

Gumroad: First 10 Sales

Action Sheet

THE TRUTH

Three months of zero sales is never the product — it's distribution.

Section 1 — Set up the Gumroad page

1. Title names the BUYER'S PROBLEM in their words, NOT your product.
e.g. "How to Do Your Online Shop Taxes Without Crying at the Kitchen Table" — not "Bookkeeping Spreadsheet for Online Sellers."

Your title: _____

2. Description = 3 short paragraphs: problem · solution · what they get.
No long sales page. No bonuses. No upsell. Save your energy for the traffic step.

Problem / Solution / What they get: _____

3. Price: \$20–25 floor (NOT \$9, NOT \$40).
Below \$20 the math stops mathing. Above \$25 your first product gets too heavy to ship.

Your price: \$ _____

Section 2 — Build the Pinterest billboard

1. 5 pins/day for 30 days = 150 pins live.
Pinterest is a billboard, not a marketing tactic. A pin you upload this Saturday is still earning a year from now.

Saturday block scheduled: _____

2. Each pin headline = buyer's problem in buyer's words (the Goosh pattern).
They type the actual pain. "without crying." "so I don't look like an idiot." Their words win the search result.

3 buyer-problem headlines: _____

3. Vertical 1000×1500 aspect · clear text · light background.
One legible headline. No clutter. No mockup-noise. The headline IS the ad.

Pin template chosen: _____

Section 3 — The 30-day plan

| WHEN | WHAT YOU SHIP |
|------------|--|
| Days 1–3 | Upload product. Write 3 pin variations. |
| Days 4–10 | Post 5 pins/day every day. |
| Days 11–14 | First sale target. |
| Days 15–30 | Maintain 5 pins/day. Watch what compounds. |

MILESTONES

Day 30
10 sales = \$250

Day 90
40 sales = \$1,000

Section 4 — One question that decides this