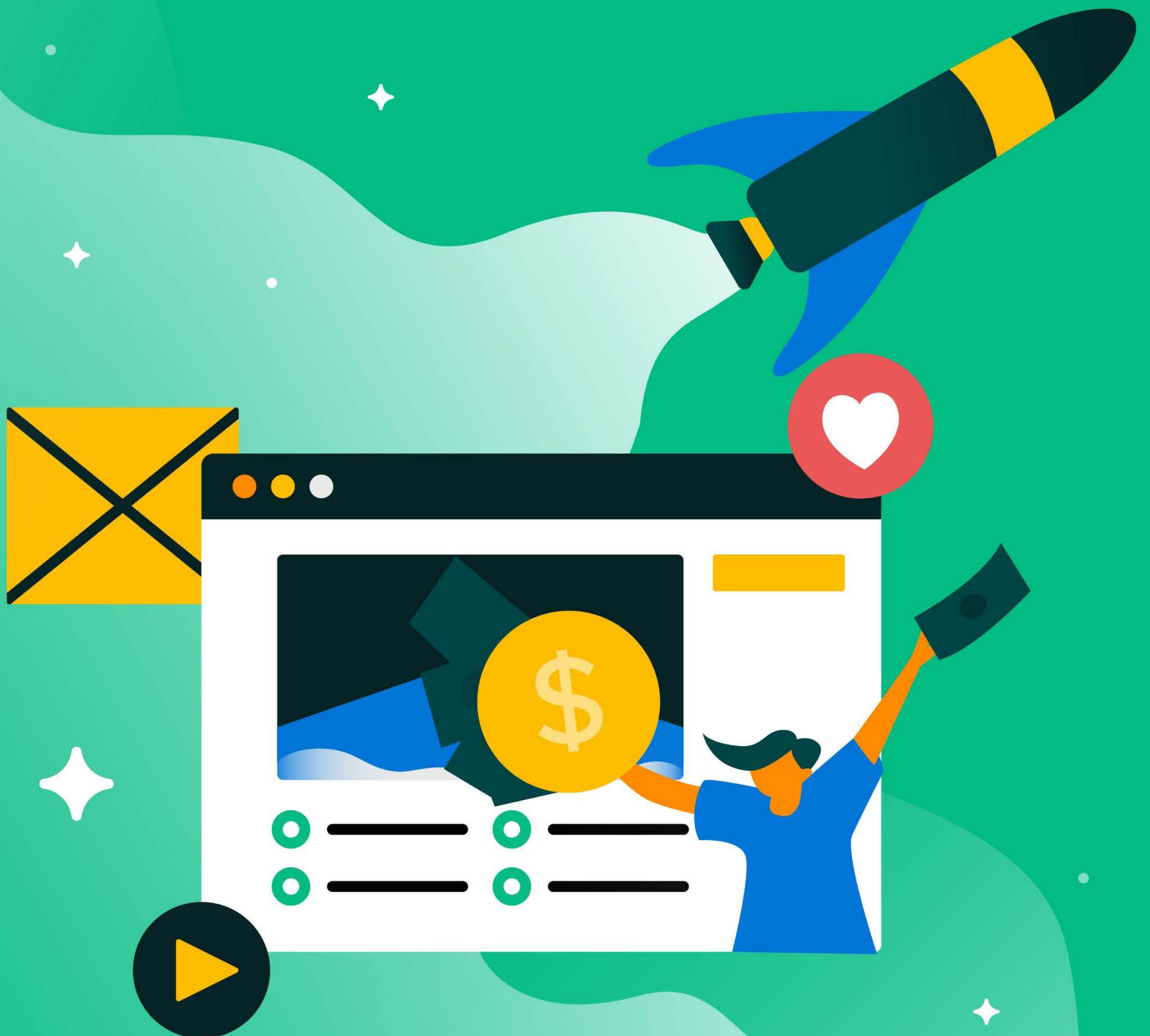
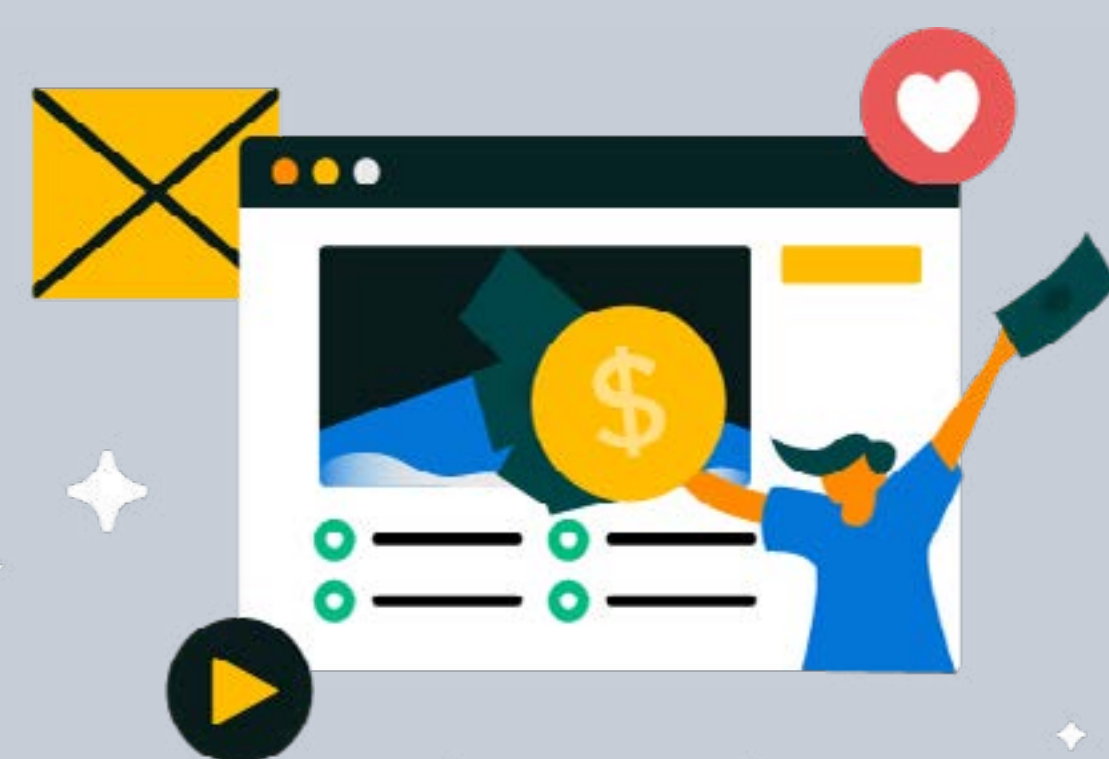


APPSUMO

How to Sell Your Product on AppSumo

The Ultimate Marketing Playbook
for Your AppSumo Launch





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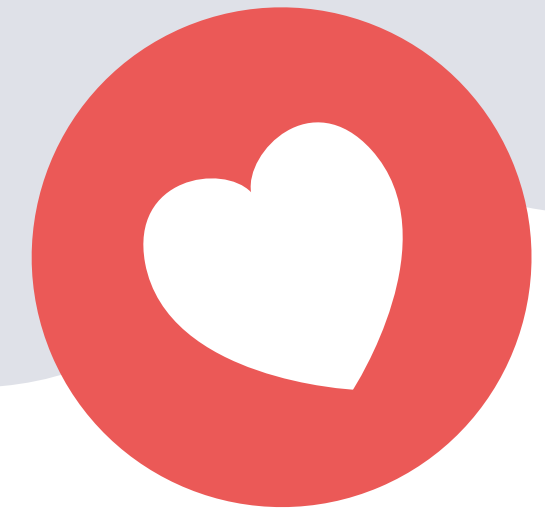
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Launching on AppSumo is just the beginning...



So you've decided to launch a product through AppSumo.

First, let's sound the air horns and start pouring the (metaphorical) Gatorade on each other. Cue the confetti from the ceiling... about... NOW!

Congratulations! This is a monumental day in history. It's the day all the hard work you put into your product paid off and a beautiful partnership with AppSumo began. What a milestone! What a reason to celebrate!

ahem You can keep your party hat on, but now **let's talk business.**

AppSumo receives thousands of website visitors every day.

But how do you make the most of this traffic and drive potential consumers to your awesome listing? With your product live and ready for purchase, the important work of marketing begins.

We created this resource to **give you the greatest opportunity for success selling on AppSumo.** In this guide, you'll learn the tricks, tactics, and best practices that have helped thousands of other partners get more traction and sales.

Plus, scroll all the way to the bottom of this guide to **access free templates and examples** of some of the resources and ideas discussed throughout this guide.

Let's dive in, starting with one of the most important marketplace success tactics: getting reviews.



Reviews: Why they matter and how to get them

An online marketplace is where people go to buy and sell stuff on the web. Amazon, eBay, and AppSumo are all examples of marketplaces focused on different verticals. These platforms aren't meant for short-term product campaigns, either. Marketplaces are powerful places to market evergreen products today (and for years into the future).

It's important to note that marketplaces do not automatically help promote every product on their platform. Marketplaces simply host other peoples' products, making them readily available to purchase. Marketing is the responsibility of the person who's decided to list their product online. In this case, *you*.

But just because AppSumo doesn't automatically put your product in the limelight doesn't mean we won't. If your listing gains a lot of traction, then our website might automatically start promoting your product to people in our audience who like similar things.

Think of AppSumo as adding fuel to your fire.



Reviews can give you exposure on AppSumo

AppSumo receives millions of website visitors every year. Many of these visitors are entrepreneurs, aspiring business owners, and freelancers shopping for software and other resources to make their businesses better.

The best way to get in front of AppSumo's audience is to **show us that you can first get traction on your own**. When people are excited about a tool, we try to showcase it in front of others who may also be interested.

If your product gets dozens of positive reviews and simply flies off our digital shelves, then you may get featured on our homepage—where tens of thousands of entrepreneurs can see your product.

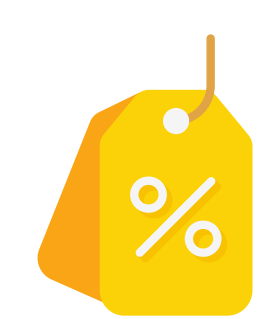
Here's how the structure for review exposure currently works:

- 10 reviews (with 4+ taco rating) = "In case you missed it" section of Wednesday shoutouts
- 20 reviews (with 4+ taco rating) = "Top tools on the rise" section of Friday shoutouts

But it's not as simple as everyone seeing your tool when it's popular. The AppSumo algorithm **considers the buying interest of each Sumo-ling**. The person who only purchases marketing tools may not see the same tools at the top of their AppSumo homepage as someone who only shops for video editing software.

That's why it's important to use precision when choosing categories to tag your listing. The wrong categories can mean your product won't get promoted to the most likely buyer.

(For an idea of current products in various categories, click around our [Browse](#) page and sort your searches by the category tags on the left hand side of your screen. And if you're not sure you selected the right categories, you can change them in the partner dashboard.)



Focus on website traffic, sales, and reviews

At the end of the day, the ways Sumo-lings will discover your product through AppSumo are ever-evolving. We have multiple algorithms that are being tested at any one point in time. These impact how the products appear ranked in the collection.

There are a number of factors that impact these rankings, such as listing traffic, sales, new buyers, number of reviews, quality of reviews, and past purchases, to name a few. All of these are being tested simultaneously with the end goal of increasing discoverability and conversion rates. After all, we want you to sell your product, too!

So what can you do to drive traffic, sales, and reviews?

The magic is in the marketing.



Reviews speak louder than good copy

No matter how well you talk about your product in the listing, Sumo-lings will want proof. Social proof, specifically.

Our experience is that the sooner you can get someone to review your product, the better it will perform in the long run.

Positive reviews always drive sales. Asking for them is most of the battle.

