

Gumroad Product Image Copy Planner

Plan what each product image should communicate before you start designing.

PLAN - ASSIGN - WRITE - ASSEMBLE

Use this workbook to identify buyer questions, assign each product image a clear job, write concise image-ready copy, and assemble a production reference for your complete image sequence.

Color Me Crazy Club

PLAN WHAT YOUR IMAGE SEQUENCE NEEDS TO COMMUNICATE

Product images should do more than make a listing look finished. They should help a potential buyer understand the product.

A buyer looking through your images may be trying to answer: What is this? What do I get? What does it look like? How would I use it? Why might it be useful? Is there anything important I should know before buying?

Before writing headlines or opening a design tool, determine what your product-image sequence actually needs to say. By the end of this section, you will have a prioritized Product Image Message Bank.

THE JOB OF A PRODUCT IMAGE

A product image can be attractive and still communicate almost nothing. Strong visuals matter, but the sequence also needs to show important contents, uses, benefits, and practical information.

A strong product image should either show something important, communicate something important, or ideally do both.

YOUR CURRENT PRODUCT IMAGE SITUATION

- ☐ I have not created any product images yet.
- ☐ I have some images, but I do not have a planned sequence.

☐ I already have a complete image set and want to improve the copy.

☐ I am rebuilding an existing product listing.

☐ I am planning images for a new product.

Product I am working on:

How many product images am I currently planning to use?

START WITH BUYER QUESTIONS

Instead of asking What graphics should I make?, start with What does the buyer need to understand? Not every question below will apply to every product.

WHAT IS THIS?

What should a buyer immediately understand that this product is?

WHAT DO I RECEIVE?

What are the most important things the buyer receives?

1. _____

2. _____

3. _____

4. _____

5. _____

WHAT DOES IT ACTUALLY LOOK LIKE?

Which parts of the actual product would be most useful to show?

WHO IS THIS FOR?

Primary audience and useful audience language:

☐ Yes - audience should be communicated

☐ Probably

☐ Probably not

☐ No

WHAT DOES IT HELP THE BUYER DO?

Primary result or benefit and additional useful outcomes:

HOW OR WHEN WOULD SOMEONE USE IT?

When would someone use this product, what would they be doing, and what task brings them to it?

HOW IS IT DELIVERED OR USED?

Important format or delivery details:

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

WHAT MIGHT CAUSE CONFUSION?

What could a buyer misunderstand about this product?

Could an image help prevent that confusion?

- ☐ Yes
- ☐ Possibly
- ☐ No - the information belongs elsewhere

What should the image communicate?

BUILD YOUR BUYER QUESTION INVENTORY

Bring the important buyer questions together. Do not decide which image answers each one yet.

QUESTION 1

What does the buyer need to know?

Why does it matter?

QUESTION 2

What does the buyer need to know?

Why does it matter?

QUESTION 3

What does the buyer need to know?

Why does it matter?

QUESTION 4

What does the buyer need to know?

Why does it matter?

QUESTION 5

What does the buyer need to know?

Why does it matter?

QUESTION 6

What does the buyer need to know?

Why does it matter?

QUESTION 7

What does the buyer need to know?

Why does it matter?

QUESTION 8

What does the buyer need to know?

Why does it matter?

PRIORITIZE THE INFORMATION

Sort the information into three groups instead of squeezing everything into tiny text.

MUST SHOW

Information essential to understanding or correctly evaluating the product.

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

SHOULD SHOW

Information that strengthens the presentation if the sequence allows it.

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

5. _____

OPTIONAL

Useful information that should not crowd out something more important.

1. _____

2. _____

3. _____

4. _____

5. _____

USE COPY YOU HAVE ALREADY CREATED

Collect before you create. Bring in strong existing title language, benefits, selling points, contents, outcomes, audience language, format information, and short callouts rather than recreating them.

