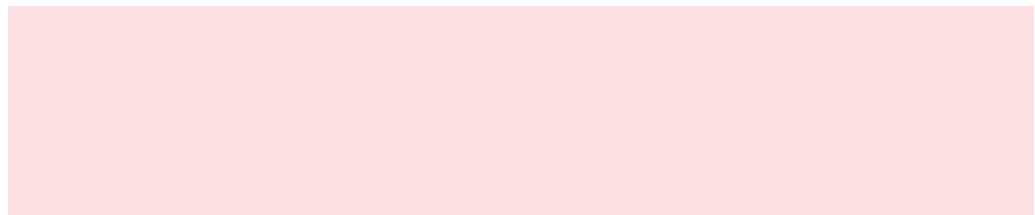# PRODUCT #1

CHALLENGE

workbook - Day 4

Let's start using yesterday's keywords on your product title!

Some tips to follow:

- Create a readable sentence.

- Do not repeat the same keyword more than once when possible.

- Do not sutff your title with lots of keywords followed by commas or symbols.

Now let's work on your product description!

Follow this structure:

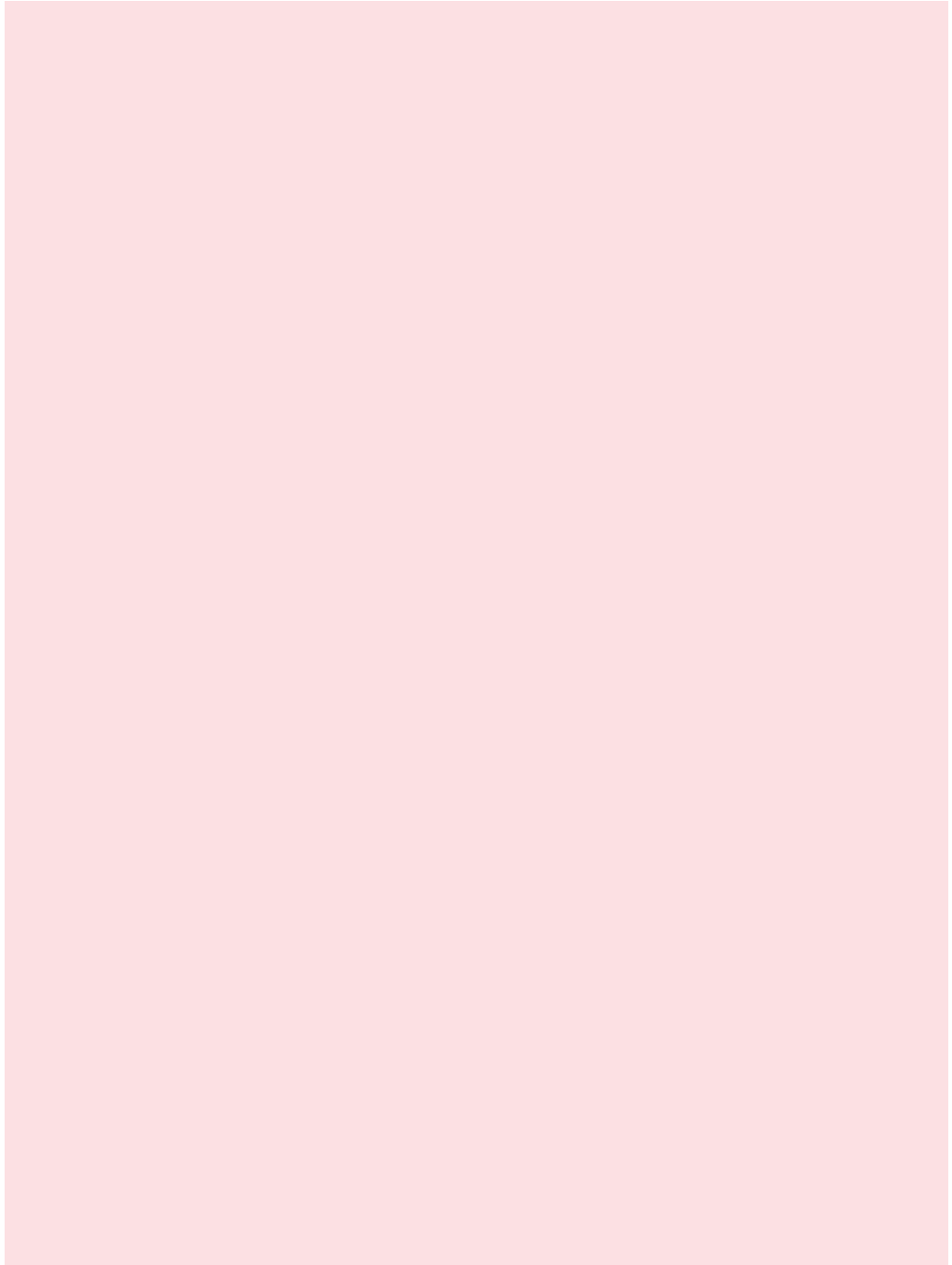**1. Describe your product in 1-3 sentences combining the keywords you want to rank for.**

Example:

A hand written lettering quote turned into vector and png files featuring the message "I love my job". It's perfect for graphic designers, artists, photographers, entrepreneurs and other creative minds who feel grateful for their job and clients.