Here's the catch on AppSumo: No one can leave a review of your product unless they've purchased it through AppSumo. In other words, your past clients (or coworkers) can't come to your rescue by writing a bunch of reviews. **You'll have to gather reviews from people who purchased your product through AppSumo.**

How to time your requests for reviews:

- 1 When your product first launches on AppSumo, announce it to everyone in your circle of influence. This can be email subscribers, Twitter followers, or even a group text to your family ("Hi Mom...").
- 2 Two days after you make the initial announcement, send a follow-up message to the same groups. This time, say "If you bought my product on AppSumo, please leave an honest review about your experience. This will help me get the word out to more people."
- 3 Send a similar message after one week.
- 4 Never stop marketing. You can send similar messages again periodically. Maybe that means once per month or once every handful of months. The point is: Reviews sell products.

Entice Sumo-lings to review your product

Please note: Offering incentives of any kind in exchange for reviews (even honest ones) is against AppSumo's [Partner Community Policy](#). We want all reviews to be genuine demonstrations of feedback. Failure to comply with this policy could lead to a removal of all your reviews or your permanent delisting.

Once you know a user has signed up for your tool, or after you have a positive experience with a customer through a support channel or social media, kindly ask them to share the love: Direct them to your listing to leave a review.

If you're listing a tool or course, you may have success starting a drip campaign that will send a sequence of emails to Sumo-lings asking them to please share their thoughts. Getting reviews on your product will help you gain exposure on the platform as well as earn additional promotion from the AppSumo team (as mentioned above.)

Here are a few examples of good requests for reviews:

Hi Sumo-ling,

I hope that you are enjoying your first steps on Happy Scribe,
We would love to know what you think of our service.

What rate would you give us out of 5?

0	1	2	3	4	5
---	---	---	---	---	---

Also, don't hesitate to give us a review on our AppSumo page:
<https://appsumo.com/happyscribe-black-friday-2020/>

If you need any help, don't hesitate to reply to this email.

Kind regards,

André Bastié
CEO & Happy Co-Founder - Happy Scribe

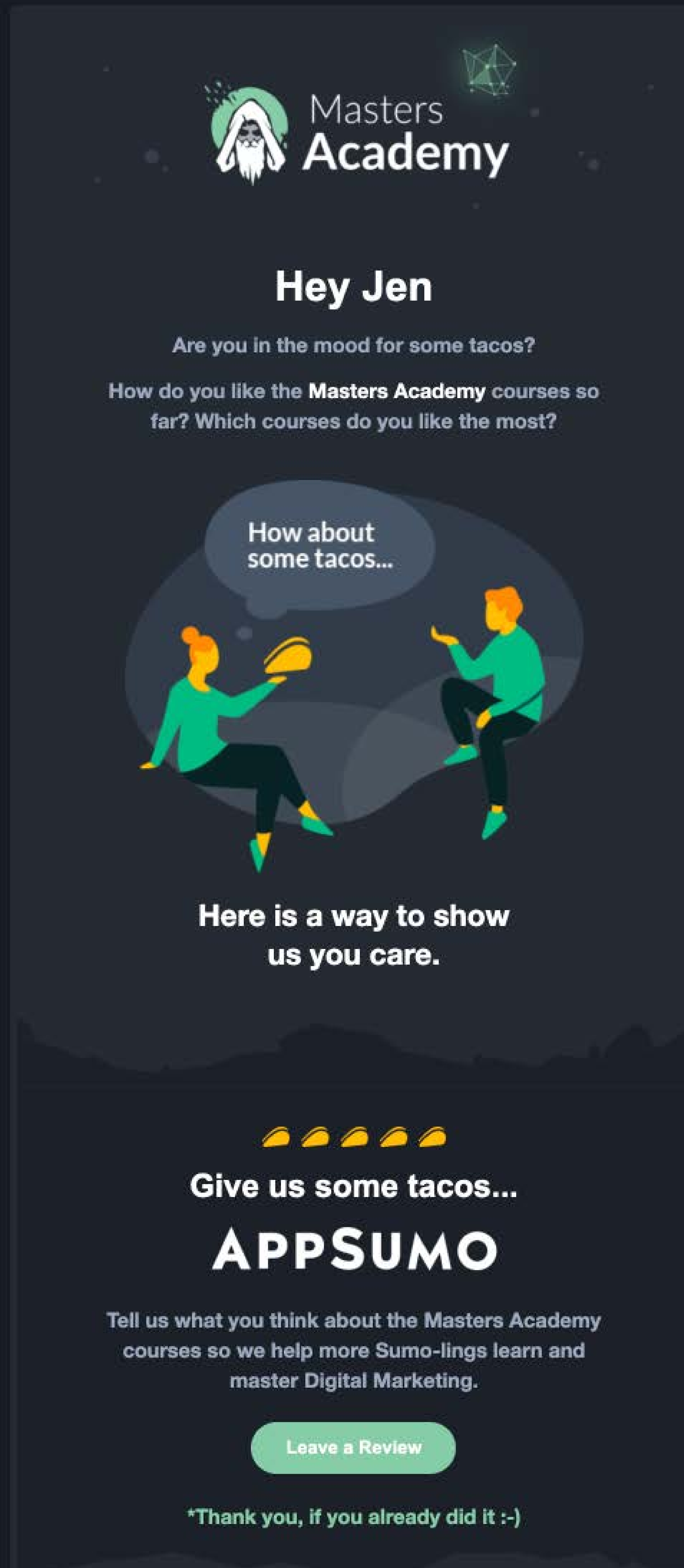


If you have 1 minute, you can give us a review on AppSumo by clicking on the button bellow. It helps us a lot!!

Review us on AppSumo

press Enter ↵

Source: [Happy Scribe](#)



Source: [Masters Academy](#)

If you want more creative ideas on how to get more reviews on your deal page or simply some email templates to help you get started, please email us at partners@appsumo.com!

How to deal with negative reviews

Negative reviews are inevitable. Here are some best practices for addressing them:



If the thread with a Sumo-ling gets too long, **ask to move to email** so you can speak one-on-one.



Respond to the Sumo-ling. Silence is a bad approach to handling poor reviews. It's better to listen to their feedback, offer extra assistance to resolve the issue, or offer any insights you can about the problems they bring up.



Kill them with kindness! Helpful and positive responses are great for the AppSumo community to see.



Once you've helped a Sumo-ling resolve their issues, ask them to submit a **Review Change Form.** They may choose to give you a better review now that their issue has been resolved.



Respond to all reviews, positive and negative. At the very least, this shows other potential buyers that you're a responsive, considerate entrepreneur.



Digital marketing 101

Welcome to band-brand camp

As you upload your listing to AppSumo and start creating marketing materials to promote your product, it's worth pausing for a moment to think about your brand.

Branding can be defined as the larger message that's being conveyed across your product and business. It's a combination of the story you tell, the value your business offers, the existing recognition your product or company already has, and the trust you've earned—all rolled into one.

Potential customers want to feel emotionally connected to the brands they buy from. Their purchase is an extension of their own personality, style, and identity. Ask yourself: How will your marketing appeal to the emotional side of the buying experience?

In practice, this means **creating a cohesive message and design that informs every social media post, landing page, and line of copy.** As you dive into the following marketing techniques, remember that branding is the needle that should thread each tactic you use to market your product.

Actionable ways to make a more cohesive brand

- **Determine your target audience.** Your product isn't for everyone. The clearer you become about who your product is for, the easier it will be to write copy and create a brand that connects with them.
- **Nail down the basics.** Do you explain your product differently every time you talk about it? Strong brands have consistency. Take some time to create some core messaging—like an elevator pitch or slogan—that you use everywhere.

- **Create rules for your brand.** Established brands create rules about how they use colors, logos, and graphics across their marketing. Set parameters in place so that customers see consistency when they're going through your app, downloading your guide, or seeing your latest ad.



Reach out to your community

For many entrepreneurs, **marketing should start in your network**. Leverage social media, your affiliates, your freemium users, your blog, and more, and share the product listing with everyone you know. If you normally don't bother with social media, now is the time. Go get yourself an Instagram account!

This way, you're selling to people who already know and trust you. These individuals are some of your most likely buyers simply by association. Don't immediately dive into cold outreach or interacting with strangers until you've first told your community about your listing on AppSumo.

Besides, **your community can offer deep insights** that you can use to launch your product more effectively. Try running a survey or poll to determine things like what you should charge, the items on your product roadmap, or how to market the product.

You never know what golden ideas are just waiting to emerge from your existing community.

Promote your product on social media (and beyond!)

Here's the fun part: the tactics you'll use to get the whole internet talking about your AppSumo listing.



Join Facebook groups

Facebook groups are all about community. People join communities to learn, network, and share ideas about certain topics. There are investing Facebook groups, metal detecting Facebook groups, and even Facebook groups that exist just for people to talk about software.

These groups can be a great place to network and (with permission) promote your product. **Just pay attention to the community guidelines around promotion** to avoid getting kicked out as soon as you're allowed in.

Here are some examples of Facebook groups you can join:

- [BIG DATA & PREDICTIVE ANALYTICS GROUP](#) (for analytics)
- [Blogging - SEO, Affiliate Marketing & Digital Marketing](#) (for bloggers)
- [Graphic Designing](#) (for designers)
- [Ecom Empires](#) (for eCommerce)

Here's a longer list of [Facebook groups](#) to explore.

Create your own Facebook group

It can also be valuable to start your own Facebook group centered around your product. This **allows for networking among your customers** and gives people an easy way to ask you questions about the product.

AppSumo has an [official Facebook group](#), for example. We use it to promote new deals, share blogs, and listen closely to Sumo-lings.

If you're listing a tool or course, you can give everyone who purchases your product automatic access to your company's exclusive group. It's a great way to build hype, hear from your customers, and even promote new features or future offerings.

Post on Twitter

Follow the moves of some of the top entrepreneurs who publish on Twitter. For example, the day a new episode of his podcast goes live, entrepreneur Tim Ferriss doesn't just tweet about it once. Nope, he often shares his latest episodes on Twitter several times in just a few days. And if Tim can do it, you can do it.

Don't be afraid to promote your product

frequently. Remember, Twitter is a fast-moving place. As sad as it sounds, a lot fewer people saw your last post than you think. The good news is, no one will even notice if you share a similar post about your product later today... then tomorrow... and then the next day...



