

GUMROAD PRODUCT DESCRIPTION TEMPLATE

BUILD YOUR DESCRIPTION FOUNDATION

A good product description starts with knowing what needs to be said.

Before writing your Gumroad description, collect the information your customer actually needs. You're building a **Description Ingredient Bank**, not trying to write sales copy yet.

1. WHO ARE YOU WRITING TO?

Picture the person most likely to consider buying this product. Don't try to write for everyone.

My Primary Customer:

2. WHY ARE THEY LOOKING FOR THIS PRODUCT?

What practical problem, task, desire, activity, or situation brought them to a product like yours?

My Customer Is Looking for This Because:

3. WHAT IS THE PRIMARY RESULT?

What useful result should the customer reasonably expect? Keep it specific and supportable.

My Product Helps the Customer:

4. WHAT EXACTLY ARE YOU SELLING?

Describe the actual product without promotional language.

My Product Is a:

Product Name:

5. WHAT DOES THE CUSTOMER RECEIVE?

List the actual contents of the purchase. Use specific quantities whenever possible.

1.

2.

3.

4.

5.

6.

Total Files / Pages / Items:

File Format(s):

6. WHY ARE THESE FEATURES USEFUL?

A feature tells what is included. A benefit explains why that feature matters.

Feature 1:

Why It Matters:

Feature 2:

Why It Matters:

Feature 3:

Why It Matters:

7. WHAT MAKES THIS PRODUCT SPECIFIC?

Identify useful details such as theme, style, quantity, format, difficulty, age group, organization, license, or specific purpose.

1.

2.

3.

4.

8. HOW WILL THE CUSTOMER USE IT?

What happens after the customer downloads the product?

The Customer Will Use This Product To:

- PDF reader
- Printer
- Specific paper or cardstock
- Canva
- Spreadsheet software
- Image-editing software
- Other software
- No additional software

Other Requirement:

9. WHAT SHOULD THEY KNOW BEFORE BUYING?

Record anything that could affect the purchase decision: digital delivery, printing, compatibility, editing limits, licensing restrictions, or refund conditions.

1.

2.

3.

4.

5.

10. WHAT USAGE RIGHTS ARE INCLUDED?

Identify the type of license and the most important permission and restriction.

- Personal Use
- Commercial Use
- Personal + Commercial Use
- Separate Personal and Commercial Options
- Other

License Type:

The Customer May:

The Customer May Not:

BUILD YOUR DESCRIPTION INGREDIENT BANK

Reduce your answers to the strongest information.

Customer:

Customer's Need or Situation:

Primary Result:

Product Type:

Most Important Deliverables:

Strongest Benefits:

Best Differentiator:

Primary Use:

Most Important Purchase Detail:

License Type:

THE CUSTOMER-QUESTION TEST

Can you answer: What is this? Is it for someone like me? What will I receive? What can it help me do? How will I use it? What should I know before buying?

Weak descriptions are often clarity problems before they're writing problems.

GUMROAD PRODUCT DESCRIPTION TEMPLATE

BUILD YOUR PRODUCT DESCRIPTION

You have the information. Now give it an order.

A product description should answer customer questions in roughly the order they occur: relevance, product, deliverables, usefulness, and purchase expectations.

CHOOSE THE RIGHT DESCRIPTION LENGTH

Match the amount of copy to the complexity of the product.

QUICK DESCRIPTION

Best for simple, low-complexity downloads. Structure: Hook → What It Is → What You Get → Primary Benefit → Important Detail → CTA.

STANDARD DESCRIPTION

Best for most printables and digital resources. Structure: Hook → Introduction → What You Get → Benefits → Who It's For → How to Use → Details → License → CTA.

DETAILED DESCRIPTION

Best for bundles, commercial-use resources, software-dependent products, or offers with important restrictions.

■ Quick Description ■ Standard Description ■ Detailed Description

Why This Structure Fits:

PART 1 - WRITE THE OPENING HOOK

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

Desired Result: Looking for a simple way to [desired result]?

Customer Need: Need [specific resource] for [specific situation]?

Direct Product: [Product Name] gives you [contents] designed to help you [result].

Audience: Created for [audience] who want to [result].

