

Fast Track Guide: Setting Up Your Gumroad Shop Checklist

In this workbook, we will reviewing the steps you need to take to set up a website in Gumroad so you can have an online presence and get ready to sell your products and services there.

OPEN YOUR ACCOUNT

I created this account by:

- ☐ Connecting with my business Facebook page.
- ☐ Connecting with my business Twitter account.
- ☐ Adding my email and a password.

I considered a variety of name options before I chose a username, which will be the name of my shop, including:

- ☐ My name
- ☐ My business name
- ☐ A niche related or broad topic term
- ☐ A combination of two or more of these

There are two email address types that I need to provide when using the free account. The first is my account login/private notification email address. The second is a business/support email address, which will appear on all communications with my customers.

- ☐ I have chosen my notification email address.
 - ☐ I understand that if I do not add a business/support email address, my login/notification email will be used and shown to customers.
- ☐ I have selected and added an appropriate business/support email address that is:
 - ☐ Short and easy to remember
 - ☐ Looks professional
 - ☐ Easily recognized by my audience, as coming from me/my business
 - ☐ Associated with a specific “department” such as “support@me.com,” when possible.
- ☐ I understand that an upgraded account is needed to use the support messaging option and will cost \$10 per month.
- ☐ I set the language, time zone and currency, for example, US dollars. I understand I can’t change the currency once it’s set.
- ☐ I have set my sales tax based on my individual business situation and location.
 - ☐ I understand that Gumroad does not automatically add tax to digital products. I am responsible for identifying, calculating, and collecting those from within my account settings.
 - ☐ I have checked with a tax professional regarding my tax obligations and the amount I should charge.
 - ☐ I have set the sales tax for the state/s where I have nexus (do business or have a presence) according to my state laws.

Decide if you would like to be included in Gumroad Discover. Discover will recommend your products to people who have just purchased similar products. Products purchased by new customers through Gumroad Discover participation will incur an additional 10% fee per transaction.

- ☐ I WILL use the Discover option and will be charged:
 - ☐ Free Account with Discover: 18.5% + \$0.30 per sale
 - ☐ Paid Account with Discover: 13.5% + \$0.30 per sale
- ☐ I will NOT use the Discover option and will be charged:
 - ☐ Free Account No Discover: 8.5% + \$0.30 per sale
 - ☐ Paid Account No Discover: 3.5% + \$0.30 per sale
- ☐ I have saved and updated my account details.
- ☐ I have confirmed my account from the confirmation email.
- ☐ I have told Gumroad more about my business so they can send customized help messages.

SET UP YOUR PROFILE

- ☐ I have chosen my template style.
- ☐ I have set my profile picture.
- ☐ I have added my company details.
- ☐ I have connected my Gumroad account to Facebook and/or Twitter.
- ☐ I have created a Follow form to keep everyone up to date.
- ☐ I have invited people to subscribe to my email marketing list.
- ☐ I have added myself to the subscriber list to make sure it works.

CONFIGURE YOUR ACCOUNT

I have switched to the Buying view ...

- ☐ Confirmed my language choice
 - ☐ Selected my email.
- This allows me to buy items on Gumroad as well.

I have switched back to the Selling view and have...

- ☐ Filled out the entire Payout tab to make sure I get paid for my products and services.
- ☐ Filled in the Advanced settings tab, as needed or if I have upgraded my account.

I have decided to enlist the help of affiliates and have...

- ☐ Enrolled affiliates to sell my products in exchange for a commission.
- ☐ Set the products they are allowed to sell.
- ☐ Set the affiliate commission.

I have sent Invites to people I know well and think might benefit from selling their products on a Gumroad shop/store. I have emailed the people that fall into one of these groups:

- ☐ Writers/Content providers
- ☐ Book authors
- ☐ Software Developers
- ☐ Designers
- ☐ Musicians

- ☐ Artists
- ☐ Teachers
- ☐ Filmmakers
- ☐ Other creative/talented people

Resources:

1. [BlueHost](#): hosting your domain, professional email and WordPress blog.
2. [Aweber autoresponder](#): for your professional autoresponder.
3. [The Conversion Pros](#): for all of your professional marketing tools
4. [My Best Lead Sources](#): These are all proven to work to build your list and make sales (if you are good to them of course.)
5. [Resell Rights Weekly](#) is a great source for PLR material from which you can create your own products. Highly recommended source!