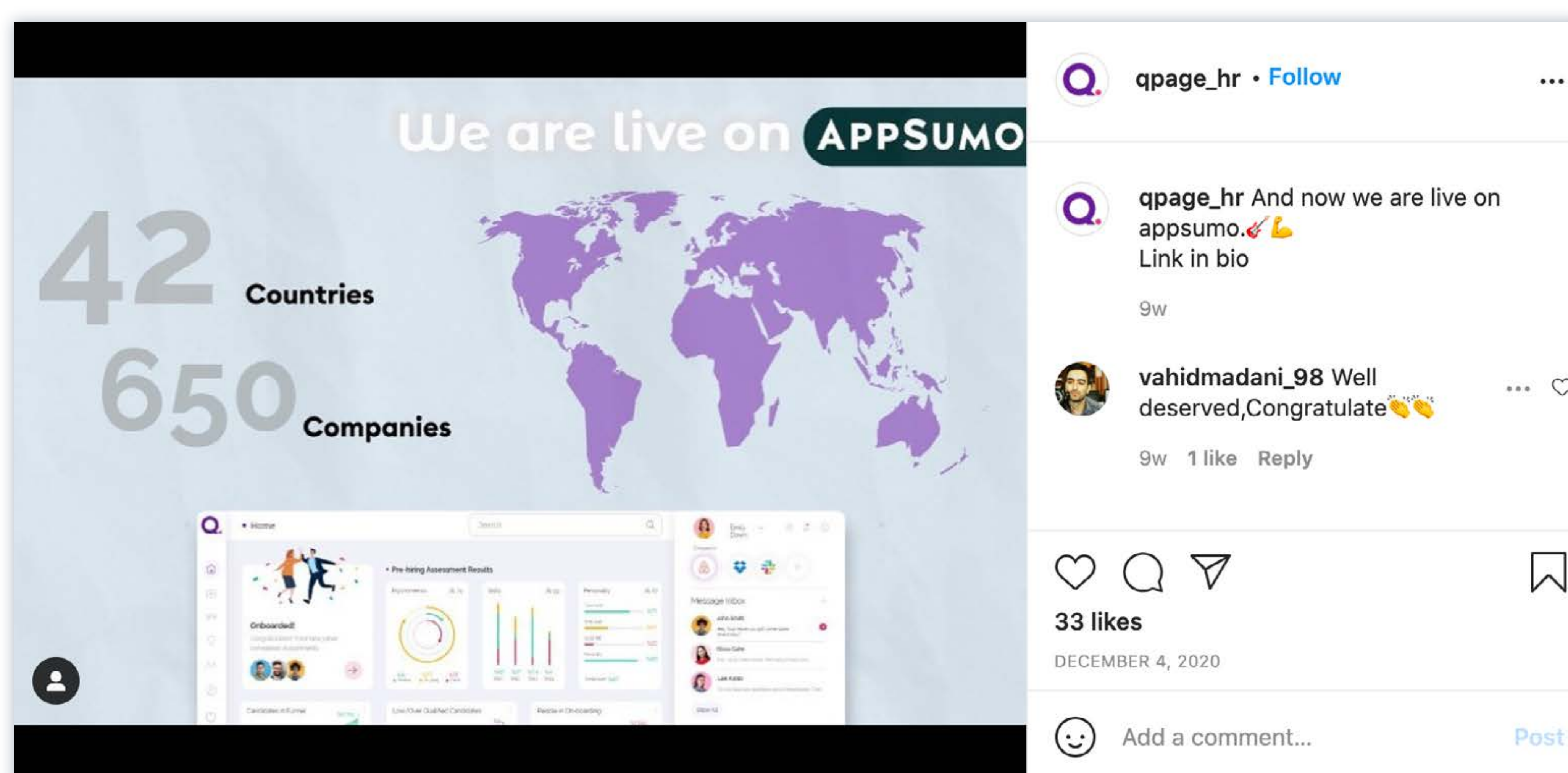
Source: [Tim Ferriss](#)

The point is, be iterative. Find new ways to talk about the benefits of your product. You can even **Pin your favorite product tweet** to make sure anyone who visits your profile immediately sees where they can purchase your product.

Here are a few Tweet variations you can try:

- “My product [product name] is live on @AppSumo! Get it today for just [price]: [link]”
- “Here’s what one Sumo-ling said about [Product Name]: ‘[Insert real quote from 5-taco review].’ Check it out for yourself here: [link]”
- “[Product Name] helps [target audience] solve [key benefit]. Get it today on @AppSumo! [link]”

Instagram



Source: [QPage](#)

Instagram offers multiple ways to promote your listing: Feed, Stories, and Reels.

In your feed, you can **post interesting graphics or product pictures that showcase your listing on AppSumo**. Use the description to talk about the nitty-gritty details: price, features, and benefits. You can also consider using relevant hashtags to get your post featured in front of more people.

Instagram Stories and Reels are often more personal. You might choose to make a video of yourself discussing the launch of the product, how you decided to build it, or even share case studies about how your product helped someone.




Reuben Swartz, Sales for Nerds • 2nd
If you are a solo consultant who is great at serving clients, you can be gre...
1d • 🌐

I'm excited that my online course on sales proposals is live on AppSumo, so I'll be the "proposal doctor" in the comments. What do you wish was easier about sales proposals?

#Sales #Proposals AppSumo

Sales Proposals the Right Way
Never dread writing a proposal again. Make more money, with less stress.



Sales Proposals the Right Way | Exclusive Offer from AppSumo
appsumo.com • 1 min read

👍 🌱 ❤️ 24 • 48 comments

Source: [Sales for Nerds](#)

If social media was a raving party, LinkedIn would be the chaperone standing in the corner wearing a tie—it's a little more buttoned-up.

As a professional social media channel, LinkedIn can be a powerful place to promote software and business resources. There are a few primary ways to promote your product on LinkedIn.

- **Write a post for your timeline:** In this case, you're writing to your immediate connections and followers. Since people check LinkedIn less often than other social media, posts on the platform can carry a long shelf life. You can still get traction on posts you made months ago as more people log in on a rolling basis.
- **Post in groups:** LinkedIn has thousands of public and private groups. The public groups are often easy to publish in, but give your post an audience outside your network. (You can find dozens of public LinkedIn groups by typing a keyword for your product—like “SaaS,” “software,” etc.—into the LinkedIn search bar. Sort the results of your search by clicking “Groups.”)



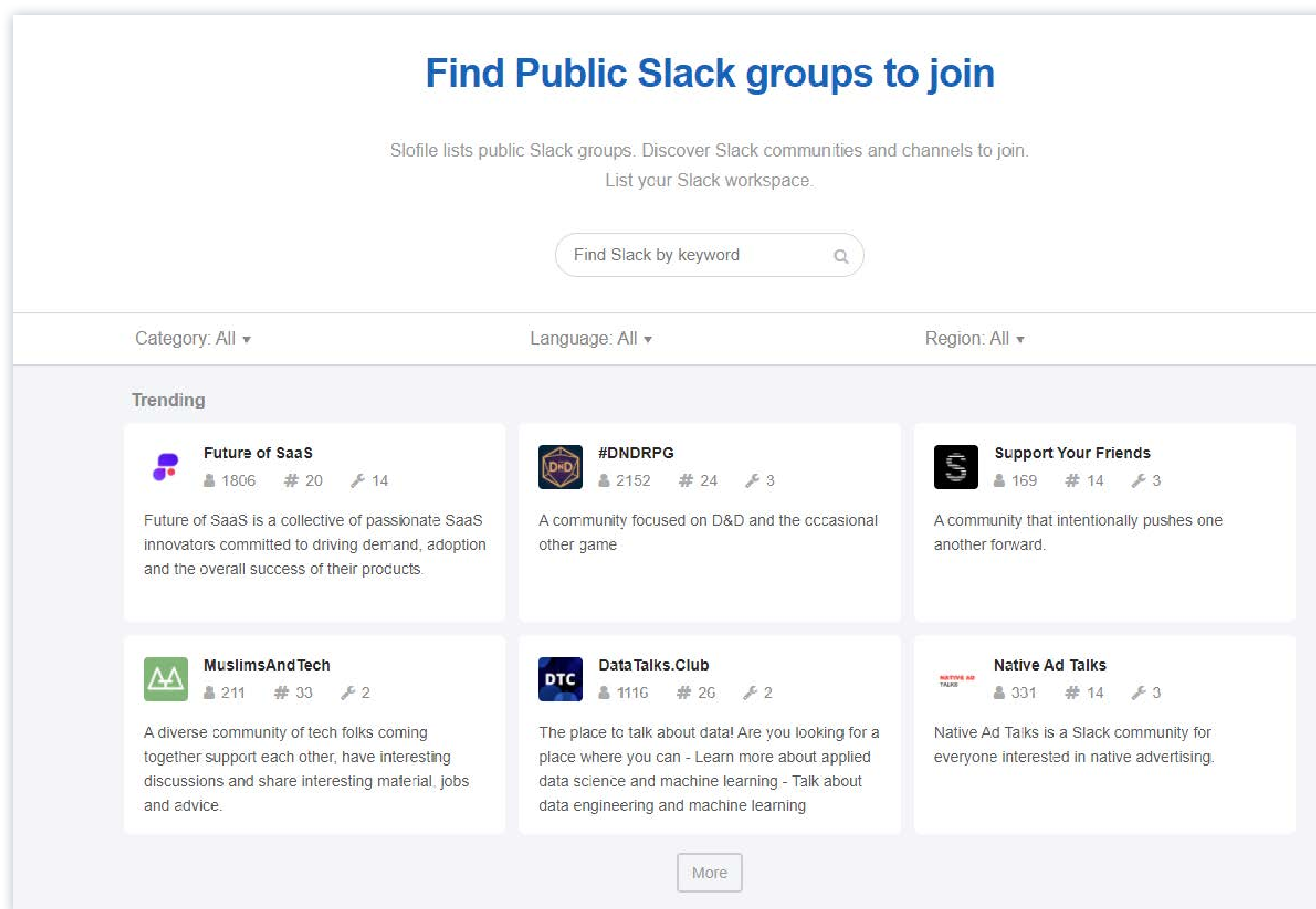
Reddit, Quora, and online forums

Think deeply about the problems your product solves. What questions are potential customers asking across the internet as they look for solutions like yours?

If you can find where they're asking these questions, you can be the person to respond with a solution: your product!

Reddit, Quora, and other online forums are places many people turn to for advice or ideas from strangers. Participate in relevant communities, such as subreddits related to the pain point your product solves. Be helpful. When your product is relevant to someone's question or problem, tell people about it—and point them to your listing on AppSumo.

Networking Slack channels



Source: [Slofile](#)

Slack isn't just for pinging your coworkers about their lunch plans all morning. (Tacodeli or bust.) **Many people join public Slack groups for networking purposes.** There are channels for people who want to discuss startups, entrepreneurship, content marketing, and so much more.

Tons of these channels have rules around self-promotion. You can typically do it under certain circumstances or within specific channels. As long as you follow the rules, Slack could be a simple way to put your product in front of your ideal audience.

But how do you stand out in a channel all about self-promotion? It's my experience that people using Slack are quick to compliment you on your achievements. Instead of simply talking about your product as something others can go purchase, frame your product as an achievement you're proud of.

You can say, “Today, my product for HR professionals launched on AppSumo!” before describing what you offer. Instead of feeling like a total cold sale, readers might be more interested because it feels like they’re witnessing an important day in your life or business. Your excitement could stir some curiosity.

Browse public Slack groups using [Slofile](#).

Create an affiliate or referral program

You don’t have to be a one-person marketing team. Affiliate marketing—think of it as commission-based selling—is a great way to **incentivize people with influence to recommend and share your listing with others**.

When someone encourages another person to buy your product, you can give them a nice referral bonus for helping you make a sale.

Referral programs are another option that’s similar to affiliate programs. With referral programs, you’re often rewarded on a sliding scale, and the compensation can be anything from cash to brand swag like stickers and t-shirts.

There are many popular ways to grow an affiliate or referral program. But that’s a little too in-the-weeds for this guide. For inspiration and advice, here’s a detailed look into [how we grew our affiliate program at AppSumo](#) over the course of a year.

Run a webinar

Sumo-lings love seeing tools in action. It's not enough to read your crisp copy and look at your action-packed screenshots. Partners on AppSumo often find it helpful to **host a Q&A-style webinar for new buyers** and people still on the fence about their products.

Promote the webinar using all the means mentioned above: Facebook, Twitter, etc. **You can prepare a simple walkthrough of the product, followed by some time set aside at the end to answer questions.**

Sometimes all it takes to make a sale is showing potential customers that your product works exactly like you said it would.

How to prepare to run a webinar

- Use tools like Zoom, LiveWebinar, or Airmeet to host your webinar.
- Send at least one or two emails to your subscribers about the upcoming webinar. Include the option to get notified before the webinar begins.
- Post about the webinar on all your social media feeds. Again, provide users an opportunity to get notified before it begins.

What to cover during your webinar

- Screenshare to showcase the tool and some of its key features.
- Talk about some of the most common use cases for your tool.
- Offer a Q&A session for anyone to ask about the product.
- If you're going to launch new features soon, talk about your product roadmap so customers know what to look forward to.

Should you run ads?

Facebook and Google ads can be intimidating if you've never run them before. Where do you even start? Will you just throw away money into the digital abyss?

The truth is, that's possible. If you're going to use digital ads, it's best to **start with a small budget until you start seeing results**. Sales (or a lack of them) tell you a lot about how effective your ads are.

