

GUMROAD PRODUCT TITLE FORMULA SHEET

BUILD YOUR TITLE FOUNDATION

A strong product title starts with the right words - not clever wording.

Before testing title formulas, identify the basic information your title has to work with. You don't need to use everything you write down. You're building a **Title Ingredient Bank** so you have useful words to choose from instead of staring at a blank screen.

1. WHAT ARE YOU SELLING?

Start with the simplest description of the actual product. Don't use the creative product name yet. Examples: Printable Coloring Book, Meal Planner, Budget Spreadsheet, Activity Pack, Social Media Templates.

My Product Type:

2. WHAT IS THE MAIN TOPIC?

What is the product specifically about? Think about words a customer would naturally use to describe the subject.

My Primary Topic:

3. WHO IS IT FOR?

Some products become much clearer when the audience appears in the title. Examples: Adults, Kids, Preschoolers, Teachers, Small Business Owners, Beginners, Parents.

My Primary Audience:

4. WHAT WILL THEY USE IT FOR?

Think about the customer's practical reason for buying the product.
Examples: Relaxation, Weekly Planning, Budget Tracking, Classroom Practice, Business Organization.

Primary Use:

5. WHAT IS THE PRIMARY BENEFIT OR RESULT?

What does the product help the customer accomplish? Keep this grounded and believable.

My Primary Benefit:

6. WHAT MAKES THIS VERSION SPECIFIC?

Identify useful details that could distinguish this product: quantity, style, theme, format, difficulty, season, age group, specific use, or included feature.

1.

2.

3.

4.

BUILD YOUR TITLE INGREDIENT BANK

Collect the strongest words from your answers.

Product Type:

Primary Topic:

Audience:

Primary Use:

Primary Benefit:

Useful Differentiators:

Other Accurate Customer Words:

BEFORE MOVING ON

Every word should earn its place by doing at least one job: describe the product, clarify who or what it's for, or help distinguish it from similar products.

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THE TITLE FORMULAS

You have the ingredients. Now start combining them.

There isn't one perfect formula for every Gumroad product. Test several structures, compare the results, and find the title that describes your product most clearly.

FORMULA 1 - PRODUCT TYPE + TOPIC

[Product Type] + [Specific Topic]

Example: *Printable Cozy Halloween Coloring Book*

Try It:

FORMULA 2 - TOPIC + PRODUCT TYPE

[Specific Topic] + [Product Type]

Example: *Garden Planning Printable Worksheets*

Try It:

FORMULA 3 - AUDIENCE + PRODUCT TYPE

[Audience] + [Product Type]

Example: *Preschool Alphabet Worksheets*

Try It:

FORMULA 4 - USE OR OUTCOME + PRODUCT TYPE

[Primary Use or Outcome] + [Product Type]

Example: *Weekly Meal Planning Printable Planner*

Try It:

FORMULA 5 - TOPIC + USE + PRODUCT TYPE

[Topic] + [Specific Use] + [Product Type]

Example: *Personal Finance Monthly Budget Spreadsheet*

Try It:

FORMULA 6 - STYLE OR THEME + PRODUCT TYPE

[Specific Style or Theme] + [Product Type]

Example: *Cozy Cottage Printable Coloring Pages*

Try It:

FORMULA 7 - QUANTITY + TOPIC + PRODUCT TYPE

[Quantity] + [Topic] + [Product Type]

Example: *30 Printable Dinosaur Coloring Pages*

Try It:

FORMULA 8 - AUDIENCE + TOPIC + PRODUCT TYPE

[Audience] + [Topic] + [Product Type]

Example: *Teacher Classroom Organization Planner*

Try It:

FORMULA 9 - PROBLEM OR NEED + SOLUTION

[Specific Need] + [Product/Solution]

Example: *Weekly Organization Printable Planner*

Try It:

FORMULA 10 - PRIMARY TERM + DIFFERENTIATOR

[Primary Product/Search Term] + [Useful Differentiator]

Example: *Undated Printable Weekly Planner*

Try It:

MIX THE FORMULAS

The formulas are starting structures, not rigid rules. If a formula creates awkward wording, rewrite it for the customer.

Example: Audience + Theme + Product Type + Differentiator can become *30 Cozy Halloween Coloring Pages for Adults*.

CREATE YOUR FIRST 10 TITLE CANDIDATES

Generate options before choosing a winner.

Title 1:

Title 2:

Title 3:

Title 4:

Title 5:

Title 6:

Title 7:

Title 8:

Title 9:

Title 10:

THE CLARITY-FIRST RULE

Before worrying about optimization, ask: “If this were the only thing I saw, would I have a reasonable idea what the product is?”

