

GUMROAD PRODUCT DESCRIPTION FORMULA SHEET

BUILD YOUR DESCRIPTION INGREDIENTS

Good formulas still need good information.

Write down the basic facts about your product. Keep this quick. You're creating a compact **Ingredient Bank** to plug into the formulas throughout this resource.

1. PRODUCT

What exactly are you selling?

Product Name:

Product Type:

2. CUSTOMER

Who is the product primarily designed for?

Primary Customer:

3. CUSTOMER NEED

Why might this customer be looking for a product like yours? Keep it practical.

Customer Need or Situation:

4. PRIMARY RESULT

What does the product help the customer reasonably accomplish?

Primary Result:

5. DELIVERABLES

What exactly does the customer receive? Use quantities when helpful.

Main Deliverable:

Additional Deliverable 1:

Additional Deliverable 2:

Additional Deliverable 3:

Additional Deliverable 4:

6. STRONGEST BENEFITS

What are the most useful reasons the features matter?

Benefit 1:

Benefit 2:

Benefit 3:

7. BEST DIFFERENTIATOR

What useful detail makes this version more specific?

Best Differentiator:

8. HOW IT WORKS

What does the customer do after purchase?

Step 1:

Step 2:

Step 3:

9. IMPORTANT PURCHASE DETAILS

What should the customer know before buying?

File Format:

Files / Pages / Items:

Software or Equipment Required:

Most Important Limitation or Requirement:

10. LICENSE

What usage rights are included?

Most Important Permission:

☐ Personal Use ☐ Commercial Use ☐ Personal + Commercial Use
☐ Separate License Options ☐ Other

Most Important Restriction:

11. NEXT STEP

What simple action do you want the interested customer to take?

Primary Call to Action:

YOUR DESCRIPTION INGREDIENT BANK

Bring the strongest answers together.

Product:

Customer:

Need:

Result:

Main Deliverable:

Strongest Benefit:

Differentiator:

Important Purchase Detail:

License:

Next Step:

THE FORMULA RULE

Formulas are starting structures, not scripts. Change the wording, remove pieces you don't need, and never force your product into a formula that sounds unnatural.

GUMROAD PRODUCT DESCRIPTION FORMULA SHEET

THE DESCRIPTION FORMULA LIBRARY

Find the job you need. Choose a formula. Plug in your information.

You do not need every formula or need to use them in numerical order. Treat this section as a toolbox, then edit the result until it sounds natural.

OPENING HOOK FORMULAS

FORMULA 1 - DESIRED RESULT

Looking for a simple way to [desired result]?

Example: *Looking for a simple way to organize your weekly meals before grocery day?*

My Version:

FORMULA 2 - SPECIFIC NEED

Need [specific resource] for [specific situation]?

Example: *Need ready-to-print activities for your next classroom lesson?*

My Version:

FORMULA 3 - AUDIENCE + GOAL

Created for [audience] who want to [specific goal].

Example: *Created for adults who want a quiet, screen-free creative activity.*

My Version:

FORMULA 4 - DIRECT PRODUCT HOOK

[Product Name] gives you [main deliverable] designed to help you [result].

Example: *The Weekly Meal Planning Pack gives you printable planning pages designed to organize meals and groceries.*

My Version:

PRODUCT INTRODUCTION FORMULAS

FORMULA 5 - BASIC INTRODUCTION

[Product Name] is a [product type] created for [customer/use].

Example: *The Garden Planning Workbook is a printable PDF created for home gardeners.*

My Version:

FORMULA 6 - PRODUCT + RESULT

[Product Name] is a [product type] designed to help [customer] [primary result].

Example: *The Monthly Budget Tracker is a printable workbook designed to help households organize monthly income and expenses.*

My Version:

FORMULA 7 - PRODUCT + CONTENTS + RESULT

[Product Name] includes [main contents] to help you [primary result].

Example: *The Preschool Alphabet Pack includes printable practice pages to help children practice letter recognition.*

My Version:

WHAT YOU GET FORMULAS

FORMULA 8 - DIRECT DELIVERABLE

You'll receive [quantity] [specific deliverable] in [format].

Example: *You'll receive 30 printable coloring pages in PDF format.*

My Version:

FORMULA 9 - MULTIPLE CONTENTS

Your download includes [deliverable], [deliverable], and [deliverable].

