- ☐ Remove
- ☐ Explain in FAQ
- ☐ Explain in product details

Revised version:

RUN THE CUSTOMER LANGUAGE TEST

Seller term:

- ☐ Buyer likely understands
- ☐ Probably
- ☐ Probably not

Customer-friendly version:

Seller term:

- ☐ Buyer likely understands
- ☐ Probably

☐ Probably not

Customer-friendly version:

CHECK FOR INTERNAL PROCESS LANGUAGE

Internal term:

☐ Buyer needs it

☐ Buyer does not need it

Decision:

CHECK THE OPENING AGAIN

☐ Clear

☐ Focused

☐ No filler

☐ No exaggerated claims

☐ Appropriate next step

What can be cut?

What needs clarification?

Revised version:

CHECK THE CLOSING AGAIN

- ☐ Clear
- ☐ Focused
- ☐ No filler
- ☐ No exaggerated claims
- ☐ Appropriate next step

What can be cut?

What needs clarification?

Revised version:

RUN THE "DELETE ONE SENTENCE" TEST

Sentence to test:

If removed, what useful information is lost?

- ☐ Keep
- ☐ Cut
- ☐ Rewrite

RUN THE "ONE JOB PER PARAGRAPH" TEST

Paragraph:

Its one main job:

☐ Tries to do too much

☐ Focused

Correction:

RUN THE READ-ALoud TEST

Phrase that sounds awkward:

More natural version:

CHECK TRANSITIONS

Transition that feels abrupt:

What does the buyer need between sections?

Improved transition:

CHECK THE LISTING LENGTH

☐ Too short

☐ Focused

☐ Slightly long but justified

☐ Too long

What could be removed without hurting clarity?

CHECK FOR MISSING CONTEXT AFTER CUTTING

☐ Removed something needed

☐ Possibly

☐ No

What needs to be restored or rewritten?

BUILD YOUR CUT LIST

CUT 1

Reason / correction / why it works:

CUT 2

Reason / correction / why it works:

CUT 3

Reason / correction / why it works:

CUT 4

Reason / correction / why it works:

CUT 5

Reason / correction / why it works:

BUILD YOUR CLARIFY LIST

CLARIFY 1

Reason / correction / why it works:

CLARIFY 2

Reason / correction / why it works:

CLARIFY 3

Reason / correction / why it works:

CLARIFY 4

Reason / correction / why it works:

CLARIFY 5

Reason / correction / why it works:

BUILD YOUR CORRECT LIST

CORRECT 1

Reason / correction / why it works:

CORRECT 2

Reason / correction / why it works:

CORRECT 3

Reason / correction / why it works:

CORRECT 4

Reason / correction / why it works:

CORRECT 5

Reason / correction / why it works:

BUILD YOUR KEEP LIST

KEEP 1

Reason / correction / why it works:

KEEP 2

Reason / correction / why it works:

KEEP 3

Reason / correction / why it works:

KEEP 4

Reason / correction / why it works:

KEEP 5

Reason / correction / why it works:

CREATE YOUR FINAL CORRECTIONS LIST

CORRECTION 1

Location:

Problem:

- ☐ Cut
- ☐ Clarify
- ☐ Correct

Final wording or decision:

CORRECTION 2

Location:

Problem:

-
- ☐ Cut
 - ☐ Clarify
 - ☐ Correct

Final wording or decision:

CORRECTION 3

Location:

Problem:

- ☐ Cut
- ☐ Clarify
- ☐ Correct

Final wording or decision:

CORRECTION 4

Location:

Problem:

- ☐ Cut
- ☐ Clarify
- ☐ Correct

Final wording or decision:

CORRECTION 5

Location:

Problem:

☐ Cut

☐ Clarify

☐ Correct

Final wording or decision:

CORRECTION 6

Location:

Problem:

☐ Cut

☐ Clarify

☐ Correct

Final wording or decision:

CORRECTION 7

Location:

Problem:

-
- ☐ Cut
 - ☐ Clarify
 - ☐ Correct

Final wording or decision:

CORRECTION 8

Location:

Problem:

- ☐ Cut
- ☐ Clarify
- ☐ Correct

Final wording or decision:

RUN THE CLEAN-COPY CHECK

- ☐ Product is easy to understand
- ☐ Important information is easy to find
- ☐ Sentences are readable
- ☐ Paragraphs are manageable
- ☐ Headings help scanning
- ☐ Jargon is explained where needed

- ☐ Vague claims have been improved
- ☐ Specific facts replace empty adjectives where possible
- ☐ Unsupported claims have been removed
- ☐ Absolute language has been reviewed
- ☐ Repetition has been reduced
- ☐ Filler has been removed
- ☐ Feature lists emphasize what matters
- ☐ Benefit lists are not overloaded
- ☐ FAQ duplication has been reduced
- ☐ Image-copy duplication has been reviewed
- ☐ CTA overuse has been reviewed
- ☐ Fake urgency is gone
- ☐ Fake scarcity is gone
- ☐ Buyer-shaming language is gone
- ☐ Exaggerated promises are gone
- ☐ Important limitations remain visible
- ☐ Capitalization is consistent
- ☐ Punctuation is clean
- ☐ Bullets are easy to scan
- ☐ Transitions are understandable
- ☐ Internal process language is removed
- ☐ Opening reviewed again

- ☐ Closing reviewed again
- ☐ Listing read aloud
- ☐ Confusing phrases identified
- ☐ Final Corrections List complete

YOUR CLEAN-COPY DECISION

- ☐ Clean and ready for final publishing review
- ☐ Minor cleanup remains
- ☐ Significant rewriting remains
- ☐ Listing needs another editorial pass

Biggest copy problem still remaining:

Next correction I need to make:

The final stage asks one question: Is this listing ready to publish?

RUN THE FINAL PUBLISHING REVIEW

Stop editing individual sentences and evaluate the listing as a finished buying experience.

**BUYER VIEW - ACCURACY - COPY QUALITY - TRUST -
CONSISTENCY**

PREPARE THE FINAL REVIEW VERSION

PRODUCT NAME

VERSION OR DATE REVIEWED

LISTING STATUS

- ☐ New listing
- ☐ Existing listing being updated
- ☐ Existing listing being republished
- ☐ All high-priority corrections made
- ☐ Known factual corrections made
- ☐ Known license corrections made
- ☐ Not Applicable

If anything remains:

DO NOT FINAL-REVIEW A DRAFT YOU ALREADY KNOW IS WRONG

Unresolved high-priority issue:

Correction required:

- ☐ Corrected
- ☐ Must correct before publishing
- ☐ Not Applicable

RUN THE BUYER VIEW TEST

WHAT IS THIS?

- ☐ Yes
- ☐ Mostly
- ☐ No
- ☐ Not Applicable

What would a first-time visitor call this product?

Does that match reality?

- ☐ Yes
- ☐ Mostly
- ☐ No

Correction needed:

WHO IS IT FOR?

- ☐ Yes
- ☐ Mostly
- ☐ No
- ☐ Not Applicable

Who would a buyer think this product is for?

Does that match reality?

- ☐ Yes
- ☐ Mostly
- ☐ No

Correction needed:

WHAT DO I RECEIVE?

- ☐ Yes
- ☐ Mostly
- ☐ No
- ☐ Not Applicable

A buyer would expect to receive:

Does that match reality?

- ☐ Yes

☐ Mostly

☐ No

Correction needed:

WHAT DOES IT HELP ME DO?

☐ Yes

☐ Mostly

☐ No

☐ Not Applicable

The listing communicates that the product helps with:

Does that match reality?

☐ Yes

☐ Mostly

☐ No

Correction needed:

WHAT FORMAT IS IT?

☐ Yes

☐ Mostly

☐ No

☐ Not Applicable

Format the buyer would expect:

Does that match reality?

☐ Yes

☐ Mostly

☐ No

Correction needed:

HOW DO I RECEIVE IT?

☐ Yes

☐ Mostly

☐ No

☐ Not Applicable

Delivery method the buyer would expect:

Does that match reality?

