

GUMROAD LISTING COPY TEMPLATE

LISTING FOUNDATION

Get clear on what you're selling before you try to sell it.

Good listing copy starts with clear information. Define the product, customer, and offer before writing. Don't worry about making your answers sound impressive. **Get the facts right first.**

1. PRODUCT NAME

What are you currently calling the product?

Product Name:

2. PRODUCT TYPE

What exactly are you selling? Examples: printable coloring book, planner, worksheet, template, guide, digital art pack, or activity book.

My product is a:

3. IDEAL CUSTOMER

Who is most likely to want or need this product? Be specific enough that you can picture the person you're writing for.

This product is for:

4. THE PROBLEM OR NEED

What problem, frustration, need, or desire brought this customer to your product?

My customer wants or needs:

5. PRIMARY BENEFIT

What is the most important useful result the customer should get?

This product helps the customer:

6. WHAT THE CUSTOMER RECEIVES

Write down exactly what is included in the purchase.

Number of files:

Number of pages/items:

File format(s):

Page or image dimensions:

Resolution, if applicable:

Additional files or bonuses:

7. INTENDED USE

How is the customer supposed to use the product?

The customer will use this product to:

8. USAGE RIGHTS

Check the option that applies.

- ☐ Personal Use
- ☐ Commercial Use
- ☐ Personal + Commercial Options Available
- ☐ Other: _____

9. WHY THIS PRODUCT?

What does this product provide that is genuinely useful, convenient, distinctive, or easier for the customer? Avoid vague claims such as “amazing” or “the best.”

YOUR ONE-SENTENCE PRODUCT SUMMARY

Use: **[Product Name]** is a **[product type]** created for **[customer]** who wants to **[primary benefit/result]**.

BEFORE MOVING ON

Can you answer without hesitation: What am I selling? Who is it for? Why would they want it? If those answers are clear, you're ready to start writing.

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BUILD YOUR LISTING

Turn the facts about your product into clear, useful sales copy.

You don't need clever copy. You need a listing that helps the right customer quickly understand **what the product is, what they'll receive, and why it's useful.**

1. BUILD YOUR PRODUCT TITLE

Start with one of these formulas.

Formula A — Product + Topic

[Product Type] + [Specific Topic or Use] — *Printable Garden Planner Worksheets*

Formula B — Benefit + Product

[Primary Benefit] + [Product Type] — *Weekly Organization Printable Planner*

Formula C — Audience/Use + Product

[Audience or Intended Use] + [Specific Product] — *Preschool Alphabet Practice Worksheets*

Option 1:

Option 2:

Option 3:

Best Final Title:

Quick check: Would a first-time visitor understand what you're selling from the title alone? ■ Yes ■ Not Yet

2. WRITE YOUR OPENING HOOK

Connect the product to something the customer already wants, needs, or is trying to accomplish.

Looking for a simple way to [desired result]?

If you need [specific need], this [product type] was created to help you [result].

My Opening Hook:

3. EXPLAIN WHAT THE PRODUCT IS

Framework: **[Product Name]** is a **[product type]** designed for **[customer/use]**. It includes **[important contents]** to help you **[primary benefit]**.

My Product Introduction:

4. CREATE YOUR “WHAT YOU GET” SECTION

Don't make customers hunt through paragraphs. List the actual deliverables and quantities.

- ✓

- ✓

- ✓

- ✓

- ✓

5. TURN FEATURES INTO BENEFITS

A feature tells what something is. A benefit explains why it matters.
Example: **Instant PDF download** → Start printing and using your pages immediately.

Feature:

Why it matters:

Feature:

Why it matters:

Feature:

Why it matters:

6. WRITE YOUR “WHO IT’S FOR” SECTION

Help the right buyer recognize themselves. Avoid claiming the product is “perfect for everyone.”

- ---
- ---
- ---

7. WRITE YOUR CALL TO ACTION

Tell the customer what they can do next. Framework: **Ready to [desired result]? Get [Product Name] and [simple next benefit/action].**

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PURCHASE DETAILS & LICENSING

Make sure customers know exactly what they're buying before they buy it.

Good sales copy gets attention. Clear purchase information builds confidence. Document the practical details, requirements, permissions, and restrictions your customer should understand.