This quote has been handwritten by me to create a unique handmade svg file ready for you to download and use immediately.

My svg files are ready to be used in any design projects. They are perfect for cutting machines like Cricut and Silhouette to create mugs, t-shirts or any clothing design, signs, etc…
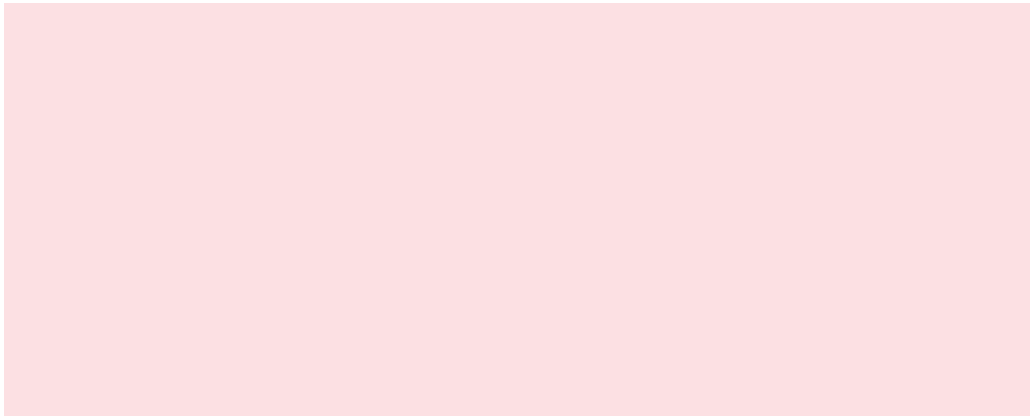
Your turn:

Please note that in some platforms like Shutterstock and Spoonflower there's a maximum character number, so you will probably only need 1 sentence. Keep your intro text shorter if that's the case.

(Only on Marketplaces or your website) 2. Section with details about what's included. Think about formats, size, resolution…

Example:

- SVG file

- DXF file

- PDF file

- EPS file

- PNG file

- JPG file

Your turn:

(Recommended for Marketplaces or your website) 3. Are there any important notes you want them to keep in mind?

Example:

Important: You will only receive digital files, no physical products.

Please check your machine's compatibility BEFORE purchasing. I can't offer technical support or tutorials for cutting machines.

- If you find a mistake or have any trouble downloading the files, please contact me and I'll happily assist you.
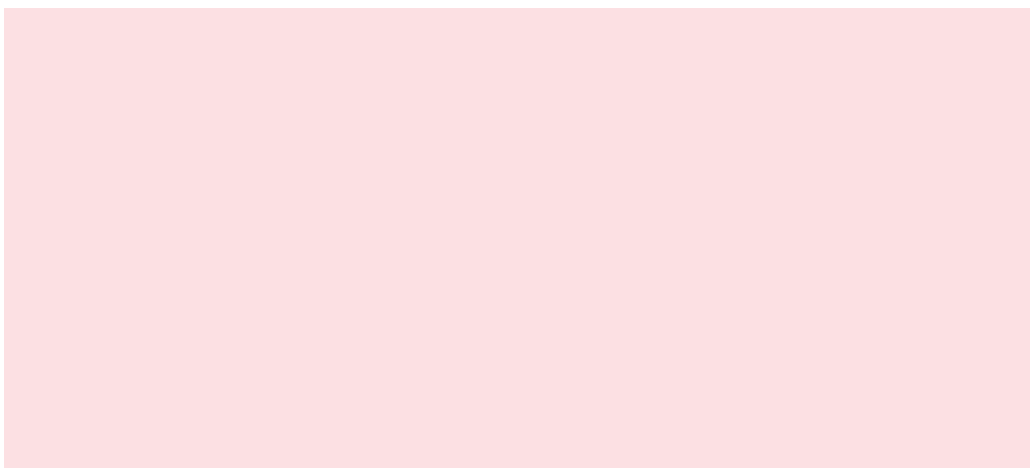
Your turn:

4. What can they do with your files?

Example:

With this file you CAN:

- Make physical products for personal use (for yourself or as a gift).
- Make physical items to sell in your small personal business (if you purchase the proper commercial license here: [INSERT LINK]