Option 1:

Option 2:

Option 3:

Best Opening:

PART 2 - EXPLAIN WHAT THE PRODUCT IS

Formula: **[Product Name]** is a **[product type]** created for **[customer/use]**. It includes **[important contents]** to help you **[primary result]**.

My Product Introduction:

PART 3 - WRITE THE “WHAT YOU GET” SECTION

Customers should be able to scan this section and understand exactly what comes with the purchase.

✓

✓

✓

✓

✓

✓

PART 4 - EXPLAIN WHY IT'S USEFUL

Connect the strongest features to the customer's experience.

Benefit 1:

Benefit 2:

Benefit 3:

PART 5 - WRITE THE “WHO IT’S FOR” SECTION

Help the right customer recognize themselves.

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-
-
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PART 6 - EXPLAIN HOW TO USE IT

Don't assume the customer understands what happens after checkout.

Step 1:

Step 2:

Step 3:

Step 4:

Step 5:

PART 7 - ADD IMPORTANT PURCHASE DETAILS

Include information that could affect the decision.

File Format(s):

Number of Files:

Pages / Items:

Dimensions:

Resolution, If Applicable:

Software / Equipment Required:

Other Important Detail:

PART 8 - ADD THE DIGITAL PRODUCT NOTICE

If no physical item will be shipped, say so clearly.

My Digital Product Notice:

PART 9 - SUMMARIZE THE LICENSE

Customers should understand the type of usage rights they're purchasing.

License Included:

Customer May:

Customer May Not:

PART 10 - WRITE THE CALL TO ACTION

Reconnect the product to the reason the customer was interested.

CTA Option 1:

CTA Option 2:

Final CTA:

QUICK DESCRIPTION TEMPLATE

Use this when the product is simple and doesn't require much explanation.

[Opening Hook]

[Product Name] is a [product type] created for [customer/use] who wants to [primary result].

What You'll Receive:

- ✓ [Deliverable]
- ✓ [Deliverable]
- ✓ [Deliverable]

[Strongest benefit.]

Please Note: [Important purchase detail / digital notice.]

[Call to Action]

STANDARD DESCRIPTION TEMPLATE

Use this as the default structure for most digital products.

[Opening Hook]

[Product introduction]

What You'll Receive

- ✓ [Deliverables]

Why It's Useful

[Benefits]

Who It's For

- [Audience / use]

How It Works

1. [Step]

Product Details

[Format, quantity, dimensions, requirements]

Digital Product Notice

[Disclosure]

License

[Summary]

[Call to Action]

DETAILED DESCRIPTION TEMPLATE

Use this when the customer needs more information before deciding.

[Opening Hook]

[Product introduction and primary result]

What You'll Receive

[Deliverables]

Why This Product Is Useful

[Feature → Benefit]

Who This Is For

[Audience / uses]

How It Works

[Steps]

Product Specifications

[Technical details]

Before You Buy

[Requirements / limitations]

Digital Product Notice

[Disclosure]

License & Usage

[Permissions / restrictions]

Frequently Asked Purchase Questions

[Questions / answers]

[Call to Action]

DON'T WRITE MORE JUST BECAUSE YOU CAN

The complexity of the offer should determine the length of the description - not the desire to fill space.

GUMROAD PRODUCT DESCRIPTION TEMPLATE

MAKE YOUR DESCRIPTION STRONGER

Writing gets the information onto the page. Editing makes it useful.

Make the description easier to understand, easier to scan, and easier to trust. You don't need to make every sentence more persuasive.

1. REMOVE EMPTY HYPE

Replace unsupported promotional language with useful specifics.

Rewrite One Hype-Heavy Sentence:

2. TURN FEATURES INTO BENEFITS

Explain why important features matter to the customer.

Feature-to-Benefit Revision:

3. MAKE THE DESCRIPTION EASY TO SCAN

Use short paragraphs, headings, lists, white space, and grouped specifications.

Section That Needs Better Formatting:

4. REMOVE REPETITION

Choose the strongest version when several sentences repeat the same benefit.

Strongest Version to Keep:

5. MAKE VAGUE CLAIMS SPECIFIC

Replace phrases such as “easy to use” or “packed with value” with information the customer can evaluate.

More Specific Version:

6. MOVE INFORMATION TO THE RIGHT PLACE

Keep opening, contents, benefits, details, licensing, and closing information in logical locations.

