🚀 Launch Your Online Store

🎯 Learning Goal

By the end of this lesson, you'll know how to **upload and sell your first product or service online**—whether it's a digital download, a coaching call, or a template pack.

This is the moment your idea officially goes from "just an idea" → to a **real product in the market**.

🛠️ Platforms (Pick One to Start)

✅ **Gumroad** – *Best for creators selling digital products (templates, guides, e-books, videos, music, etc.)*

- Free to start, easy setup, no coding needed
- You just upload your file, set a price, and share your link

✅ **Stan.store** – *Best for coaches, consultants, and service providers*

- Designed for selling calls, coaching sessions, subscriptions, or courses
- Includes booking, payments, and even upsells in one simple link

👉 Don't overthink which platform to start with—**just pick one** that fits your offer and get it live today.

🧠 Step 1: Upload Your Offer

When you add your product, you'll need four essentials:

1. **Title**

   - Keep it clear, simple, and attractive.
   - Example: Instead of *"Resume Templates"*, say *"Job-Winning Resume Template Pack (ATS-Friendly)"*.
2. **Description** *(Use this formula: Problem → Solution → Benefit)*

   - **Problem**: What struggle is your audience facing?
   - **Solution**: How does your product/service fix it?
   - **Benefit**: What transformation or result will they get?

3. ✍️ Example:
    Struggling to land interviews? Most resumes get rejected by Applicant Tracking Systems (ATS). That's why I created this Resume Template Pack—designed to be ATS-friendly and recruiter-approved. With these templates, you'll finally stand out and get more interview calls.

4. **Cover Image**

   ○ First impressions matter!
   ○ Use **Canva** (free tool) to design a clean, professional cover image.
   ○ Keep text large, highlight what's inside ("Includes 5 Templates" / "Step-by-Step Guide").

5. **Price**

   ○ Start simple: **$5–$20** works best for beginners.
   ○ Tip: Lower prices encourage more buyers → which means more testimonials and traction.

📊 Step 2: Add Extras (Boost Sales & Growth)

Think of these as small tweaks that can **double your sales and build your audience faster**:

- 🎟️ **Discount Codes**

  ○ Create a coupon code for launches ("WELCOME10" for 10% off).
  ○ Makes people feel they're getting a deal.

- 🎁 **Freebie (Lead Magnet)**

  ○ Always offer *something free*.
  ○ Example: a checklist, a mini-guide, or one free template.
  ○ Collect emails so you can promote your paid offers later.

- 📦 **Bundles**

  ○ Combine 2–3 small products → sell them as a pack.
  ○ Example: Resume Templates + LinkedIn Headline Guide = Higher value for customer, more $$ for you.

💡 Case Study: Alex's First Sale

Alex created a **Resume Template Pack**.

- He uploaded it to Gumroad with a clean cover image.

- Wrote a description focused on the pain (rejections) → solution (ATS-friendly) → benefit (more interviews).
- Priced it at $12.
- Promoted it on LinkedIn by sharing his own job-hunting story.

👉 Result? **$200 in sales in just the first week**—all from one simple product and one platform.

📝 Student Task

Today's action step:

1. Pick your platform (**Gumroad** or **Stan.store**)
2. Upload your first product/service
3. Add a clear description + cover image
4. Set a starter price ($5–$20)

Don't aim for perfect—aim for **published**. 🚀

✅ Checklist

☐ I uploaded my first product/service
☐ I set a price
☐ I created a simple cover image

⚡ Pro Tips

- Always include **at least one freebie** → builds trust, grows your email list, and makes your first sales easier.
- Keep improving your product after launch (add bonuses, update design, etc.).
- Remember: *Your first product is not your last product.* This is just the start!

👉 Next time you log in, your product should be live. Even if it's small—**your online store will officially exist.**