For standard ad specs, we recommend to follow [Facebook's ad guidelines](#).

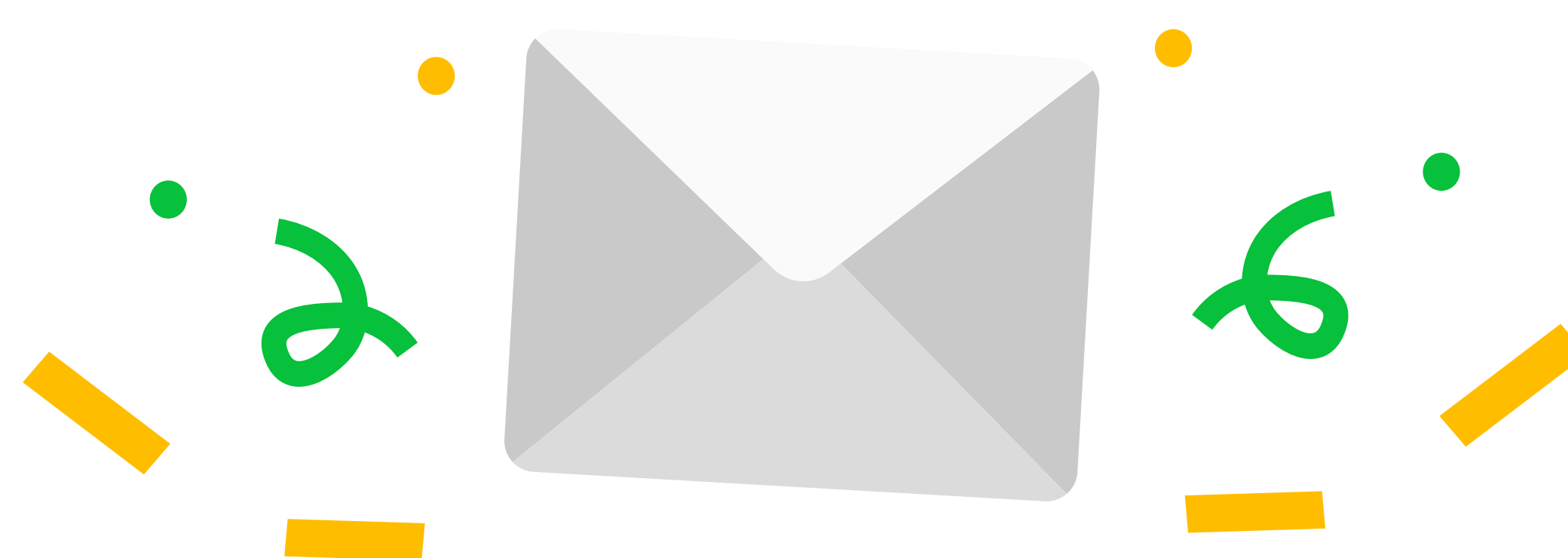
If you want a step-by-step guide to creating Facebook and Google ads, download our ebook, [The Essential Marketing Start Guide](#).

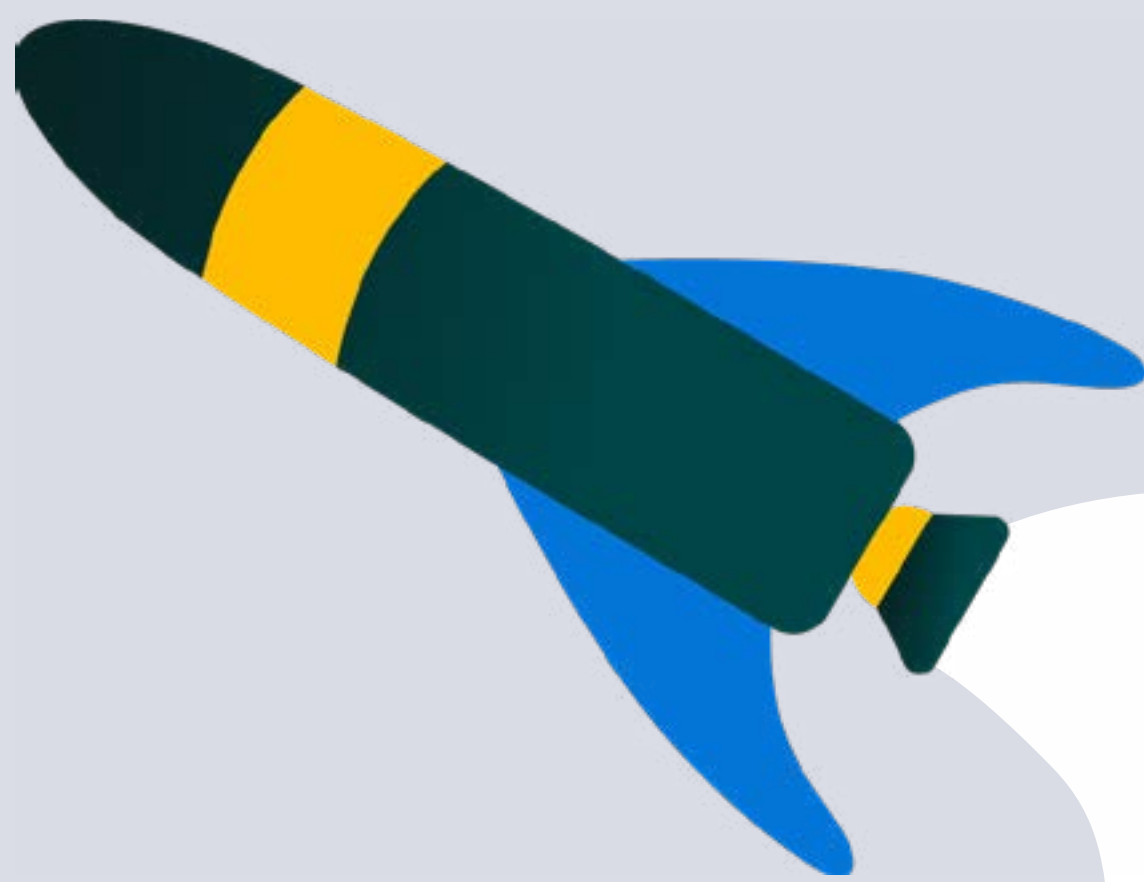


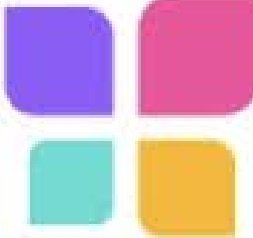
Multiple ways to use email


We've saved one of the most powerful tools for last. Email is what made AppSumo possible to begin with. It's by far one of the best ways to reach your ideal audience online. Here are a few approaches:

- **Send a simple email to your list:** If you've built an email list, they should be some of the first people you tell about your new listing. Send an announcement email about your listing.
- **Build a campaign around the launch:** Instead of simply announcing your product launch, you can up the ante by creating a campaign that includes pre-launch teasers, special rewards for people who leave reviews, and even follow-up campaigns for people who didn't open the first email. If you're going to take this approach, it's best to start planning the campaign a few weeks in advance.
- **Reach out to people in your network:** Unlike posting on social media, where the algorithm can hide your post from friends and followers, email arrives in someone's inbox chronologically. Most people check their email regularly, which means almost everyone you email about your product will at least be aware that it's available.
- **Add a Welcome Email:** You can also use your Welcome Email to kindly introduce yourself and your company, request new users to leave you a review, or provide an overview so that new customers get the most out of your guide or product.








Welcome to Nudgify

Thank you!


I just received a message that you bought an **AppSumo** code for Nudgify, and we are thrilled to have a new Sumo-ling on board!

So I am here to welcome you, Jen!


Here at Nudgify, we want to increase your **conversion rate** and create a **better experience** for your users. With that in mind, please don't hesitate to get in touch with any questions you have about using your Nudges.




Got a feature request? We're [open to suggestions](#)



Need an answer, fast? Explore our [FAQs](#)



Want advanced tips? Visit our [knowledge base](#)




To show sales, sign-ups and reviews [start integrating](#)

Start Nudging


If you have any questions simply reply to this email! Or, if you prefer, feel free to use our in-app chat.

Happy Nudging, and have a great day!


Charlotte
from Nudgify



Source: [Nudgify](#)



SPARROW




Welcome to Sparrow, Jen!

Your Appsumo code has been applied successfully.

Congratulations on signing up for Sparrow! I am excited you're here and can't wait to help you get started with boosting your ecommerce journey.

Here are few things you should keep safe with you for any future reference

APPSUMO CODE



Next Steps

If not done already, you should complete the setup of your account now by integrating your WooCommerce store with Sparrow.

You can do so by clicking on the button below. It'll take you to account setup screen

COMPLETE ACCOUNT SETUP

If at any time, you need any assistance, please do not hesitate to get in touch. You can do so by either replying to this email or initiating a chat request from your app dashboard.

Thanks,
[Neeraj](#) from Sparrow


Source: [Sparrow](#)

AppScreens

Welcome

Hey there and thanks for signing up to AppScreens via AppSumo, we are so glad you're here!

We hope that AppScreens helps you to create your new and incredible App Store screenshots, whilst making the process easier and more efficient!



Get Started

It's our goal at AppScreens to be the best screenshot creator on the market.

We would love to hear your feedback and suggestions big or small, pop us a message at hello@appscreens.com or complete our [feedback survey](#)

Thanks,
The AppScreens Team

Source: [AppScreens](#)

What to do if your product just isn't selling

You've written your best copy, told your entire network, and marketed your product to the best of your ability. What happens if people still aren't buying?

You may need to take a step back to reconsider your AppSumo listing. Here are several variables that may impact your sales.



The price is right...right?

Pricing is one of the most important aspects of your listing. It involves thinking about brand, value, and of course, your costs for running and maintaining the tool.

If no one purchases your product, you may **consider taking a second look at what you're charging**. How does your price compare to how much similar products on AppSumo cost? Does the style and brand of your listing match the price?

Rambly copy for a high-ticket item, for example, can seem like an inappropriate fit. You want the image and message of your brand to match the price you're charging.

When you decide on a new price for your product, email us at partners@appsumo.com so we can help with the update.

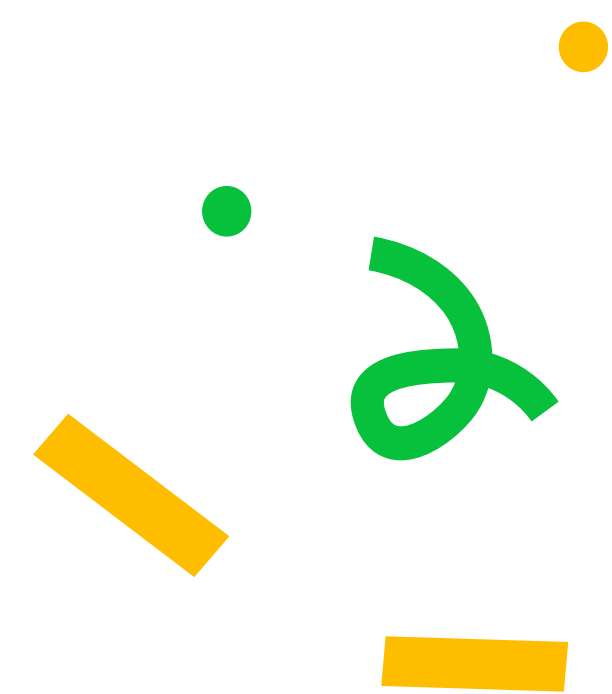
Improve your support response times

When it comes to support, anything less than above-and-beyond is a missed opportunity for creating a happy customer. We definitely spoil Sumo-lings with world-class support on our end, so they'll be expecting no less from partners like you.

Responsiveness is important. As questions and problems arise, you and your support team should act quickly to resolve them. Sumo-lings will lose interest if they don't get lightning-fast attention—and it just looks better on your team when you respond fast.