☐ Yes

☐ Mostly

☐ No

Correction needed:

WHAT CAN I DO WITH IT?

- ☐ Yes
- ☐ Mostly
- ☐ No
- ☐ Not Applicable

Use the buyer would expect:

Does that match reality?

- ☐ Yes
- ☐ Mostly
- ☐ No

Correction needed:

WHAT CAN'T I DO WITH IT?

- ☐ Yes
- ☐ Mostly
- ☐ No
- ☐ Not Applicable

Most important restriction:

Does that match reality?

- ☐ Yes

☐ Mostly

☐ No

Correction needed:

WHICH LICENSE DO I NEED?

☐ Yes

☐ Mostly

☐ No

☐ Not Applicable

What distinguishes the options?

Does that match reality?

☐ Yes

☐ Mostly

☐ No

Correction needed:

WHAT SHOULD I DO NEXT?

☐ Yes

☐ Mostly

☐ No

☐ Not Applicable

Primary action:

Does that match reality?

- ☐ Yes
- ☐ Mostly
- ☐ No

Correction needed:

SCORE THE BUYER VIEW

- ☐ What the product is
- ☐ Who it is for
- ☐ What is included
- ☐ What it helps with
- ☐ What format it uses
- ☐ How it is delivered
- ☐ How it can be used
- ☐ Important restrictions
- ☐ Which license is appropriate
- ☐ What to do next

BUYER VIEW SCORE: _____ / 10

- ☐ Strong
- ☐ Minor clarification needed

- ☐ Important information remains unclear

RUN THE ACCURACY TEST

PRODUCT IDENTITY

- ☐ Product name is correct
- ☐ Product title accurately represents the offer
- ☐ Product type is correct
- ☐ Audience description is accurate

CONTENTS

- ☐ Page count is correct
- ☐ File count is correct
- ☐ Product/item count is correct
- ☐ Bundle contents are correct
- ☐ Bonus contents are correct
- ☐ No removed item is still advertised

FILE INFORMATION

- ☐ File formats are correct
- ☐ Dimensions are correct
- ☐ Resolution is correct where relevant
- ☐ Editability is correct
- ☐ Software requirements are correct
- ☐ Printing information is correct where relevant

DELIVERY

- ☐ Digital delivery information is correct

- ☐ Download expectations are correct
- ☐ ZIP information is correct where relevant
- ☐ Physical shipping is not falsely implied

LICENSE

- ☐ License options are correct
- ☐ Permissions are correct
- ☐ Restrictions are correct
- ☐ Commercial-use information is correct
- ☐ Personal-use information is correct
- ☐ Resale information is correct
- ☐ Sharing restrictions are correct
- ☐ Platform restrictions are correct where relevant

OFFER

- ☐ Current price references are correct
- ☐ Sale information is correct
- ☐ Deadlines are correct
- ☐ Bonus claims are current
- ☐ Promotional conditions are current
- ☐ No known factual problems
- ☐ Minor factual correction needed
- ☐ Important factual correction needed

Fact that needs verification:

How will I verify it?

DO NOT GUESS

Claim I am not 100% sure about:

Source I will check:

- ☐ Verified
- ☐ Not verified
- ☐ Remove claim until verified

RUN THE COPY QUALITY TEST

TITLE

- ☐ Clear
- ☐ Specific
- ☐ Understandable
- ☐ Accurate
- ☐ Appropriate for product

DESCRIPTION OPENING

- ☐ Gets to the point
- ☐ Introduces product clearly
- ☐ Connects to a real buyer need or use
- ☐ Avoids unnecessary buildup

DESCRIPTION BODY

- ☐ Explains product
- ☐ Communicates useful benefits
- ☐ Includes important features
- ☐ Explains what is included
- ☐ Includes necessary file information
- ☐ Includes necessary usage information
- ☐ Important details are easy to find

BENEFITS

- ☐ Customer-focused
- ☐ Specific
- ☐ Supported by actual features
- ☐ Not exaggerated
- ☐ Prioritized appropriately

FEATURES

- ☐ Accurate
- ☐ Easy to scan
- ☐ Important features receive emphasis
- ☐ Minor details do not overwhelm