EXISTING TITLE LANGUAGE WORTH USING

EXISTING BENEFIT LANGUAGE WORTH USING

STRONG FEATURES OR SELLING POINTS

CONTENTS OR QUANTITY DETAILS

USEFUL FORMAT OR DELIVERY INFORMATION

EXISTING CALLOUTS OR SHORT PHRASES

CREATE YOUR PRODUCT IMAGE MESSAGE BANK

PRODUCT IDENTITY MESSAGES

CONTENTS MESSAGES

BENEFIT MESSAGES

USE-CASE MESSAGES

AUDIENCE MESSAGES

FORMAT & DELIVERY MESSAGES

CLARIFICATION MESSAGES

CHOOSE YOUR STRONGEST MESSAGES

Select the information most deserving of space in your product-image sequence. Do not assign it to an image yet.

MY 10-15 STRONGEST IMAGE MESSAGES

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

BEFORE YOU MOVE ON

- ☐ A buyer will be able to identify the product.
- ☐ I identified what the buyer actually receives.
- ☐ I know which parts of the real product are worth showing.
- ☐ I identified the strongest benefits or outcomes.
- ☐ I considered useful real-world use cases.
- ☐ Important format or delivery details are identified.
- ☐ I considered possible buyer misunderstandings.
- ☐ I separated essential information from optional information.
- ☐ I reused strong existing copy instead of unnecessarily recreating it.
- ☐ I have enough useful messages to build a deliberate image sequence.

You now know what needs to be communicated. Next, decide where each message belongs.

ASSIGN A JOB TO EACH PRODUCT IMAGE

Without a plan, product-image sets often become repetitive. A stronger approach is to give every image a specific job.

One image can contain several elements. It should still have one clear reason for being there.

TEST ONE OF YOUR CURRENT IMAGE IDEAS

Image idea:

What is the ONE most important thing this image should help the buyer understand?

If I removed everything unrelated to that job, would the image become clearer?

☐ Yes

☐ Possibly

☐ No

What could be removed or moved to another image?

THE PRODUCT IMAGE JOB FRAMEWORK

These eight common jobs are not mandatory positions. Use only the jobs your product requires.

IDENTIFY THE PRODUCT

Help the buyer recognize what you are selling.

Product title:

Product type:

Primary positioning message, if needed:

Primary job of this image:

SHOW WHAT THE BUYER GETS

Make the digital product more tangible by showing important contents, components, files, pages, or quantities.

What should the buyer see?

Important quantity or contents information:

What can be shown visually instead of explained with text?

Primary job of this image:

COMMUNICATE THE PRIMARY BENEFIT

Answer why the product may be useful by focusing on one strong benefit or outcome.

Strongest benefit or outcome:

Supporting feature or proof:

What should the visual show to reinforce this message?

Primary job of this image:

SHOW THE PRODUCT IN MORE DETAIL

Give the buyer a closer look at a specific part worth examining.

What part deserves a closer look?

Why would seeing this detail matter?

What should be large enough to see clearly?

Primary job of this image:

EXPLAIN A USE CASE

Connect the product to a realistic moment in the buyer's life or workflow.

When would someone use this product?

What would they be trying to accomplish?

What could the visual show?

Primary job of this image:

REINFORCE ANOTHER STRONG BENEFIT

Highlight a genuinely different secondary advantage instead of rewording the primary benefit.

Additional benefit:

How is this different from the primary benefit?

Supporting feature or detail:

Primary job of this image:

ANSWER A PRACTICAL QUESTION

Communicate practical information that could affect the buying decision.

What practical question might the buyer have?

What is the accurate answer?

What information belongs in the description instead?

Primary job of this image:

CLOSE THE INFORMATION GAP

Handle an important buyer question that has not yet been answered.

What important question is still unanswered?

Why might it matter before purchase?

Could another planned image already handle it?

Primary job of this image:

CHOOSE THE JOBS YOUR PRODUCT ACTUALLY NEEDS

- ☐ Identify The Product
- ☐ Show What The Buyer Gets
- ☐ Communicate The Primary Benefit
- ☐ Show The Product In More Detail
- ☐ Explain A Use Case
- ☐ Reinforce Another Strong Benefit
- ☐ Answer A Practical Question

☐ Close The Information Gap

Other job my product may need:

How many images does this product actually need?

Do not increase the number simply to make the listing feel bigger.

BUILD YOUR IMAGE SEQUENCE

Assign a job to each image. Use only the positions your product requires.

IMAGE 1

Primary Job:

Main Buyer Question It Answers:

Message(s) From My Message Bank:

What Should Be Shown Visually?