Example: *Your download includes weekly planning pages, grocery lists, and meal-prep checklists.*

My Version:

FORMULA 10 - SCANNABLE LIST INTRODUCTION

Inside this [product type], you'll find: [deliverables].

Example: *Inside this planner, you'll find weekly layouts, grocery lists, and prep checklists.*

My Version:

FEATURE-TO-BENEFIT FORMULAS

FORMULA 11 - FEATURE + BENEFIT

[Feature], so you can [practical benefit].

Example: *Undated weekly layouts, so you can start whenever you're ready.*

My Version:

FORMULA 12 - FEATURE + USE

With [feature], you can [specific use].

Example: *With separate PNG files, you can use individual graphics without extracting them.*

My Version:

FORMULA 13 - DESIGNED FOR

[Feature] is designed to make [task/use] [practical advantage].

Example: *The reusable checklist is designed to make your pre-publish review easier to repeat.*

My Version:

AUDIENCE FORMULAS

FORMULA 14 - SIMPLE AUDIENCE

This product is designed for [audience].

Example: *This product is designed for adults who enjoy detailed printable coloring pages.*

My Version:

FORMULA 15 - AUDIENCE + SITUATION

A useful option for [audience] who need/want [situation or result].

Example: *A useful option for teachers who need printable activities they can prepare quickly.*

My Version:

FORMULA 16 - MULTIPLE USE CASES

This may be a good fit if you: [use cases].

Example: *This may be a good fit if you want printable practice, flexible home use, or reusable activities.*

My Version:

HOW-IT-WORKS FORMULAS

FORMULA 17 - SIMPLE PROCESS

Purchase -> Download -> [Primary Action]

Example: *Purchase -> Download -> Print the pages you want to use.*

My Version:

FORMULA 18 - THREE-STEP PROCESS

1. [First step] 2. [Second step] 3. [Third step]

Example: *1. Purchase. 2. Download the PDF. 3. Print the pages.*

My Version:

PRODUCT DETAIL FORMULAS

FORMULA 19 - SPECIFICATION BLOCK

Format: [format] | Files/Pages: [quantity] | Dimensions: [dimensions] | Requirements: [requirements]

Example: *Format: PDF | Pages: 30 | Size: 8.5 x 11 in | Requirements: PDF reader and printer.*

My Version:

FORMULA 20 - REQUIREMENT STATEMENT

You'll need [software/equipment] to [use/edit/print] this product.

Example: *You'll need Canva to edit the included templates.*

My Version:

DIGITAL PRODUCT NOTICE FORMULAS

FORMULA 21 - SHORT DIGITAL NOTICE

This is a digital product. No physical item will be shipped.

Example: *This is a digital product. No physical item will be shipped.*

My Version:

FORMULA 22 - DOWNLOAD NOTICE

This purchase includes digital files that you can download after checkout. No physical product will be mailed.

Example: *This purchase includes digital files available after checkout. No physical product will be mailed.*

My Version:

LICENSE & USAGE FORMULAS

FORMULA 23 - PERSONAL USE

This purchase is for personal use only. Files may not be resold, shared, redistributed, or uploaded for others to download.

Example: *Personal-use summary.*

My Version:

FORMULA 24 - PERMISSION + RESTRICTION

You may [permitted use]. You may not [restricted use].

Example: *You may print the files for your own use. You may not resell or redistribute the digital files.*

My Version:

FORMULA 25 - COMMERCIAL USE SUMMARY

This purchase includes [commercial license type]. You may [permission]. You may not [restriction]. See complete terms for details.

Example: *Commercial-use summary with one permission and one restriction.*

My Version:

BEFORE YOU BUY FORMULAS

FORMULA 26 - IMPORTANT REQUIREMENT

Before purchasing, please note that [important requirement or limitation].

Example: *Before purchasing, please note that Canva is required to edit these templates.*

My Version:

FORMULA 27 - PRINTING EXPECTATION

Because printers and screens vary, [specific printing/color expectation].

Example: *Because printers and screens vary, printed colors may differ slightly from your monitor.*

My Version:

FORMULA 28 - EDITING LIMITATION

[Specific element] can be edited. [Specific element] cannot be changed.