PRODUCT-IMAGE COPY

- ☐ Readable
- ☐ Useful
- ☐ Accurate

- ☐ Supports written description
- ☐ Avoids unnecessary repetition

FAQ

- ☐ Answers real buyer questions
- ☐ Uses direct answers
- ☐ Adds useful clarification
- ☐ Does not contradict description
- ☐ Does not unnecessarily repeat listing

CTA

- ☐ Clear action
- ☐ Product-specific
- ☐ Connected to legitimate reason
- ☐ Appropriate for location
- ☐ Does not pressure unnecessarily

DESCRIPTION CLOSING

- ☐ Does not restart the whole sales pitch
- ☐ Reinforces a useful reason to act
- ☐ Gives an appropriate next step
- ☐ Feels natural
- ☐ Copy quality strong
- ☐ Minor cleanup needed
- ☐ Significant improvement needed

RUN THE TRUST TEST

CLAIMS

- ☐ No unsupported guarantees
- ☐ No unsupported income claims
- ☐ No unsupported sales claims
- ☐ No unsupported time-saving claims
- ☐ No exaggerated transformation claims
- ☐ No perfect-for-everyone claims

URGENCY

- ☐ No fake urgency
- ☐ Any deadline is real
- ☐ Now/today language is not artificial pressure
- ☐ No false last-chance language

SCARCITY

- ☐ No fake digital inventory scarcity
- ☐ Any quantity limitation is real
- ☐ No false only-a-few-left language

EXPECTATIONS

- ☐ Digital delivery is clear
- ☐ Mockups do not falsely imply physical delivery
- ☐ Editable status is clear
- ☐ Required software is disclosed
- ☐ Product limitations are not hidden

☐ License restrictions are not hidden

PRICING

☐ No fake discount

☐ No misleading comparison price

☐ No false sale deadline

☐ Bundle-value claims are supportable

PRODUCT IMAGES

☐ Images represent actual product

☐ Mockups are not misleading

☐ Unincluded items are not presented as included

☐ Image text is accurate

tone

☐ No buyer shaming

☐ No guilt-based pressure

☐ No unnecessary fear

☐ No desperate selling language

☐ No claims that make product sound more powerful than it is

☐ Trust strong

☐ Minor concern

☐ Important trust issue remains

Biggest trust risk:

Correction:

RUN THE CONSISTENCY TEST

PRODUCT IDENTITY

- ☐ Same official product name
- ☐ Same product type
- ☐ Same intended audience

QUANTITIES

- ☐ Same page count
- ☐ Same file count
- ☐ Same item count
- ☐ Same bonus count

FILE DETAILS

- ☐ Same file formats
- ☐ Same dimensions
- ☐ Same resolution
- ☐ Same editability information
- ☐ Same software requirements

PRODUCT CONTENTS

- ☐ Description matches delivered files
- ☐ Images match delivered files
- ☐ FAQ matches delivered files
- ☐ Bonus information matches delivered files

USAGE

- ☐ Intended use is consistent
- ☐ Benefits are consistent
- ☐ Product images support same use
- ☐ CTA supports same use

LICENSE

- ☐ Same license terminology
- ☐ Same permissions
- ☐ Same restrictions
- ☐ CTA does not exceed permissions
- ☐ Images do not exceed permissions

DELIVERY

- ☐ Same delivery expectation
- ☐ No physical/digital contradiction
- ☐ Download information is consistent

OFFER

- ☐ Same pricing information
- ☐ Same sale information
- ☐ Same bonus information
- ☐ No expired offer copy remains
- ☐ Consistent
- ☐ Minor inconsistency remains
- ☐ Important inconsistency remains

RUN THE SCAN TEST

- ☐ What the product is
- ☐ Who it is for
- ☐ What is included
- ☐ Primary benefit
- ☐ Important product details
- ☐ Important restrictions
- ☐ Next step

What is hardest to find?

What should become more visible?

RUN THE FIRST-SCREEN TEST

- ☐ Product identity clear
- ☐ Product type clear
- ☐ Main use or benefit clear
- ☐ Intended customer clear where relevant

What is missing from the early view?