IMAGE 2

Primary Job:

Main Buyer Question It Answers:

Message(s) From My Message Bank:

What Should Be Shown Visually?

IMAGE 3

Primary Job:

Main Buyer Question It Answers:

Message(s) From My Message Bank:

What Should Be Shown Visually?

IMAGE 4

Primary Job:

Main Buyer Question It Answers:

Message(s) From My Message Bank:

What Should Be Shown Visually?

IMAGE 5

Primary Job:

Main Buyer Question It Answers:

Message(s) From My Message Bank:

What Should Be Shown Visually?

IMAGE 6

Primary Job:

Main Buyer Question It Answers:

Message(s) From My Message Bank:

What Should Be Shown Visually?

IMAGE 7

Primary Job:

Main Buyer Question It Answers:

Message(s) From My Message Bank:

What Should Be Shown Visually?

IMAGE 8

Primary Job:

Main Buyer Question It Answers:

Message(s) From My Message Bank:

What Should Be Shown Visually?

OPTIONAL IMAGE 9

Primary Job:

Main Buyer Question It Answers:

Message(s) From My Message Bank:

What Should Be Shown Visually?

OPTIONAL IMAGE 10

Primary Job:

Main Buyer Question It Answers:

Message(s) From My Message Bank:

What Should Be Shown Visually?

RUN THE DUPLICATION CHECK

Read only the Primary Job for each image. If several sound almost identical, the sequence may be repeating itself.

Images that may be too similar:

Can they be combined?

- ☐ Yes
- ☐ Possibly
- ☐ No

If yes, what would the combined image's primary job be?

What could replace the duplicate?

- ☐ Product contents
- ☐ Product detail
- ☐ Different benefit
- ☐ Use case
- ☐ Audience information
- ☐ Practical information
- ☐ Clarification
- ☐ Nothing - use fewer images
- ☐ Other: _____

CHECK THE ORDER

A practical sequence often moves from WHAT IT IS → WHAT YOU GET → WHY IT MATTERS → HOW IT WORKS OR LOOKS → WHAT ELSE YOU SHOULD KNOW. Your exact order may differ.

- ☐ The first image clearly introduces the product.
- ☐ The buyer sees useful product information early enough.
- ☐ The strongest benefits are positioned where they will be noticed.
- ☐ Practical details support the sequence rather than dominate it.
- ☐ No image depends on information that has not been explained yet.

Images I should reorder:

MY REVISED ORDER

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

YOUR IMAGE-BY-IMAGE COMMUNICATION PLAN

Transfer the final decisions into this simplified production plan.

IMAGE 1

Job: _____

Core Message: _____

IMAGE 2

Job: _____

Core Message: _____

IMAGE 3

Job: _____

Core Message: _____

IMAGE 4

Job: _____

Core Message: _____

IMAGE 5

Job: _____

Core Message: _____

IMAGE 6

Job: _____

Core Message: _____

IMAGE 7

Job: _____

Core Message: _____

IMAGE 8

Job: _____

Core Message: _____

OPTIONAL IMAGE 9

Job: _____

Core Message: _____

OPTIONAL IMAGE 10

Job: _____

Core Message: _____

BEFORE YOU MOVE ON

- ☐ Every planned image has a clear primary job.
- ☐ The first image helps identify the product.
- ☐ Buyers can see what they are receiving.
- ☐ Important benefits have dedicated space.
- ☐ Useful product details are actually shown.
- ☐ Relevant use cases are included where helpful.
- ☐ Practical information appears where it matters.
- ☐ Important buyer confusion has been addressed.
- ☐ Multiple images are not repeating the same basic message.
- ☐ The sequence contains only as many images as the product genuinely needs.
- ☐ The order makes sense from a buyer's point of view.

You now have a deliberate Image-by-Image Communication Plan.

WRITE THE COPY FOR EACH IMAGE

Product-image copy is different from product-description copy. An image gives you less room to explain, so the text has to work with the visual instead of competing against it.

HEADLINE → SUPPORT → PROOF / DETAIL

USE A SIMPLE COPY HIERARCHY

Headline: the main message. Support: context when needed. Proof / Detail: a specific feature, quantity, format, example, or useful fact.

The headline should carry the message. The supporting copy should clarify it. The detail should prove or complete it.