Example: *Text can be edited. Illustrated background elements cannot be changed.*

My Version:

CALL-TO-ACTION FORMULAS

FORMULA 29 - RESULT CTA

Ready to [desired result]? Get [Product Name] and [simple next action].

Example: *Ready to organize your weekly meals? Get the planning pack and start next week's plan.*

My Version:

FORMULA 30 - DIRECT CTA

Get [Product Name] and start [primary use].

Example: *Get the Cozy Cottage Coloring Pack and start coloring your favorite pages.*

My Version:

FORMULA 31 - NEED-BASED CTA

If you're looking for [specific need], [Product Name] gives you [primary advantage].

Example: *If you need ready-to-print alphabet practice, this pack gives you a complete set in one download.*

My Version:

BONUS - SECTION HEADING FORMULAS

Use simple headings that tell the customer what they'll find.

Deliverables: What You'll Receive / What's Included / Inside Your Download / Included Files

Benefits: Why It's Useful / What You Can Do With It / Designed to Help

You

Audience: Who It's For / Designed For / A Good Fit For

Process: How It Works / Getting Started / How to Use It

Details: Product Details / File Information / Technical Details

Expectations: Before You Buy / Please Note / Important Information

Licensing: License & Usage / Usage Rights / License Information

CHOOSE YOUR GO-TO FORMULAS

Record the formulas that feel most natural for your products.

Opening:

Product Introduction:

Deliverables:

Benefit:

Audience:

How It Works:

Product Details:

Digital Notice:

License:

Before You Buy:

CTA:

FORMULAS ARE STARTING POINTS

Use them to solve the blank-page problem, then edit. The goal is to use a template to help you write a listing that doesn't sound like one.

GUMROAD PRODUCT DESCRIPTION FORMULA SHEET

COMBINE THE FORMULAS

Individual formulas solve individual writing problems. A finished description needs the pieces to work together.

Choose the smallest assembly recipe that gives the customer enough information to make an informed decision.

RECIPE 1 - QUICK LISTING

Best for simple, low-complexity products.

Opening - Formula 1-4

My Copy:

Product Introduction - Formula 5-7

My Copy:

What You Get - Formula 8-10

My Copy:

Primary Benefit - Formula 11-13

My Copy:

Important Notice - Formula 21, 22, or 26-28

My Copy:

Call to Action - Formula 29-31

My Copy:

QUICK LISTING ASSEMBLY

Put your selected pieces together in customer-facing order.

OPENING:

PRODUCT INTRODUCTION:

WHAT YOU GET:

PRIMARY BENEFIT:

IMPORTANT NOTICE:

CALL TO ACTION:

RECIPE 2 - STANDARD LISTING

Best for most Gumroad digital products.

Opening - Formula 1-4

My Copy:

Product Introduction - Formula 5-7

My Copy:

What You Get - Formula 8-10

My Copy:

Benefits - Formula 11-13

My Copy:

Who It's For - Formula 14-16

My Copy:

How It Works - Formula 17-18

My Copy:

Product Details - Formula 19-20

My Copy:

Digital Product Notice - Formula 21-22

My Copy:

License - Formula 23-25

My Copy:

Call to Action - Formula 29-31

My Copy:

STANDARD LISTING ASSEMBLY

Put your selected pieces together in customer-facing order.

OPENING:

PRODUCT INTRODUCTION:

WHAT YOU GET:

BENEFITS:

WHO IT'S FOR:

HOW IT WORKS:

PRODUCT DETAILS:

DIGITAL PRODUCT NOTICE:

LICENSE:

CALL TO ACTION:

RECIPE 3 - DETAILED LISTING

Best when customers need additional information about files, requirements, editing, licensing, or limitations.

Opening - Formula 1-4

My Copy:

Introduction - Formula 5-7

My Copy:

Deliverables - Formula 8-10

My Copy:

Benefits - Formula 11-13

My Copy:

Audience - Formula 14-16

My Copy:

Process - Formula 17-18

My Copy:

Specifications - Formula 19-20

My Copy:

Digital Notice - Formula 21-22

My Copy:

License - Formula 23-25

My Copy:

Before You Buy - Formula 26-28

My Copy:

CTA - Formula 29-31

My Copy:

DETAILED LISTING ASSEMBLY

Put your selected pieces together in customer-facing order.