- ☐ Needs to move earlier
- ☐ Does not need to move

RUN THE "NO PRODUCT KNOWLEDGE" TEST

Sentence requiring insider knowledge:

What information is missing?

Clearer version:

RUN THE "WRONG CUSTOMER" TEST

Who should probably not buy this product?

What fact helps them recognize that?

☐ Fact is disclosed

☐ Fact is not disclosed

☐ Not Applicable

Correction needed:

RUN THE EXPECTATION TEST

AFTER PURCHASING, I EXPECT TO RECEIVE

I EXPECT TO ACCESS IT BY

I EXPECT TO USE IT FOR

I EXPECT THAT I CAN

I EXPECT THAT I CANNOT

I EXPECT TO NEED

☐ Expectations match reality

☐ Mostly

☐ Do not match

Mismatch to fix:

RUN THE PURCHASE-DECISION TEST

☐ Enough information to decide

☐ Almost

☐ No

What would you still need to know?

☐ Available but hard to find

☐ Not available

☐ Not Applicable

Correction:

RUN THE MOBILE-MINDSET TEST

- ☐ Paragraphs are manageable
- ☐ Headings are useful
- ☐ Bullets are scannable
- ☐ Important facts are not buried
- ☐ CTA wording is concise
- ☐ Large repetitive blocks reduced

Section most likely to feel heavy:

Correction:

RUN THE PRODUCT-IMAGE FINAL CHECK

IMAGE 1

- ☐ Accurate
- ☐ Readable
- ☐ Current
- ☐ Represents actual product

Issue:

IMAGE 2

- ☐ Accurate

- ☐ Readable
- ☐ Current
- ☐ Represents actual product

Issue:

IMAGE 3

- ☐ Accurate
- ☐ Readable
- ☐ Current
- ☐ Represents actual product

Issue:

IMAGE 4

- ☐ Accurate
- ☐ Readable
- ☐ Current
- ☐ Represents actual product

Issue:

IMAGE 5

- ☐ Accurate
- ☐ Readable
- ☐ Current

☐ Represents actual product

Issue:

Additional image issue:

RUN THE LINK AND DOWNLOAD CHECK

☐ Product files configured correctly

☐ Download files open correctly

☐ ZIP files open correctly

☐ Included PDFs open correctly

☐ Links inside delivered files work where relevant

☐ Preview links work where relevant

☐ License files included where promised

☐ Bonus files included where promised

Problem found:

Correction:

RUN THE FILE-NAME CHECK

☐ Clear

☐ Professional

☐ Understandable

- ☐ Free from confusing draft labels
- ☐ Free from unnecessary internal IDs

File name needing attention:

Revised file name:

RUN THE FINAL LICENSE CHECK

- ☐ Personal-use permissions represented accurately
- ☐ Commercial-use permissions represented accurately
- ☐ Printed resale permissions represented accurately
- ☐ Digital resale restrictions accurate
- ☐ Sharing restrictions accurate
- ☐ Platform restrictions accurate
- ☐ Pass-through rights/restrictions accurate
- ☐ Other important limitations accurate

Listing language needing license verification:

- ☐ Verified against actual license
- ☐ Not verified
- ☐ Not Applicable

RUN THE FINAL CTA CHECK

Primary CTA:

- ☐ Tells buyer what to do
- ☐ Matches purchase process
- ☐ Uses accurate product information
- ☐ Matches license
- ☐ Avoids fake urgency
- ☐ Avoids fake scarcity
- ☐ Avoids unsupported claims
- ☐ Sounds natural
- ☐ CTA ready
- ☐ Needs correction

Final CTA:

CHECK THE LISTING FOR LEFTOVER PLACEHOLDERS

- ☐ No bracketed placeholders remain
- ☐ No TBD notes remain
- ☐ No dummy text remains
- ☐ No drafting instructions remain
- ☐ No unfinished internal notes remain

Placeholder found:

Correction:

CHECK SPELLING AND TYPOGRAPHY

- ☐ Product name spelling
- ☐ Brand name spelling
- ☐ File-format capitalization
- ☐ License terminology
- ☐ Headings
- ☐ Bullets
- ☐ FAQ questions
- ☐ CTA copy
- ☐ Image text
- ☐ Pricing references
- ☐ Numbers
- ☐ Punctuation

Typo or formatting issue:

Correction:

CHECK EVERY NUMBER

- ☐ Page count
- ☐ File count
- ☐ Product/item count
- ☐ Dimensions
- ☐ Resolution

- ☐ Price
- ☐ Discount percentage
- ☐ Bonus quantity
- ☐ License quantity limits if any
- ☐ Dates or deadlines

Number that needs verification:

Verified value:

BUILD YOUR FIX-BEFORE-PUBLISHING LIST

FIX 1

- ☐ Must Fix
- ☐ Should Fix
- ☐ Optional
- ☐ Completed
- ☐ Not completed

FIX 2

- ☐ Must Fix
- ☐ Should Fix
- ☐ Optional
- ☐ Completed
- ☐ Not completed

FIX 3

- ☐ Must Fix
- ☐ Should Fix
- ☐ Optional
- ☐ Completed
- ☐ Not completed

FIX 4

- ☐ Must Fix
- ☐ Should Fix
- ☐ Optional
- ☐ Completed
- ☐ Not completed

FIX 5

- ☐ Must Fix
- ☐ Should Fix
- ☐ Optional
- ☐ Completed
- ☐ Not completed

FIX 6

- ☐ Must Fix
- ☐ Should Fix

- ☐ Optional
- ☐ Completed
- ☐ Not completed

FIX 7

- ☐ Must Fix
- ☐ Should Fix
- ☐ Optional
- ☐ Completed
- ☐ Not completed

FIX 8

- ☐ Must Fix
- ☐ Should Fix
- ☐ Optional
- ☐ Completed
- ☐ Not completed

KNOW WHAT "MUST FIX" MEANS

Must Fix items should block publication when they affect product contents, quantities, formats, delivery, license permissions, misleading images, broken downloads, missing promised files, material claims, or unresolved placeholders.

- ☐ Must-fix items remain
- ☐ No must-fix items remain

RUN THE FINAL MASTER CHECKLIST

PRODUCT

- ☐ Product name correct
- ☐ Product type clear
- ☐ Intended audience understandable
- ☐ Product contents correct
- ☐ Product quantities correct

FILES

- ☐ File formats correct
- ☐ File quantities correct
- ☐ Dimensions correct
- ☐ Resolution correct where relevant
- ☐ Editability clear
- ☐ Software requirements clear
- ☐ Download files tested

DESCRIPTION

- ☐ Opening clear
- ☐ Product explanation clear
- ☐ Benefits useful
- ☐ Features accurate
- ☐ Contents clear
- ☐ Usage information clear

- ☐ File information clear
- ☐ Important limitations visible
- ☐ Closing appropriate

PRODUCT IMAGES

- ☐ Accurate
- ☐ Readable
- ☐ Current
- ☐ Represent actual contents
- ☐ Do not imply unprovided physical products
- ☐ Do not make unsupported claims

FAQ

- ☐ Answers useful questions
- ☐ Answers accurate
- ☐ Matches description
- ☐ Matches files
- ☐ Matches license

LICENSE

- ☐ Correct options
- ☐ Correct permissions
- ☐ Correct restrictions
- ☐ Resale terms correct
- ☐ Sharing terms correct

- ☐ Platform restrictions correct where relevant
- ☐ Promotional copy does not contradict license

CTA

- ☐ Clear
- ☐ Accurate
- ☐ Relevant
- ☐ Product-specific
- ☐ Matches purchase process
- ☐ Matches license

TRUST

- ☐ No fake urgency
- ☐ No fake scarcity
- ☐ No unsupported guarantees
- ☐ No buyer shaming
- ☐ No misleading mockups
- ☐ No hidden important limitations

CONSISTENCY

- ☐ Product name matches
- ☐ Quantities match
- ☐ File information matches
- ☐ Contents match
- ☐ Intended use matches

- ☐ License information matches
- ☐ Delivery expectations match
- ☐ Current offer matches

PROOF

- ☐ No placeholders
- ☐ No internal notes
- ☐ Spelling reviewed
- ☐ Numbers verified
- ☐ Links tested
- ☐ Files tested
- ☐ Final listing reviewed as a buyer

MAKE THE PUBLISHING DECISION

Choose one status based on the evidence above.