Information I Should Move:

7. CHECK YOUR CLAIMS

Avoid promising outcomes the product cannot reasonably guarantee.

More Accurate Claim:

8. WRITE FOR THE CUSTOMER, NOT THE CREATOR

Focus primarily on what the customer receives and can do with the product.

Customer-Focused Rewrite:

9. REMOVE UNNECESSARY PRESSURE

Remove fake urgency and manufactured pressure unless a deadline or limit is real.

Clearer Version:

10. READ IT OUT LOUD

Listen for long sentences, repetition, awkward phrases, unnatural keywords, and missing words.

My Revised Version:

THE DESCRIPTION EDITING PASS

Review the complete draft once more. Don't rewrite everything - look specifically for these problems.

- Empty hype removed
- Features connected to benefits
- Easy-to-scan paragraphs and headings
- Deliverables easy to find
- Repetition removed
- Vague claims made specific
- Technical information placed appropriately
- License information easy to locate
- Claims accurate and supportable
- Copy focuses on the customer
- Fake urgency removed
- Keywords sound natural
- Sentences sound natural aloud

THE DELETE TEST

**Would the customer lose important information if I deleted this?
If the answer is no, consider removing it.**

The goal is useful information, clearly presented.

GUMROAD PRODUCT DESCRIPTION TEMPLATE

ASSEMBLE YOUR FINAL GUMROAD DESCRIPTION

You've done the thinking, writing, and editing. Now build the version the customer will actually see.

Use the strongest material from the previous sections. Include what helps the customer understand the product, evaluate the offer, and know what to expect.

1. CHOOSE YOUR FINAL STRUCTURE

- Quick Description
- Standard Description
- Detailed Description

My Final Structure:

2. FINAL OPENING HOOK

Connect the product to a relevant customer need, use, or desired result.

3. FINAL PRODUCT INTRODUCTION

Tell the customer exactly what the product is.

4. FINAL “WHAT YOU’LL RECEIVE” SECTION

List the actual contents of the purchase.

5. FINAL BENEFITS SECTION

Choose the strongest benefits without repeating the same idea.

6. FINAL “WHO IT'S FOR” SECTION

Help the right customer recognize the fit.

7. FINAL “HOW IT WORKS” SECTION

Explain the basic process after purchase.

8. FINAL PRODUCT DETAILS

Include specifications that matter before purchase.

9. FINAL DIGITAL PRODUCT NOTICE

Make digital delivery clear.

10. FINAL LICENSE SUMMARY

State enough information for the customer to understand usage rights.

11. FINAL “BEFORE YOU BUY” SECTION

Add anything that could reasonably affect the purchase decision.

12. OPTIONAL PURCHASE FAQ

Use this only when recurring purchase questions remain.

13. FINAL CALL TO ACTION

Finish with a simple next step.

NOW BUILD THE COMPLETE DESCRIPTION

Use the workspace below to assemble the final version in the order you intend to publish it. You do not need to use every section.

OPENING

PRODUCT INTRODUCTION

WHAT YOU'LL RECEIVE

BENEFITS

WHO IT'S FOR

HOW IT WORKS

PRODUCT DETAILS

DIGITAL PRODUCT NOTICE

LICENSE & USAGE

BEFORE YOU BUY

OPTIONAL FAQ

CALL TO ACTION

THE CUSTOMER VIEW TEST

Read the finished description as if you found the product for the first time.

- What is being sold?
- Who is it for?
- What exactly will I receive?
- Why might it be useful?
- How do I use it?
- What file format am I receiving?
- Do I need special software or equipment?
- Is this digital or physical?
- What usage rights are included?
- Are there important restrictions?
- What should I know before purchasing?
- What do I do next if I want it?

THE 60-SECOND PRE-PUBLISH CHECK

- Opening is relevant
- Product is clearly identified
- Deliverables are specific
- Benefits explain why features matter
- Description is easy to scan
- Repetition removed
- Claims are accurate
- Product specifications are correct
- Digital product status is clear
- Requirements and limitations are disclosed
- License permissions and restrictions are clear
- Keywords sound natural
- Empty hype and fake urgency are removed
- Description sounds natural when read aloud

READY TO PUBLISH

A strong product description does not need to convince every visitor to buy. It needs to help the right customer understand the offer.

Clear information builds confidence.

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.