Personalizing your responses—instead of using canned replies—can also make your team look like you've really got things under control.

Oh, and **be friendly!** Our customers will quickly become your biggest advocates when you connect authentically with them.



What happens if you get a lot of support tickets?

This has more to do with SaaS products than digital downloads, but as a rule of thumb, it's always good practice to have a comprehensive FAQ section. Pay attention to the larger themes. Usually, if one person hits a snag using your product, someone else might, too.

As these ticket trends start rolling in, create (or add to) an FAQ that answers common questions or concerns.

If you're building the FAQ in advance, here are some **questions you should answer that we see all the time from Sumo-lings**:

- Do you have a public roadmap?
- Where can I find a tutorial or demo about how to use your tool and its different features?
- Do you have multi-language support?
- Could you add this language...?
- How do we reach Support?
- Do you have XXXX integration? (Alternatively: Can we use this with... ?)
- Is XXXX HIPAA-compliant?
- What gateway/payment connections are available?

- What is your privacy policy?
- What do you do with user data?
- Is it possible for me to upgrade my product later?
- Do you have an affiliate program?
- Do you plan to make XXXX feature available soon?
- Can I have some links to actual websites running on XXXX to get the feel of how it works?
- Can you tell us a little more about your company, full-time employees, path to profitability, etc.?
- Do you have a mobile app planned?
- Is there a way to import my content from XXXX to your product?
- Is this product GDPR-compliant?
- Does this product have white labeling?
- Is there a webinar link?

Here are some of our favorite examples of public roadmaps:

- [Gurucan](#)
- [POSTOPLAN](#)

Tool for creating your roadmap

Set up a public roadmap before Sumo-lings ask about one (because they will!).

Here are resources for creating a roadmap:

- <https://trello.com/guide>
- <https://trello.com/en-US/guide/trello-101>

We are not affiliated with Trello, but it's the most frequently used roadmap tool among our partners and one we frequently recommend.

Update your copy and images

Sometimes the problem isn't the product itself but how you're marketing it. If sales are slow, consider swapping out some of the existing images in your listing for new ones.

Tell someone who knows your company and product to read through your marketing copy. Tell them to be honest: Is your copy boring or confusing? Does it come across as a scam? Are there typos galore?

Simple changes like improving your copy and changing images can sometimes make all the difference. If your first attempt doesn't work, try something new.

Be willing to test everything.

Here are a handful of examples of successful AppSumo product pages:

- [useArtemis](#)
- [Reoon Email Verifier](#)
- [SUPERMACHINE](#)
- [Airbrush - AI Image Generator](#)



Frequently asked questions (FAQ) about launching on AppSumo



How do I become a Select partner?

Our Select team is always on the lookout for top performers in our store. If that team thinks a Select offer is right for you and your product, they will reach out for an interview.

There currently aren't any specific metrics we can give to guarantee a conversion. There are many variables that go into a product being chosen for Select.

However, the most important factors are reviews and sales. In the meantime, continue to use the incentive ladder we have in place at AppSumo to your advantage. If you feel your product should be in the running for a Select partnership, please reach out to your Partner Support team at partners@appsumo.com!



Can we incentivize customers for a review?

No, it is against our [partner policy](#) to offer an incentive for a review. In other words, don't ask for positive reviews in exchange for free or updated products—we're serious about maintaining integrity with our customers on the platform.



Does someone need to purchase my deal on AppSumo to leave a review?

Yes! We take reviews seriously around here and want to make sure that each review is honest and comes from someone that has purchased and used the product.



Where do I get paid for my sales?

Sales are paid out within one week of the start of the first calendar month 60 days after the calendar month during which sales of your product occurred. For example, if your first revenue Share of \$200 was from April sales, you would receive the \$200 payment by July 7th.



How do I change my price?

For any changes to pricing, features, or deal length with your existing deal, please reach out to us at partners@appsumo.com.



How do I edit my listing/change my images or copy on my deal page?

You can update the images, copy, and description for your deal page in your [Partner Dashboard](#). Just log in, select your product, add a new draft, and make any changes you like!



How do I create a From the Founders post?

A “From the Founders” post is the best way to introduce yourself and for Sumo-lings to get to know the creators behind the deal. Additionally, it’s a way for you to highlight some of the key features of the deal and answer some of the common FAQs that you may get.

Sumo-lings are super fond of being early adopters and brand ambassadors for your product - this is your best chance to share more about your product’s roadmap and get them excited about your listing. How do I create my “From the Founders” section?

a.) Type out your intro following the template we’ve attached below, or write something totally custom. **Note:** If there are specific product features that are not included (e.g., access to a FB group membership) please mention that in your post!

b.) Send the Partner Support team your desired message for us to publish on your listing. (partners@appsumo.com)

c.) Use the below template for guidance in creating your post:

“From the Founders” Template:

Hey, awesome Sumo-ling community!

This is [Your Name] with [Product Name]!

[Tell us a little bit about yourself: When you started your business and why, other fun tidbits you’d like to share!]

[A little bit about what they can expect from the deal]

[Your top FAQs, we like to showcase 3 or so of the most commonly asked questions, or even ones you anticipate!]:

You can reach me at [support email]

Cheers! [Your Name]”



How long does my campaign run with AppSumo once I go live?

AppSumo's terms and conditions can be found [here](#). Our minimum time on our platform is 120 days, but our goal for you is to create an evergreen listing that is sustainable and can grow with your business.



Can I transfer ownership of my deal page?

Yes! If you have had a change in the ownership of your business/product please reach out to partners@appsumo.com so we can get all the updated information.



How will I be notified when someone refunds?

Your refunded codes are located in your partner dashboard under the “Sales & Analytics” tab.



How do I get notified that someone left a question or review?

Notifications for reviews and questions are in the [Partner Dashboard](#) in the “Dashboard” tab. Make sure you have selected the right product to view in the drop down menu in case you have more than one product listed with us.



Can I create more than one pricing tier?

You sure can! Within your listing journey under “Pricing,” you can now toggle between listing one plan or multiple plans. This unlocks the ability to list laddered tiers of plans with individual pricing tables and features that will be displayed on your deal page. Please note, all plans must be stacked linearly (e.g. 1,2,3). Please reach out to the partner success team to learn more! partners@appsumo.com.



Is there an exclusivity policy with AppSumo?

We do not require exclusivity to list with us. You are free to list your product wherever else you see fit. All we require is that your product is listed at its lowest price with AppSumo; it cannot be listed for cheaper anywhere else.



Can I refer a friend to AppSumo?

Yes! Please fill out the partner referral form and make money referring to us!

[Partner Referral Program](#)



How much does it cost to list with AppSumo?

Listing with us is free! The rev share AppSumo provides is one of the most competitive in the market. Here's the breakdown:

- When you bring a new customer to AppSumo, you receive 95% of their purchase of your product
- You'll receive 70% revenue share on any returning AppSumo customer that purchases your product



What happens if I get a bad review?

If you feel that a review or question has broken our community guidelines, please reach out to our Partner Support team at partners@appsumo.com. We will assess the situation and the review/question may end up being denied if the customer broke any guidelines.

If the negative review hasn't broken any community guidelines, then see our section about handling negative reviews for several tactics for making things right with that customer.



What if a customer wants to change their taco review?

If a customer wants to change their amount of tacos or the content of the review they left, please send them the [Taco Review Change form](#).



How does the algorithm work in the browse categories?

In the Browse area, we have multiple algorithms that are being tested at any one point in time. These impact how the products appear ranked in the collection.

There are a number of factors that impact these rankings: product detail page traffic, sales, new buyers, # of reviews, quality of reviews, and past purchasers—just to name a few.

All of these are being tested simultaneously with the end goal of increasing discoverability and conversion rates. We will continue to optimize these as we get more and more data. So what can you do? Continue to be active and engage with those on your product detail page, keep working on getting those reviews, and drive more people to your product detail page.



How do I get Featured in the Spotlight section?

The Spotlight area is reserved for our Select deals. These deals are heavily vetted and picked to run short stints of time on AppSumo.



Important links and contact information

Terms & Conditions

Partner Referral Program

Partner-related questions can be sent to partners@appsumo.com.

Thanks for selling on AppSumo



We're so pleased that you've chosen to list your product on AppSumo, and we look forward to seeing what you can achieve!

AppSumo was built to help entrepreneurs successfully launch their products, get trustworthy feedback from real users, and help put powerful business tools and resources on the map.

If you have additional questions about your listing, you can contact the Partner Support team: partners@appsumo.com.

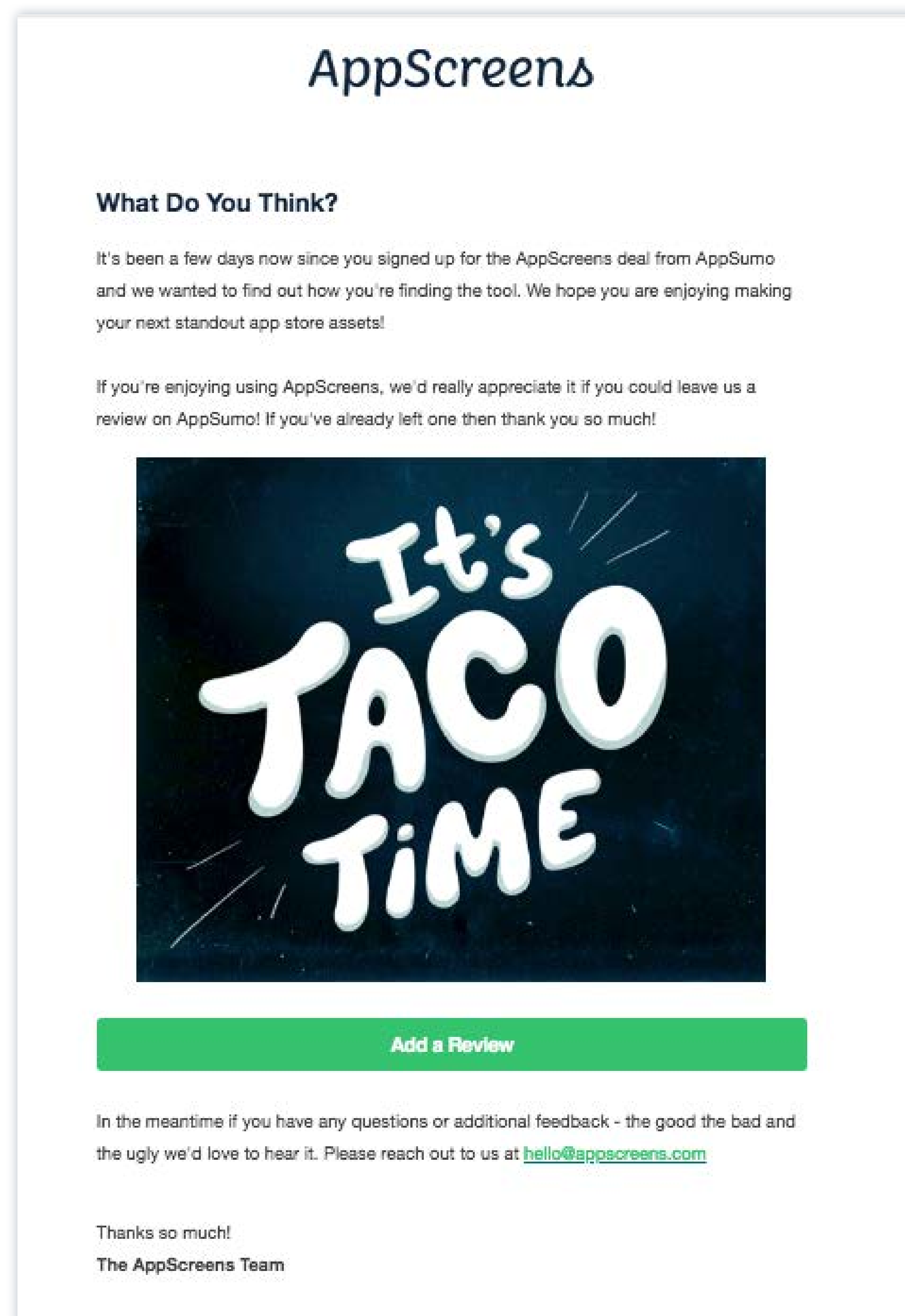
Here are even more resources to help make your launch easier—and a roaring success!