READY TO PUBLISH

- ☐ READY TO PUBLISH

READY AFTER MINOR CORRECTIONS

- ☐ READY AFTER MINOR CORRECTIONS

Remaining corrections:

NEEDS ANOTHER REVIEW

- ☐ NEEDS ANOTHER REVIEW

Why?

NOT READY

☐ NOT READY

What blocks publication?

RECORD THE FINAL DECISION PRODUCT

REVIEW DATE

MUST-FIX ITEMS REMAINING

SHOULD-FIX ITEMS REMAINING

OPTIONAL IMPROVEMENTS

NEXT ACTION

FINAL STATUS

☐ Ready to Publish

☐ Ready After Minor Corrections

☐ Needs Another Review

☐ Not Ready

REUSABLE GUMROAD LISTING FINAL REVIEW CHECKLIST

PRODUCT IDENTITY

- ☐ Product name correct
- ☐ Product type clear
- ☐ Intended buyer understandable

OFFER

- ☐ What is included is clear
- ☐ Quantities are correct
- ☐ Current offer is accurate
- ☐ Bonuses are current

FILES

- ☐ File formats correct
- ☐ Dimensions correct
- ☐ Resolution correct where relevant
- ☐ Editability clear
- ☐ Software requirements clear
- ☐ Files tested

DESCRIPTION

- ☐ Opening explains the product
- ☐ Benefits are useful and credible
- ☐ Features are accurate

- ☐ Contents are clear
- ☐ Usage is clear
- ☐ Important limitations are visible
- ☐ Closing gives an appropriate next step

IMAGES

- ☐ Match actual product
- ☐ Text is readable
- ☐ Claims are accurate
- ☐ Contents shown are included
- ☐ Mockups are not misleading

FAQ

- ☐ Answers real questions
- ☐ Answers are accurate
- ☐ No contradictions

LICENSE

- ☐ Options clear
- ☐ Permissions correct
- ☐ Restrictions correct
- ☐ Promotional copy matches license

CTA

- ☐ Action clear
- ☐ Reason relevant
- ☐ Product-specific

- ☐ No fake urgency
- ☐ No unsupported claim

TRUST

- ☐ No fake scarcity
- ☐ No exaggerated guarantees
- ☐ No hidden important restrictions
- ☐ No misleading claims

CONSISTENCY

- ☐ Product name matches
- ☐ Quantities match
- ☐ File details match
- ☐ Contents match
- ☐ Usage claims match
- ☐ License language matches
- ☐ Delivery expectations match

FINAL PROOF

- ☐ No placeholders
- ☐ No internal notes
- ☐ Numbers verified
- ☐ Spelling checked
- ☐ Downloads tested
- ☐ Links tested where relevant

FINAL STATUS

- ☐ Ready to Publish
- ☐ Minor Corrections
- ☐ Review Again
- ☐ Not Ready

KEEP A LISTING REVIEW RECORD

PRODUCT NAME

DATE REVIEWED

PRODUCT VERSION

LISTING VERSION

REVIEW RESULT

CHANGES MADE

FUTURE ITEM TO WATCH

WHEN TO RUN THIS REVIEW AGAIN

Run another review whenever the product, offer, files, license, pricing, bonuses, software requirements, product images, or major listing copy changes.

Next review trigger:

THE COMPLETE FINAL-REVIEW SYSTEM

You checked whether the necessary pieces existed, connected those pieces to confirm they describe the same product, cleaned the copy, and then made a final publication decision.

CHECK - CONNECT - CLEAN - PUBLISH

The purpose is not to make every listing longer or more promotional. It is to make the listing complete, consistent, clear, accurate, and trustworthy.

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