OPENING:

INTRODUCTION:

DELIVERABLES:

BENEFITS:

AUDIENCE:

PROCESS:

SPECIFICATIONS:

DIGITAL NOTICE:

LICENSE:

BEFORE YOU BUY:

CTA:

DETAILED LISTING - ADD THE DETAIL LAYER

Expand only the sections that genuinely need more explanation.

Deliverable Details:

Software or Equipment:

Editing or Customization:

License Details:

Other Purchase Expectations:

OPTIONAL PURCHASE FAQ

Add an FAQ only when it answers real purchase questions.

Question 1:

Answer:

Question 2:

Answer:

Question 3:

Answer:

DON'T UPGRADE THE LENGTH WITHOUT A REASON

A Detailed Listing isn't automatically better. Choose the smallest structure that communicates the offer completely.

GUMROAD PRODUCT DESCRIPTION FORMULA SHEET

BUILD YOUR FORMULA BANK

The fastest formula is the one you've already adapted to your business.

Save the structures and wording that work best for the kinds of products you sell. This is a personal starting-point library - not one description to copy onto every listing.

1. SAVE YOUR GO-TO OPENING FORMULAS

Keep primary and secondary opening structures.

Primary Formula #:

My Adapted Version:

Secondary Formula #:

My Adapted Version:

2. SAVE YOUR PRODUCT INTRODUCTION

Choose a structure that makes the product easy to explain.

Primary Formula #:

My Adapted Version:

3. SAVE YOUR DELIVERABLES STRUCTURE

Choose your preferred heading, introduction, and list style.

Preferred Heading:

Default Deliverables Introduction:

Preferred List Style:

4. SAVE YOUR FEATURE-TO-BENEFIT STRUCTURE

Keep the benefit formula that sounds most natural.

Primary Formula #:

My Adapted Structure:

Example Using My Product:

5. SAVE YOUR AUDIENCE STRUCTURE

Save the audience wording that fits your products.

Preferred Heading:

Primary Formula #:

My Adapted Version:

6. SAVE YOUR HOW-IT-WORKS STRUCTURE

Create a default process you can adapt.

Step 1:

Step 2:

Step 3:

Optional Step 4:

Optional Step 5:

7. SAVE YOUR PRODUCT DETAILS BLOCK

Create a reusable specification structure.

File Format:

Files / Pages / Items:

Dimensions:

Resolution:

Software Required:

Equipment Required:

Other:

8. SAVE YOUR DIGITAL PRODUCT NOTICE

Adapt Formula 21 or 22, then verify it for each product.

My Standard Digital Product Notice:

9. SAVE YOUR LICENSE LANGUAGE

Use saved language only as a starting point and review it against the actual license.

Personal Use Summary:

Commercial Use Summary:

Common Permission:

Common Restriction:

Where Complete Terms Are Found:

10. SAVE YOUR BEFORE-YOU-BUY LANGUAGE

Save recurring notices such as digital delivery, printing, software, editing, or restrictions.

Standard Notice 1:

Standard Notice 2:

Standard Notice 3:

11. SAVE YOUR CALL-TO-ACTION FORMULAS

Create varied closing options.

CTA A - Result-Focused:

CTA B - Direct:

CTA C - Need-Based:

YOUR PERSONAL GUMROAD DESCRIPTION FORMULA BANK

Bring your preferred structures together on one reference page.

Opening Formula #:

Introduction Formula #:

Deliverables Heading:

Benefit Formula #:

Audience Formula #:

How It Works Formula #:

Product Details Heading:

Digital Product Notice Formula #:

License Formula #:

Before You Buy Heading:

CTA Formula #:

THE FORMULA QUALITY CHECK

- Description matches the actual product
- Quantities and specifications are correct
- Usage rights match the license
- Customer can quickly understand the product
- Deliverables and requirements are easy to find
- Digital product status is clear
- Benefits explain why features matter
- Claims are specific and supportable
- Description is easy to scan
- Keywords fit naturally
- Repetition is removed
- Important limitations are disclosed
- The description sounds like this product - not a generic template

FORMULA FIRST. CUSTOMER LAST.

A formula helps you start faster, remember important information, and organize the description. The finished copy still needs judgment.

Start with the product facts. Choose the structure. Use the formulas. Edit for the actual customer. Then publish.

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.