Templates and checklists

The quickest way to learn is by example! We've compiled some of the successful samples from above (along with a few extras) to get you started. Make sure to customize the messaging to fit your brand, but don't feel like you need to reinvent the wheel!

Examples of how to ask for reviews



Source: [AppScreens](#)



HIP HIP
HOORAY

Hey there!

Woop woop and thanks for your interest in our amazing courses. We've got loads of great content for you to enjoy, so watch out!

Our main aim is to ensure that you enjoy your learning experience. So to get things going please **let us know** what do you plan to get out of this course the most?

DROP YOUR REVIEW BELOW!

You will receive an email soon with further info. But while you wait please be kind and drop us a review,

it only takes 30-seconds and we will REWARD YOU...

Say it Loud here!

Source: [WeTeach](#)

Roadmap examples

Gurucan

Feature Requests

Join other users in helping make Gurucan better

Pending133

In Progress8

Completed7

+ New

▲

227

Integrate with SendFox

Integrate with AppSumo's SendFox email service...

Pending

Popular🔥

5 Comments

▲

212

Pass Stripe Fee to Customer

The ability to pass the Stripe processing fee to the customer by adding the calculated fee to the Total.

Pending

Popular🔥

4 Comments

▲

207

VAT (value-added tax) for EU

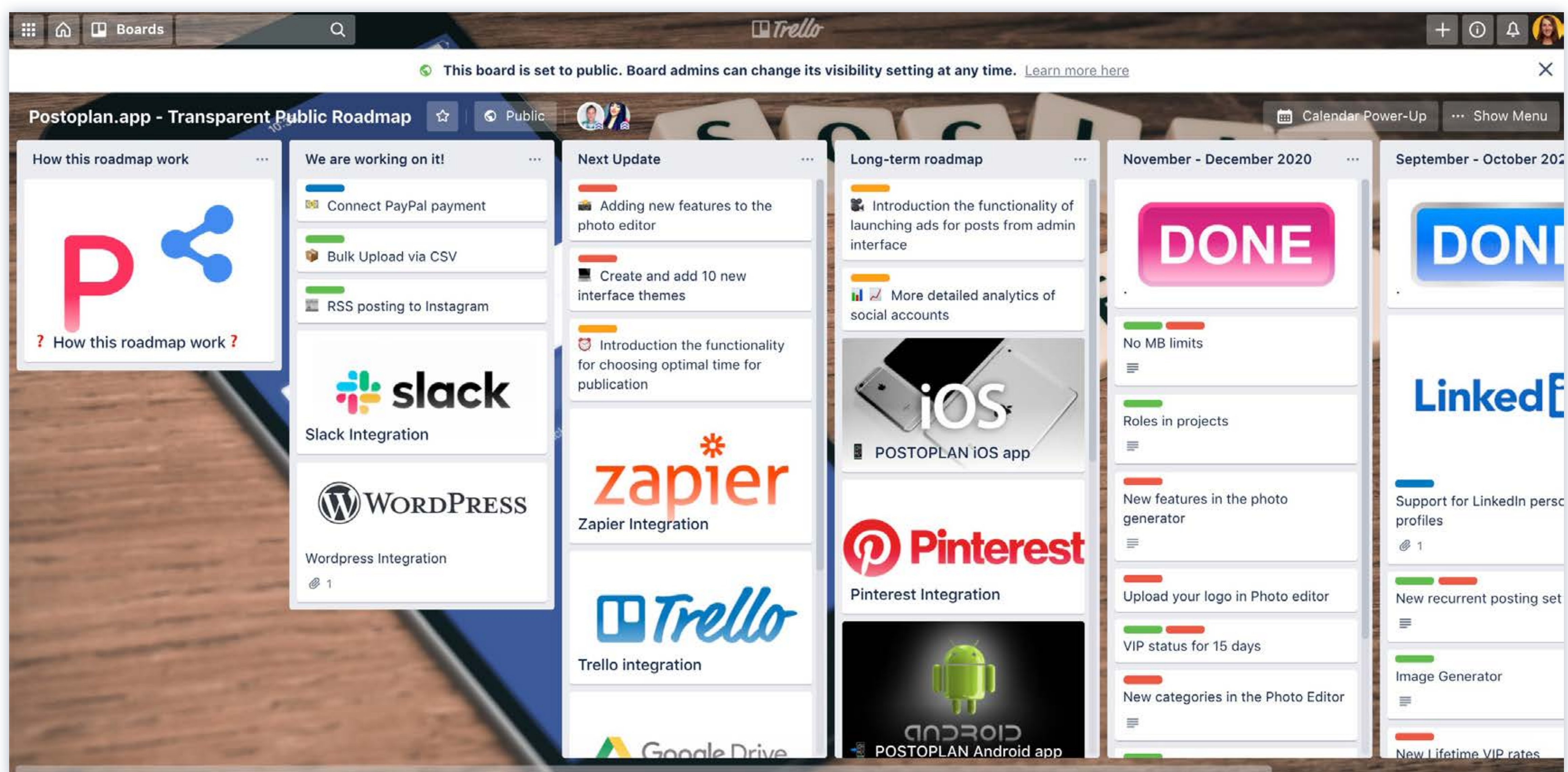
Depending on the buyer's location, the VAT relevant to the person's country should be added while he/she is checking out and paying.

Pending

Popular🔥

4 Comments

Source: [Gurucan](#)



Source: [POSTOPLAN](#)

Social media posting templates and examples



“My product [Product Name] is live on @AppSumo! Get it today for just [price]: [link]”

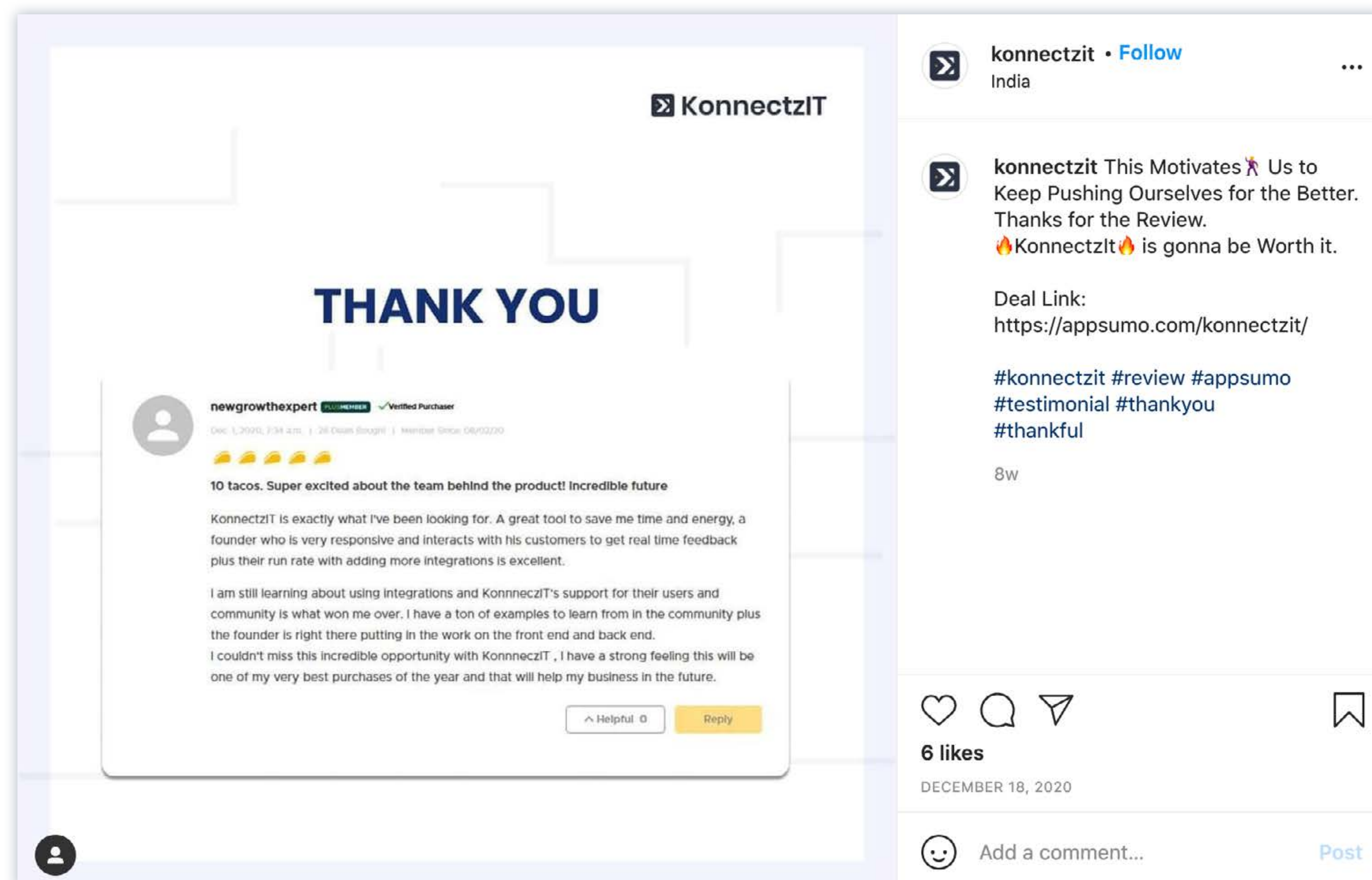


“Here’s what one Sumo-ling said about [Product Name]: ‘[Insert real quote from 5-taco review].’ Check it out for yourself here: [link]”