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MAKE THE TITLE STRONGER

A stronger title isn't necessarily a longer title.

Now remove confusion, unnecessary words, and forced optimization. The strongest title usually gives the customer the most useful information with the least friction.

1. FIX VAGUE TITLES

Creative names can support branding, but they often fail to explain the product. **Too vague:** My Ultimate Planner. **Clearer:** Printable Weekly Meal Planner.

My Revision / Notes:

2. REMOVE KEYWORD STUFFING

Repeating every keyword variation makes a title harder to read. **Overloaded:** Printable Planner PDF Digital Planner Weekly Planner Organizer Download. **Clearer:** Printable Weekly Planner & Organizer.

My Revision / Notes:

3. PUT IMPORTANT WORDS WHERE THEY MAKE SENSE

Customers shouldn't have to reach the end of a long title before discovering what you're selling. Get to the product reasonably quickly.

My Revision / Notes:

4. REMOVE WORDS THAT DON'T DO ANY WORK

Words such as Amazing, Ultimate, Incredible, Best, Awesome, Perfect, and Must-Have should earn their place rather than fill space.

My Revision / Notes:

5. USE SPECIFICITY WHEN IT HELPS

Compare *Printable Coloring Pages* with *Cozy Cottage Coloring Pages for Adults*. Useful specificity helps the buyer decide.

My Revision / Notes:

6. DON'T FORCE EVERY DETAIL INTO THE TITLE

The title does not have to explain the entire product. Secondary details belong in the description, product details, or licensing section.

My Revision / Notes:

THE NATURAL KEYWORD TEST

Keywords should fit because they accurately describe the product - not because you're squeezing in another search phrase.

My Primary Product Phrase:

- Accurately describes the product
- A real customer might naturally use these words
- Fits without making the title awkward

THE FIVE-PART TITLE TEST

Evaluate your strongest candidates for clarity, relevance, specificity, search intent, and readability.

Clarity: Can the customer quickly understand the product?

Relevance: Does the title match what they receive?

Specificity: Is there enough useful detail?

Search Intent: Are natural customer words present?

Readability: Does it sound like a real product title?

NARROW YOUR LIST

Cross out the weakest seven candidates and bring your strongest three forward.

Finalist A:

Finalist B:

Finalist C:

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CHOOSE YOUR FINAL TITLE

You've generated the options. Now make the decision.

Score all three finalists using the same five criteria. Each category receives 1 to 5 points. The highest possible total is **25 points**.

THE 25-POINT TITLE SCORECARD

Score each title for Clarity, Relevance, Specificity, Search Intent, and Readability. 1 = Weak, 3 = Acceptable, 5 = Excellent.

SCORE FINALIST A

Title:

Clarity: _____ / 5

Relevance: _____ / 5

Specificity: _____ / 5

Search Intent: _____ / 5

Readability: _____ / 5

TOTAL: _____ / 25

What works well?

What could still be improved?

SCORE FINALIST B

Title:

Clarity: _____ / 5
Relevance: _____ / 5
Specificity: _____ / 5
Search Intent: _____ / 5
Readability: _____ / 5

TOTAL: _____ / 25

What works well?

What could still be improved?

SCORE FINALIST C

Title:

Clarity: _____ / 5
Relevance: _____ / 5
Specificity: _____ / 5
Search Intent: _____ / 5
Readability: _____ / 5

TOTAL: _____ / 25

What works well?

What could still be improved?

COMPARE THE RESULTS

Finalist A: _____ / 25

Finalist B: _____ / 25

Finalist C: _____ / 25

Highest-Scoring Title:

The scorecard exposes weaknesses; it doesn't replace judgment. If another finalist is clearly more accurate or natural, use your judgment.

ONE LAST EDIT

Read the winning title out loud. Remove awkward wording, repetition, or unnecessary words. Make sure every claim accurately describes the product.

Title Before Final Edit:

Final Edited Version:

YOUR FINAL GUMROAD PRODUCT TITLE

Write the finished title exactly as you intend to publish it.

THE 30-SECOND PRE-PUBLISH CHECK

- I can tell what the product is.
- The title accurately describes what the customer receives.
- Useful descriptive terms appear naturally.
- I haven't repeated keywords just to include more search phrases.

- I removed unnecessary promotional words.
- The title contains useful specificity where appropriate.
- It sounds natural when read aloud.
- A first-time customer should understand it without needing the description.

CLARITY FIRST. OPTIMIZATION SECOND.

A product title should help the right customer recognize what you're selling and give the marketplace useful language for understanding the product. Start with what the product actually is. Make it specific enough to be useful. Then make it easy to read.

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