DECIDE HOW MUCH COPY THE IMAGE ACTUALLY NEEDS

Image Job:

Core Message:

- ☐ Visual only or almost no copy
- ☐ Headline only
- ☐ Headline + support
- ☐ Headline + support + detail

Why?

BUILD SHORTER HEADLINES

Start with the full idea, identify the central message, and move explanation into support or the visual.

THE HEADLINE REDUCTION METHOD

Full Message:

Core Idea:

Shorter Version:

Final Headline:

USE ACTION WHEN ACTION HELPS

Action-oriented headlines work well for specific tasks, but do not force action language into every image.

ACTION HEADLINE BUILDER

What does the buyer do with this product?

Useful action verb:

What are they acting on or accomplishing?

Possible headline:

Shorter version:

TURN BENEFITS INTO IMAGE-READY COPY

Do not recreate an approved benefit. Condense it and let the visual provide part of the proof.

BENEFIT COPY BUILDER

Original benefit or selling point:

Central buyer advantage:

Headline version:

Optional supporting line:

What can the visual prove?

SECOND BENEFIT

Original benefit or selling point:

Central buyer advantage:

Headline version:

Optional supporting line:

What can the visual prove?

THIRD BENEFIT

Original benefit or selling point:

Central buyer advantage:

Headline version:

Optional supporting line:

What can the visual prove?

WRITE "WHAT'S INCLUDED" COPY

Choose a quantity-led, component-led, category-led, or mostly visual approach instead of turning one graphic into an unreadable inventory.

What is included?

Does quantity strengthen the message?

☐ Yes

☐ No

☐ Possibly

Best approach:

☐ Quantity-led

☐ Component-led

- ☐ Category-led
- ☐ Mostly visual with minimal text

Headline:

Supporting copy or labels:

What should be shown instead of written?

WRITE USE-CASE COPY

When is the product useful?

What is the buyer doing?

What role does the product play?

Turn it into a headline:

Optional supporting line:

What should the visual show?

WRITE PRACTICAL INFORMATION WITHOUT MAKING IT BORING

Practical information does not need to be disguised as a benefit. Clarity is enough.

PRACTICAL DETAILS BUILDER

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

Remove anything that does not affect the buying decision, is already obvious, requires too much explanation, or belongs in the description.

DETAILS THAT REMAIN

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

Possible headline:

Short labels or callouts:

WRITE CLARIFICATION COPY

What could the buyer assume incorrectly?

What is the accurate information?

Shortest clear version:

- ☐ Yes - it could materially affect expectations.
- ☐ Possibly - it depends on available space.
- ☐ No - listing copy or FAQ is sufficient.

USE CALLOUTS FOR SPECIFIC DETAILS

Callouts work best when they communicate something specific, such as quantity, size, format, or delivery. Avoid decorative claims that add no information.

CALLOUT BANK

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

CUT THE CLUTTER

Remove repeated information, visually obvious explanations, complete sentences that can become labels, competing benefits, and decorative copy.

COPY REDUCTION WORKSHEET

Original copy:

What information is repeated?

What can the visual communicate instead?

What words can be removed?

Revised copy:

WRITE YOUR IMAGE COPY

Return to the Image-by-Image Communication Plan and write the actual copy. Use only the fields each image genuinely needs.

IMAGE 1

Primary Job:

Headline:

Supporting Copy:

Proof / Detail:

Optional Callout:

What the Visual Needs to Show:

IMAGE 2

Primary Job:

Headline:

Supporting Copy:

Proof / Detail:

Optional Callout:

What the Visual Needs to Show:

IMAGE 3

Primary Job:

Headline:

Supporting Copy:

Proof / Detail:

Optional Callout:

What the Visual Needs to Show:

IMAGE 4

Primary Job:

Headline:

Supporting Copy:

Proof / Detail:

Optional Callout:

What the Visual Needs to Show:

IMAGE 5

Primary Job:

Headline:

Supporting Copy:

Proof / Detail:

Optional Callout:

What the Visual Needs to Show:

IMAGE 6

Primary Job:

Headline:

Supporting Copy:

Proof / Detail:

Optional Callout:

What the Visual Needs to Show:

IMAGE 7

Primary Job:

Headline:

Supporting Copy:

Proof / Detail:

Optional Callout:

What the Visual Needs to Show:

IMAGE 8

Primary Job:

Headline:

Supporting Copy:

Proof / Detail:

Optional Callout:

What the Visual Needs to Show:

OPTIONAL IMAGE 9

Primary Job:

Headline:

Supporting Copy:

Proof / Detail:

Optional Callout:

What the Visual Needs to Show:

OPTIONAL IMAGE 10

Primary Job:

Headline:

Supporting Copy:

Proof / Detail:

Optional Callout:

What the Visual Needs to Show:

READ ONLY THE HEADLINES

Read the sequence from beginning to end and check whether the headlines communicate different useful ideas.

Image 1: _____

Image 2: _____

Image 3: _____

Image 4: _____

Image 5: _____

Image 6: _____

Image 7: _____

Image 8: _____

Image 9: _____

Image 10: _____

- ☐ The headlines communicate different useful ideas.
- ☐ I can understand the general product story from the headlines alone.
- ☐ The most important messages are easy to recognize.
- ☐ No headline requires too much effort to understand.

Headlines I should revise:

CHECK THE COPY AGAINST THE VISUAL

If the graphic already proves the message clearly, the copy may be able to become even shorter.

Image where copy and visual do not yet match:

What the copy says:

What the visual currently shows:

- ☐ Revise the copy
- ☐ Revise the visual
- ☐ Revise both

Correction:

BEFORE YOU MOVE ON

- ☐ Every image has one clear primary message.

- ☐ Headlines are easy to scan.
- ☐ Supporting copy adds information rather than repeating the headline.
- ☐ Details and callouts are specific.
- ☐ Benefit copy focuses on a meaningful buyer advantage.
- ☐ Contents copy does not become an unreadable inventory.
- ☐ Use-case copy describes realistic situations.
- ☐ Practical information is clear and accurate.
- ☐ Clarification copy is used only where it genuinely helps.
- ☐ The visuals are allowed to communicate information.
- ☐ Unnecessary words have been removed.
- ☐ The headlines do not repeatedly communicate the same idea.
- ☐ The copy and planned visuals support each other.

ASSEMBLE YOUR PRODUCT IMAGE COPY DECK

Stop looking at the images individually. A buyer experiences the complete image sequence, so a strong individual graphic can still be part of a weak sequence.

This final section evaluates the set for quick comprehension, repetition, missing information, unnecessary copy, and factual accuracy. Then you will create a clean Product Image Copy Deck for production.

RUN THE THREE-SECOND SCAN TEST

For each planned image, ask what a buyer should understand after only a few seconds.

IMAGE 1

What should the buyer understand immediately?

Would the current headline communicate that?

- ☐ Yes
- ☐ Mostly
- ☐ No

What could make it clearer?

IMAGE 2

What should the buyer understand immediately?

Would the current headline communicate that?

- ☐ Yes
- ☐ Mostly
- ☐ No

What could make it clearer?

IMAGE 3

What should the buyer understand immediately?

Would the current headline communicate that?

- ☐ Yes
- ☐ Mostly
- ☐ No

What could make it clearer?

IMAGE 4

What should the buyer understand immediately?

Would the current headline communicate that?

- ☐ Yes
- ☐ Mostly
- ☐ No

What could make it clearer?

IMAGE 5

What should the buyer understand immediately?

Would the current headline communicate that?

- ☐ Yes
- ☐ Mostly
- ☐ No

What could make it clearer?

IMAGE 6

What should the buyer understand immediately?

Would the current headline communicate that?

- ☐ Yes
- ☐ Mostly
- ☐ No

What could make it clearer?

IMAGE 7

What should the buyer understand immediately?

Would the current headline communicate that?

- ☐ Yes
- ☐ Mostly
- ☐ No

What could make it clearer?

IMAGE 8

What should the buyer understand immediately?

Would the current headline communicate that?

- ☐ Yes
- ☐ Mostly
- ☐ No

What could make it clearer?

OPTIONAL IMAGE 9

What should the buyer understand immediately?

Would the current headline communicate that?

- ☐ Yes
- ☐ Mostly
- ☐ No

What could make it clearer?

OPTIONAL IMAGE 10

What should the buyer understand immediately?