1. PRODUCT SPECIFICATIONS

Complete only the fields that apply.

Price:

File Format(s):

Number of Files:

Number of Pages / Items:

Page or Image Dimensions:

Resolution:

Approximate Download Size:

Delivery Method:

Software Required:

Other Requirements:

2. HOW THE CUSTOMER WILL USE IT

Explain what happens after purchase.

After downloading the product, the customer can:

- PDF reader
- Home printer
- Professional printing service
- Specific paper or cardstock
- Editing/design software
- No additional software
- Other: _____

3. DIGITAL PRODUCT NOTICE

Suggested wording: *This is a digital product. No physical item will be shipped. Your files will be available digitally after purchase.*

My Digital Product Notice:

4. CHOOSE YOUR LICENSE

What type of usage rights come with this purchase?

- Personal Use Only
- Commercial Use
- Personal + Commercial Use
- Separate Personal and Commercial License Options
- Other: _____

Don't rely on the words “commercial license” alone. Spell out what the customer can and cannot do.

5. BUILD YOUR PERMISSIONS

What is the buyer explicitly allowed to do?

YOU MAY:

YOU MAY:

YOU MAY:

YOU MAY:

6. BUILD YOUR RESTRICTIONS

What is the buyer explicitly prohibited from doing?

YOU MAY NOT:

YOU MAY NOT:

YOU MAY NOT:

YOU MAY NOT:

7. WRITE YOUR SHORT LICENSE STATEMENT

Combine the important permissions and restrictions into language a customer can understand.

This purchase includes:

You may:

You may not:

Additional terms, if applicable:

8. REFUNDS & CUSTOMER SUPPORT

State what happens if a customer has a problem.

My refund policy is:

If a customer has a problem, they should:

CUSTOMER CONFUSION CHECK

■ Exact files received ■ Digital vs. physical ■ Required software/equipment
■ Allowed uses ■ Prohibited uses ■ Support path

Never make the customer guess about something that could affect their decision to buy.

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ASSEMBLE YOUR FINISHED LISTING

You've done the thinking. Now put the pieces together.

Use your answers from the earlier sections to assemble your finished product listing. Keep what helps the customer understand the product, make a decision, and know what to expect.

PRODUCT TITLE

Use the final title you selected.

OPENING HOOK

Connect the product to the customer's primary need, problem, or desired result.

PRODUCT INTRODUCTION

Explain what the product is, who it's for, and what it helps them do.

WHAT YOU'LL RECEIVE

List exactly what comes with the purchase.

WHY IT'S USEFUL

Turn the most important features into customer-focused benefits.

WHO THIS IS FOR

Help the right customer recognize that the product was created for their situation.

PRODUCT DETAILS

Include the specifications that matter before purchase.

DIGITAL PRODUCT NOTICE

State clearly that this is a digital product when applicable.

LICENSE & USAGE

Summarize the license, permissions, and restrictions.

BEFORE YOU BUY

Add printing requirements, compatibility, customization limits, download information, refund terms, or other conditions.

CALL TO ACTION

Finish with a simple next step connected to the primary benefit.

THE 60-SECOND LISTING CHECK

Read the completed listing once as if you were the customer.

- **CLEAR TITLE** — I immediately understand what the product is.
- **CLEAR OFFER** — I know exactly what I'll receive.
- **CLEAR BENEFIT** — I understand why the product could be useful.
- **CLEAR SPECIFICATIONS** — Important formats, sizes, quantities, and requirements are stated.
- **CLEAR LICENSE** — I understand what I may and may not do.
- **CLEAR EXPECTATIONS** — I understand delivery.
- **NO EMPTY HYPE** — Claims are specific and supportable.
- **NO MISSING DETAILS** — No obvious unanswered question could stop the purchase.

READY TO BUILD YOUR LISTING

The goal is for the right customer to think: “I understand what this is, I know what I'm getting, and I know whether it's right for me.”

That's the job of good listing copy.

Color Me Crazy Club

Practical resources for creating and selling better digital products.

Join Weekly Build Drops for new resources, real experiments, and behind-the-scenes lessons from building a digital-product business.