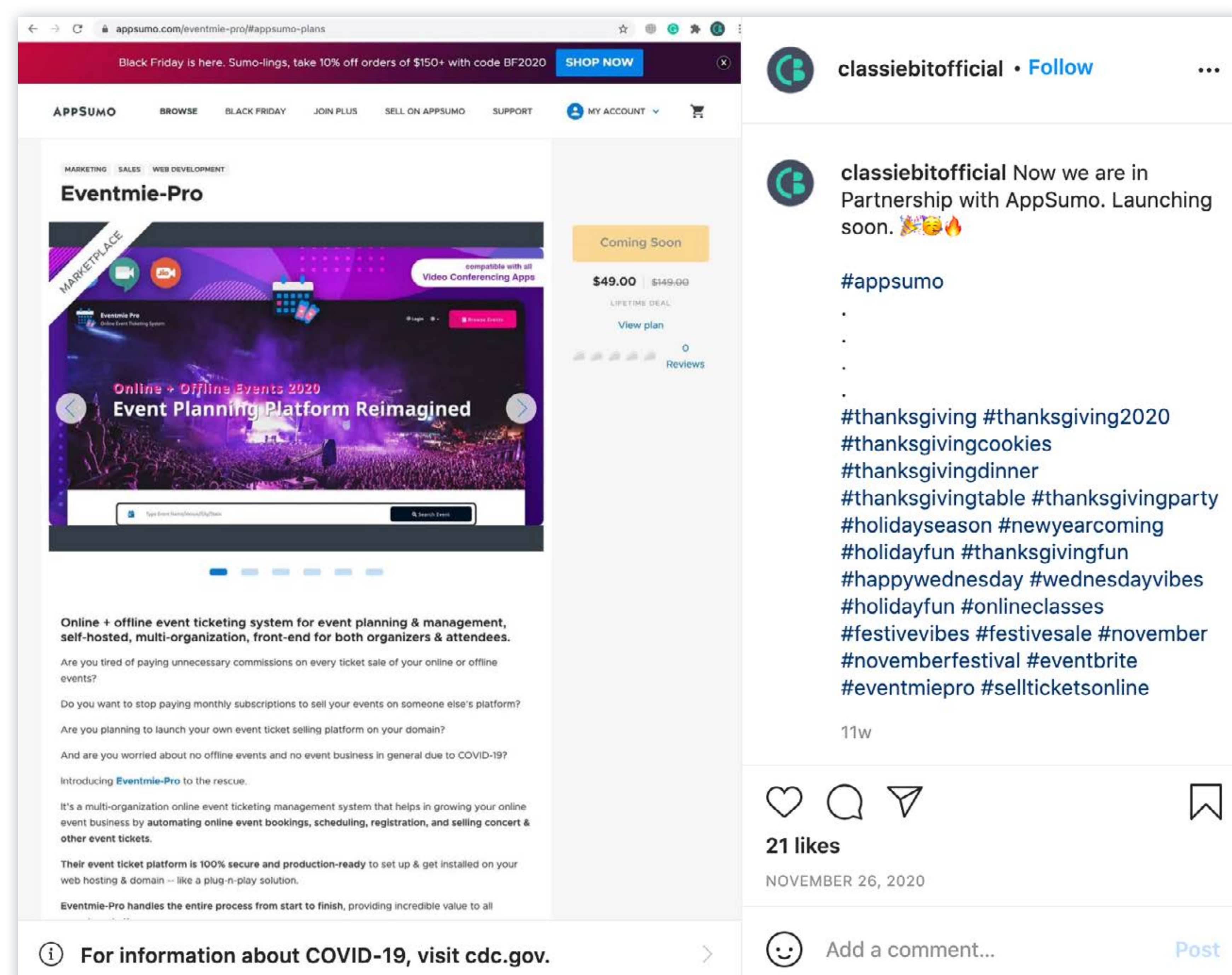


“[Product Name] helps [target audience] solve [key benefit]. Get it today on @AppSumo! [link]”

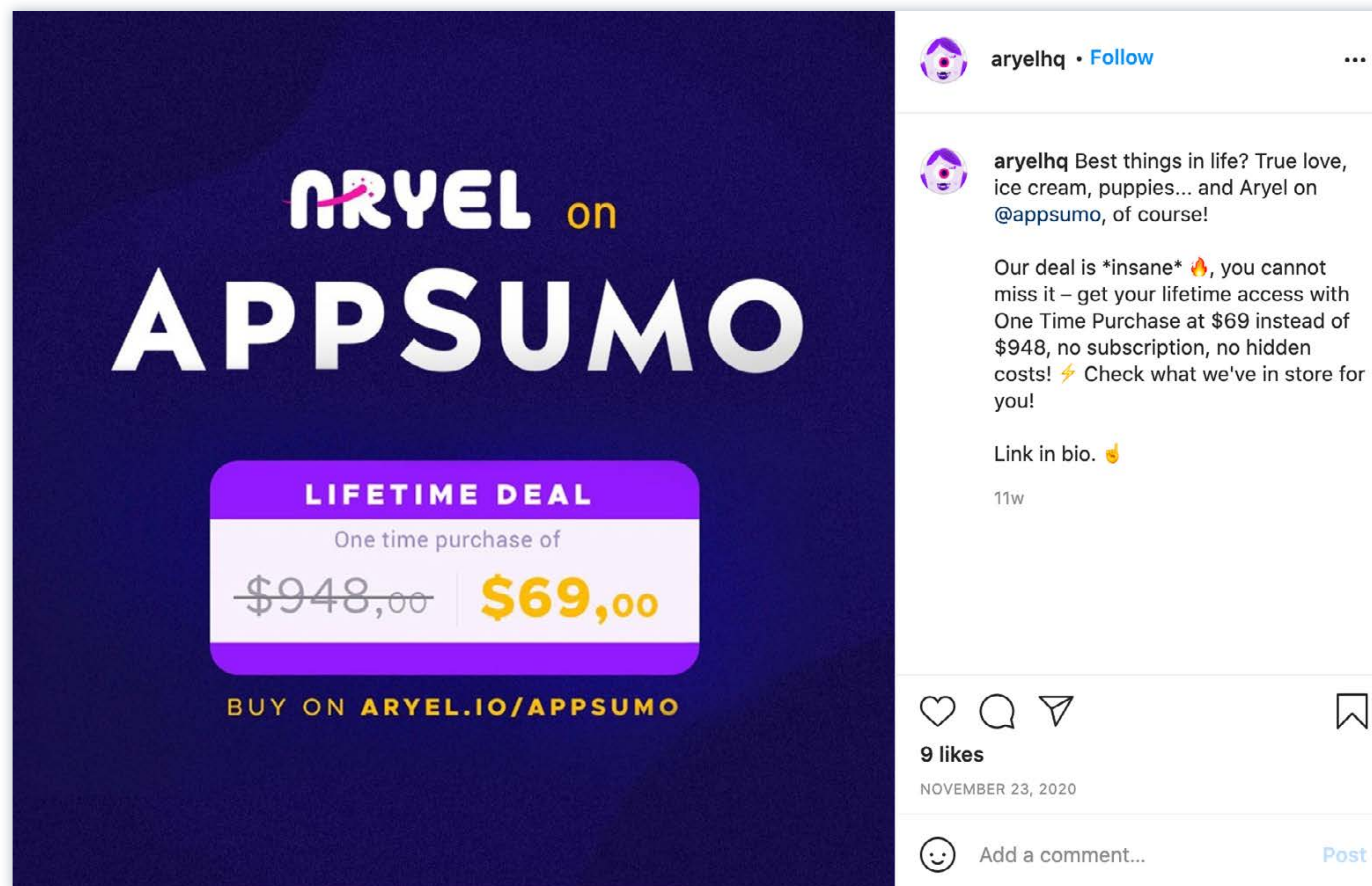




Source: [KonnectzIT](https://appsumo.com/konnectzit/)



Source: [Eventmie Pro](https://appsumo.com/eventmie-pro/)



ARYEL on APPSUMO

LIFETIME DEAL

One time purchase of

~~\$948,00~~ | **\$69,00**

BUY ON [ARYEL.IO/APPSUMO](https://aryel.io/appsumo)

aryelhq • Follow

aryelhq Best things in life? True love, ice cream, puppies... and Aryel on @appsumo, of course!

Our deal is *insane* 🔥, you cannot miss it – get your lifetime access with One Time Purchase at \$69 instead of \$948, no subscription, no hidden costs! ⚡ Check what we've in store for you!

Link in bio. 🙌

11w

9 likes

NOVEMBER 23, 2020

Add a comment... Post

Source: [Aryel](https://aryel.io)