Would the current headline communicate that?

- ☐ Yes
- ☐ Mostly
- ☐ No

What could make it clearer?

RUN THE REPETITION AUDIT

Different wording does not always mean a different message. List each primary message in a few words.

Image 1: _____

Image 2: _____

Image 3: _____

Image 4: _____

Image 5: _____

Image 6: _____

Image 7: _____

Image 8: _____

Image 9: _____

Image 10: _____

Which messages overlap?

Is the repetition useful?

- ☐ Yes - the message is important enough to reinforce.
- ☐ Possibly - compare more closely.
- ☐ No - the images are using valuable space to say the same thing.

If two images are too similar, what should happen?

- ☐ Combine them
- ☐ Give one image a different job
- ☐ Remove one image
- ☐ Keep both because the repetition serves a clear purpose

My correction:

RUN THE SEQUENCE TEST

**IDENTIFY → SHOW → BENEFIT → DEMONSTRATE →
EXPLAIN → CLARIFY**

FIRST IMPRESSION

- ☐ Yes - the first image identifies the offer
- ☐ Mostly
- ☐ No

If not, what is missing?

EARLY UNDERSTANDING

- ☐ The buyer knows what the product is.
- ☐ The buyer understands what they receive.
- ☐ At least one important reason it may be useful is clear.

What is still unclear after the first three images?

MIDDLE OF THE SEQUENCE

- ☐ It shows useful product details.
- ☐ It introduces additional benefits.
- ☐ It demonstrates realistic use cases.
- ☐ It provides information that has not already been repeated.
- ☐ It helps the buyer evaluate the product.

What needs improvement?

END OF THE SEQUENCE

- ☐ Practical details are addressed where needed.
- ☐ Important clarifications are included.
- ☐ The sequence does not end with filler.
- ☐ The final images still contribute useful information.

Does my final planned image earn its place?

- ☐ Yes
- ☐ Possibly
- ☐ No

Why?

FIND THE MISSING INFORMATION

A repetition audit tells you what you are saying too often. This test tells you what may not be said at all.

PRODUCT IDENTITY

- ☐ Yes
- ☐ Mostly
- ☐ No

CONTENTS

- ☐ Yes
- ☐ Mostly
- ☐ No

PRODUCT APPEARANCE

- ☐ Yes
- ☐ Mostly
- ☐ No

PRIMARY BENEFIT

- ☐ Yes
- ☐ Mostly
- ☐ No

USE CASE

- ☐ Yes
- ☐ Mostly
- ☐ No

AUDIENCE

- ☐ Yes
- ☐ Mostly

☐ No

FORMAT

☐ Yes

☐ Mostly

☐ No

EXPECTATIONS

☐ Yes

☐ Mostly

☐ No

What important information is still missing?

Where should it go?

☐ Add it to an existing image

☐ Replace weaker information

☐ Create another image

☐ Put it in the product description instead

☐ Put it in the FAQ or other listing information

My decision:

RUN THE FINAL COPY REDUCTION PASS

Remove text that does not earn its space. Ask whether the headline can become clearer, support adds something new, the visual can communicate part of the idea, and each detail or callout matters.

IMAGE 1

Words or lines I can remove:

Final correction:

IMAGE 2

Words or lines I can remove:

Final correction:

IMAGE 3

Words or lines I can remove:

Final correction:

IMAGE 4

Words or lines I can remove:

Final correction:

IMAGE 5

Words or lines I can remove:

Final correction:

IMAGE 6

Words or lines I can remove:

Final correction:

IMAGE 7

Words or lines I can remove:

Final correction:

IMAGE 8

Words or lines I can remove:

Final correction:

OPTIONAL IMAGE 9

Words or lines I can remove:

Final correction:

OPTIONAL IMAGE 10

Words or lines I can remove:

Final correction:

CHECK THE FACTS BEFORE DESIGN

Verify anything that can be objectively checked.

PRODUCT QUANTITY

- ☐ Page count is accurate.
- ☐ File count is accurate.
- ☐ Template or design count is accurate.
- ☐ Bonus count is accurate.

FORMAT

- ☐ File types are accurate.
- ☐ Page dimensions are accurate.
- ☐ Editable/non-editable claims are accurate.
- ☐ Printing information is accurate.
- ☐ Compatibility information is accurate.