Betim Drenica @betimdrenica · 19h

Today we launched Ambra at @AppSumo Marketplace 🎉🎉

👉 Check it out appsumo.com/marketplace-ambra

#startup #taskmanagement #appsumo #lifetimedeal

ambra

Quantix Website
Redesign and coding

ambra

Itodo
Idone
Idevelopment
Idesign
Iprint
Iprogress

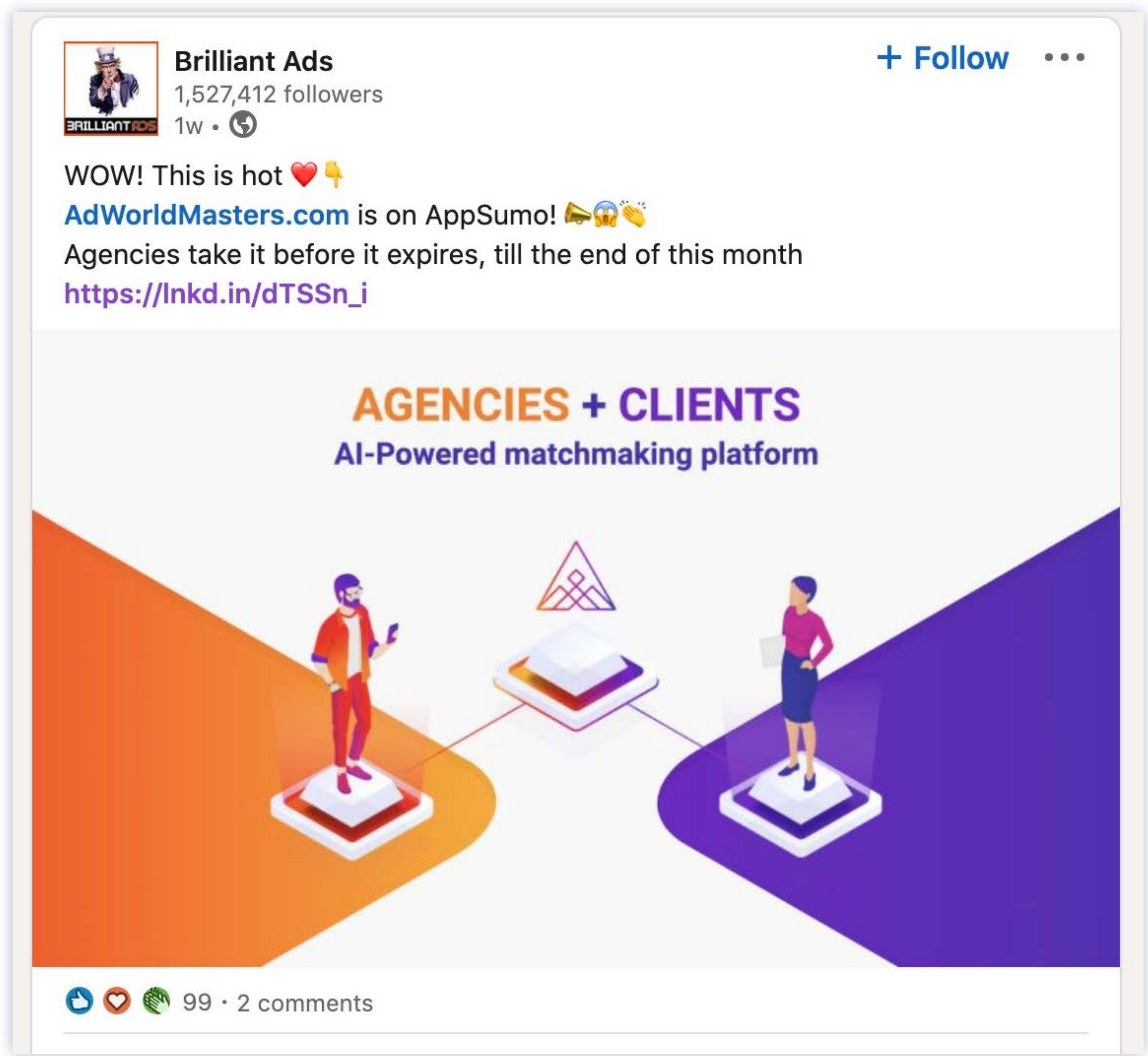
Quantix Website
Redesign and coding

Itodo
Idevelopment
Iprint
Iprogress

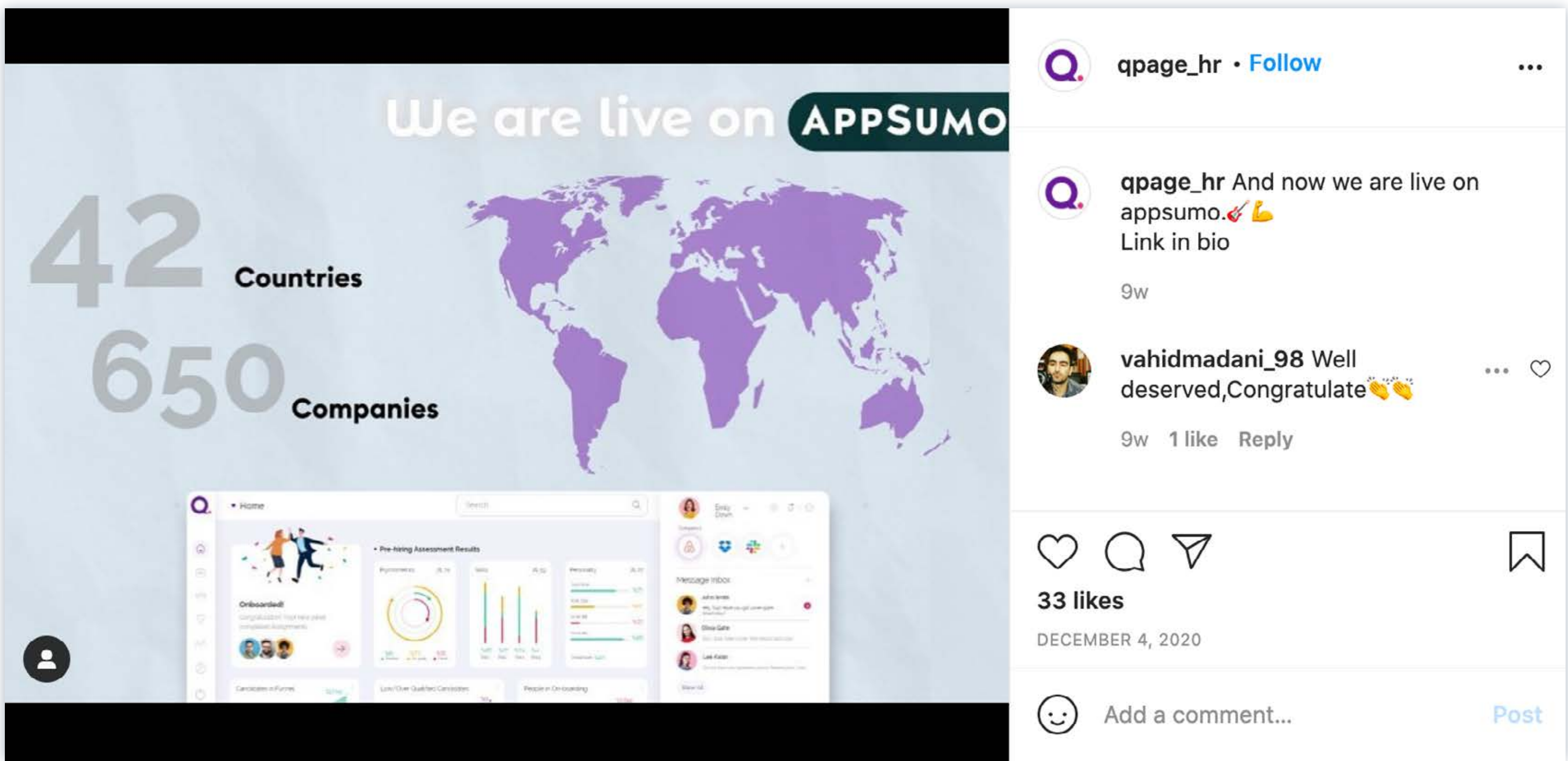
Ambra | Exclusive Offer from AppSumo
appsumo.com

1


Source: [Ambra](https://ambra.io)



Source: [Ad World Masters](#)



Source: [QPage](#)



Reuben Swartz, Sales for Nerds • 2nd

If you are a solo consultant who is great at serving clients, you can be gre...
1d • 🌐

...

I'm excited that my online course on sales proposals is live on AppSumo, so I'll be the "proposal doctor" in the comments. What do you wish was easier about sales proposals?

#Sales #Proposals AppSumo

Sales Proposals the Right Way

Never dread writing a proposal again. Make more money, with less stress.

Table of contents

Introduction

📄 54N Proposal Course - Introduction.mpg4

Part I: A new way to think about proposals

📄 54N Proposal Course Part I - A new way to think about proposals.mpg4

Part II: Proposal structure

📄 54N Proposal Course Part II - Structure.mpg4

Part III: Pricing

📄 54N Proposal Course Part III - Pricing.mpg4

Part IV: Writing, presenting, and closing

📄 54N Proposal Course Part IV - Writing, Presenting, Closing.mpg4

Part V: Implications

📄 54N Proposal Course Part V - Implications.mpg4

Sales for Nerds Online Course: Sales Proposals the Right Way


🔒 Buy for \$497



Sales for Nerds Online Course: Sales Proposals the Right Way


The Sales for Nerds Guide to Creating and Closing Sales Proposals (go get it all in your next proposal!)

Think "Apple", not Michael Bay

Feedback










Sales Proposals the Right Way | Exclusive Offer from AppSumo

appsumo.com • 1 min read



24 • 48 comments

Source: [Sales for Nerds](#)

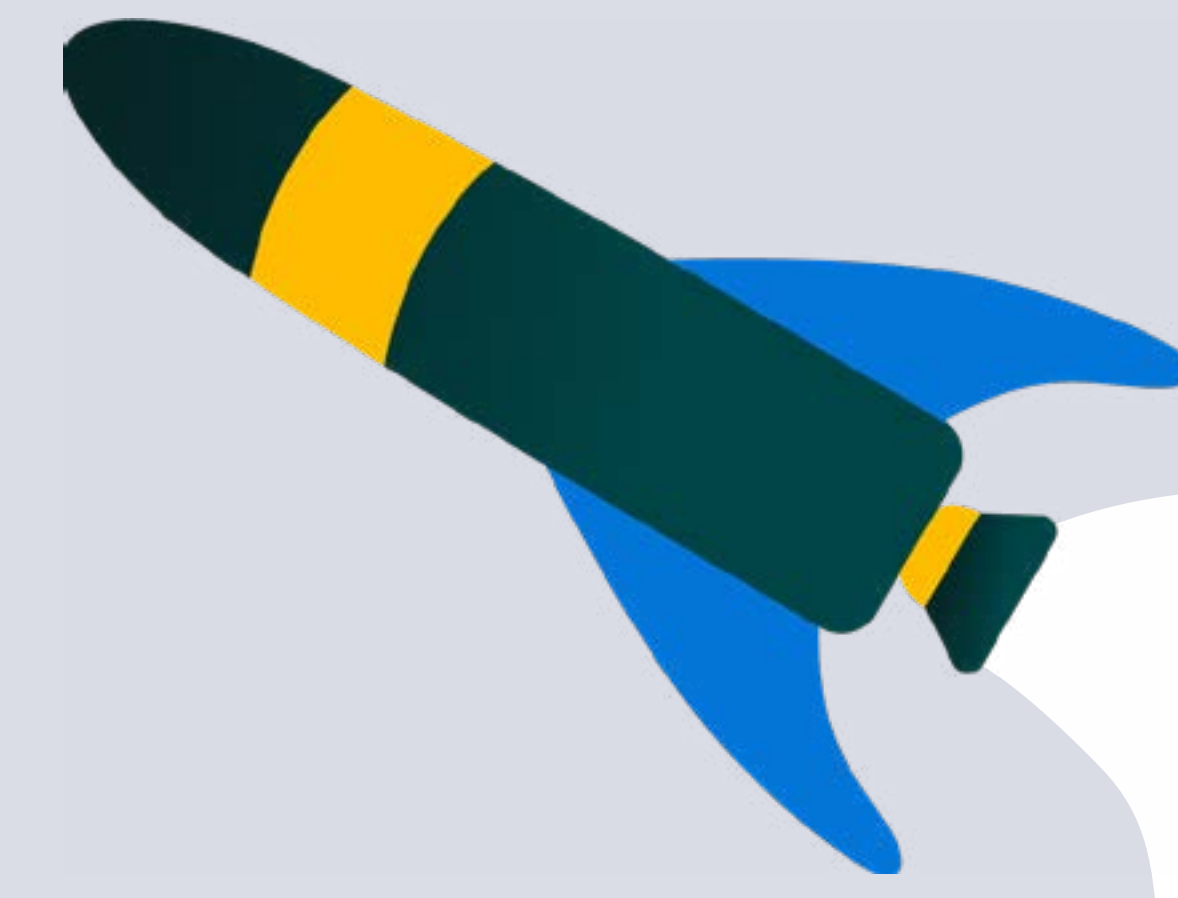
Template for requesting reviews



Hello there,

Thanks again for choosing [your company name]. We'd like to hear about your experience! Please leave us a review, so we can use it to improve our customer satisfaction and product. We encourage honest reviews and welcome all feedback.
[insert deal page link]

Hoping to see more tacos sent our way!



Launch email template



Option 2 (without incentive):

Our product is now live on AppSumo!

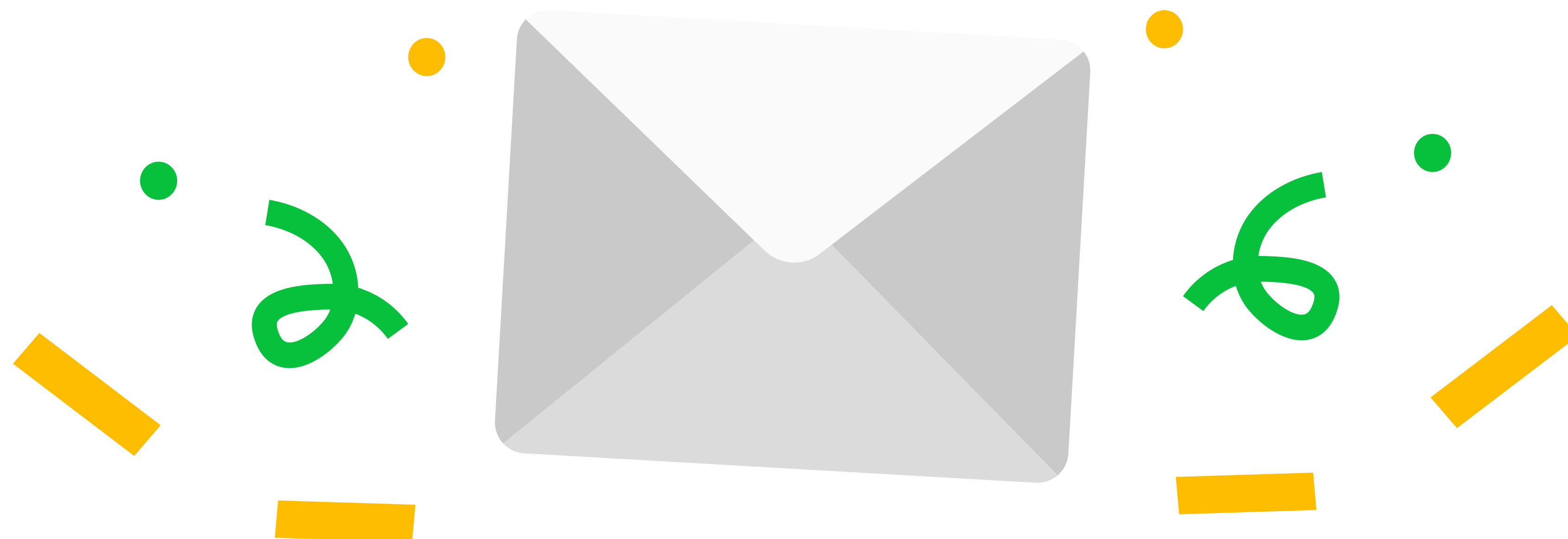
AppSumo is the #1 marketplace for entrepreneurs and we have listed our product
HERE: (Insert deal page URL)

Check us out, try out our product, and leave us an honest review!

We want to grow and improve our product, and we can't do that without your help!

Cheers!

[Insert name]





Template for requesting a review through your Support Team



Hey [NAME]!

If you've found our Support Team helpful and you're loving how our product/course has helped your business, please let the AppSumo community know by leaving us a review on our AppSumo deal page: [link to deal page here]

We love getting feedback and improving our product for our customers!

Respond to a bad review template



Thank you for leaving us your honest feedback! This is helpful to know and important for us to improve our product. [Offer additional solutions to the customer's problem or any further insight into the product where the customer might be missing information.] We appreciate your support and hope we can do better to meet your needs going forward.