DELIVERY

- ☐ Digital-download language is accurate.
- ☐ No physical product is implied if none is shipped.

USE & LICENSING

- ☐ Usage statements match the actual license.
- ☐ Commercial-use statements are accurate if mentioned.
- ☐ Restrictions are not oversimplified in a misleading way.

BENEFITS

- ☐ Benefit statements are reasonably supported by the product.

☐ No headline promises an outcome the product cannot reasonably deliver.

Information I need to correct:

ASSEMBLE YOUR FINAL PRODUCT IMAGE COPY DECK

This is the clean production version to place beside your design tool. Complete only the images you actually intend to create.

IMAGE 1

PURPOSE

HEADLINE

SUPPORTING COPY

DETAIL / PROOF

CALLOUT

VISUAL SHOULD SHOW

IMAGE 2

PURPOSE

HEADLINE

SUPPORTING COPY

DETAIL / PROOF

CALLOUT

VISUAL SHOULD SHOW

IMAGE 3

PURPOSE

HEADLINE

SUPPORTING COPY

DETAIL / PROOF

CALLOUT

VISUAL SHOULD SHOW

IMAGE 4

PURPOSE

HEADLINE

SUPPORTING COPY

DETAIL / PROOF

CALLOUT

VISUAL SHOULD SHOW

IMAGE 5

PURPOSE

HEADLINE

SUPPORTING COPY

DETAIL / PROOF

CALLOUT

VISUAL SHOULD SHOW

IMAGE 6

PURPOSE

HEADLINE

SUPPORTING COPY

DETAIL / PROOF

CALLOUT

VISUAL SHOULD SHOW

IMAGE 7

PURPOSE

HEADLINE

SUPPORTING COPY

DETAIL / PROOF

CALLOUT

VISUAL SHOULD SHOW

IMAGE 8

PURPOSE

HEADLINE

SUPPORTING COPY

DETAIL / PROOF

CALLOUT

VISUAL SHOULD SHOW

OPTIONAL IMAGE 9

PURPOSE

HEADLINE

SUPPORTING COPY

DETAIL / PROOF

CALLOUT

VISUAL SHOULD SHOW

OPTIONAL IMAGE 10

PURPOSE

HEADLINE

SUPPORTING COPY

DETAIL / PROOF

CALLOUT

VISUAL SHOULD SHOW

BUILD YOUR REUSABLE PRODUCT IMAGE COPY BANK

Save strong unused language for replacement images, promotional graphics, social posts, email copy, sales pages, bundles, related products, or future tests.

UNUSED HEADLINES WORTH SAVING

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

UNUSED BENEFIT CALLOUTS

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

USEFUL PRACTICAL CALLOUTS

1. _____
2. _____
3. _____

4. _____

5. _____

OTHER STRONG PHRASES

FINAL PRODUCT IMAGE COPY CHECKLIST

- ☐ Every image has a specific purpose.
- ☐ The sequence begins with clear product identification.
- ☐ The buyer can understand what is included.
- ☐ Actual product details are shown where useful.
- ☐ The strongest benefits are easy to recognize.
- ☐ Different images communicate genuinely different information.
- ☐ Use-case copy is realistic and specific.
- ☐ Practical details are accurate.
- ☐ Important misunderstandings are addressed where necessary.
- ☐ Headlines are easy to scan.
- ☐ Supporting copy adds information.
- ☐ Callouts communicate useful details.
- ☐ The visual and copy reinforce each other.
- ☐ Unnecessary text has been removed.
- ☐ Quantities, formats, and factual claims have been verified.

- ☐ The sequence uses only as many images as the product needs.
- ☐ I can now design the complete image set without inventing the copy as I go.

FROM RANDOM GRAPHICS TO A PLANNED IMAGE SEQUENCE

You identified buyer questions, turned them into a prioritized Product Image Message Bank, assigned each image a communication job, wrote concise copy around those jobs, and evaluated the complete sequence for clarity, repetition, missing information, unnecessary copy, and factual accuracy.

PLAN - ASSIGN - WRITE - ASSEMBLE

Each image should earn its place. When the sequence is planned before design begins, your graphics can spend less time trying to say everything and more time helping the buyer understand the product.

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