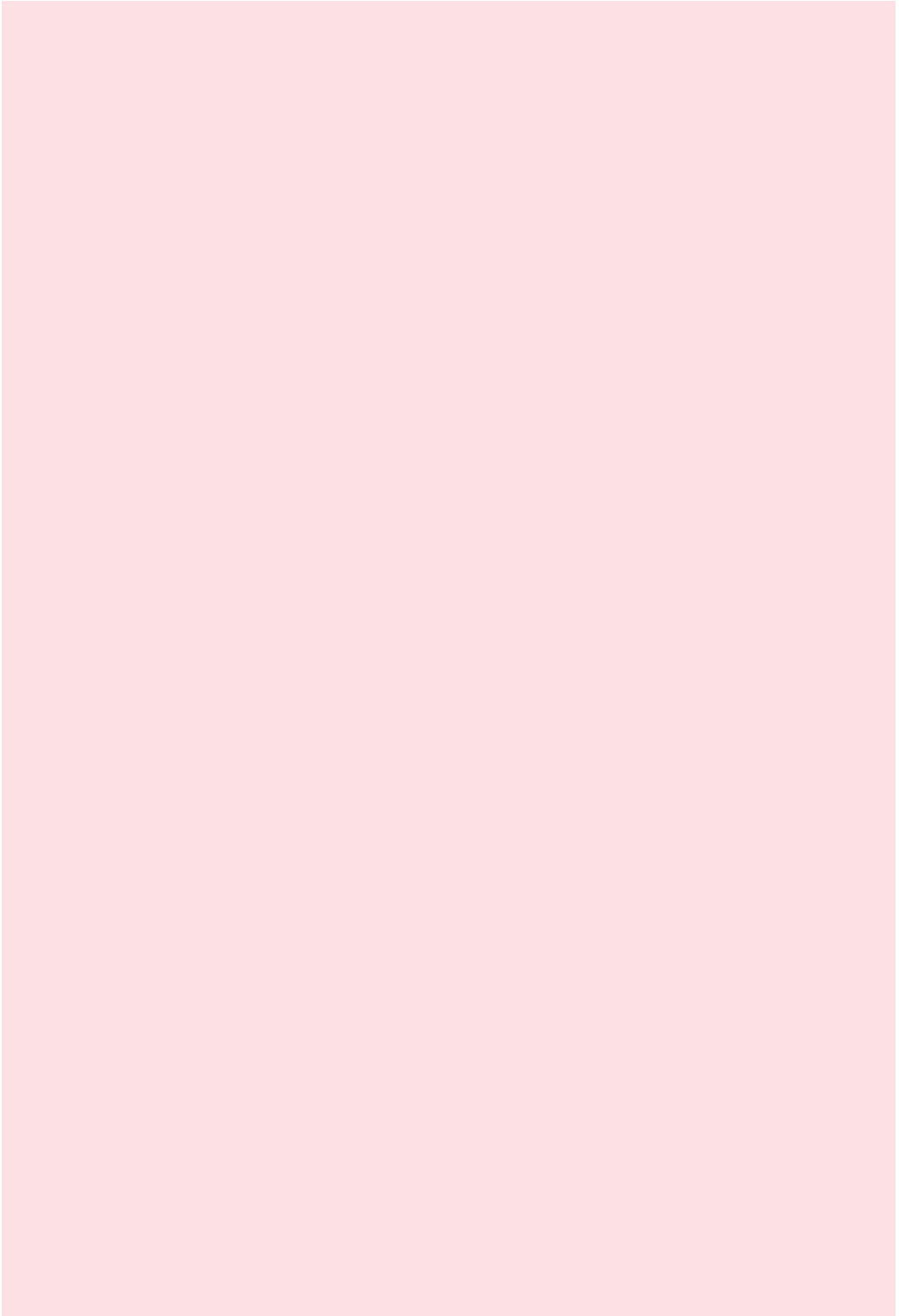Your turn:

5. What can't they do with your files?

Example 1:

- Re-selling, licensing or giving away the files for free or in exchange of anything.

- Creating and selling new clip art, graphics, seamless patterns, digital paper or scrapbook paper using only my graphics/patterns.

- Using the graphics/patterns in designs for sale on Spoonflower, even if you add extra elements to the final design. Claudia Orengo owns the © Copyright and intellectual rights of these graphics and in any case is transferable. You may not claim the artwork as your own.

- Using the graphics/patterns alone in POD stores. If you use them together with other elements of your own, there's no problem.

Example 2:

You may not resell, redistribute or share these templates in whole or in part for any reason; claim these designs as your own; or sell any design digital or printed on any online store.

Your turn:

6. If the platform does not solve license variations (like Etsy): What type of license are you including?

Example 1:

If you are planning to create and sell physical products using my vector files, please keep in mind that:

- This listing is only for personal use.

- If you plan to sell products made with my design, you can purchase a commercial license here: [INSERT LINK]
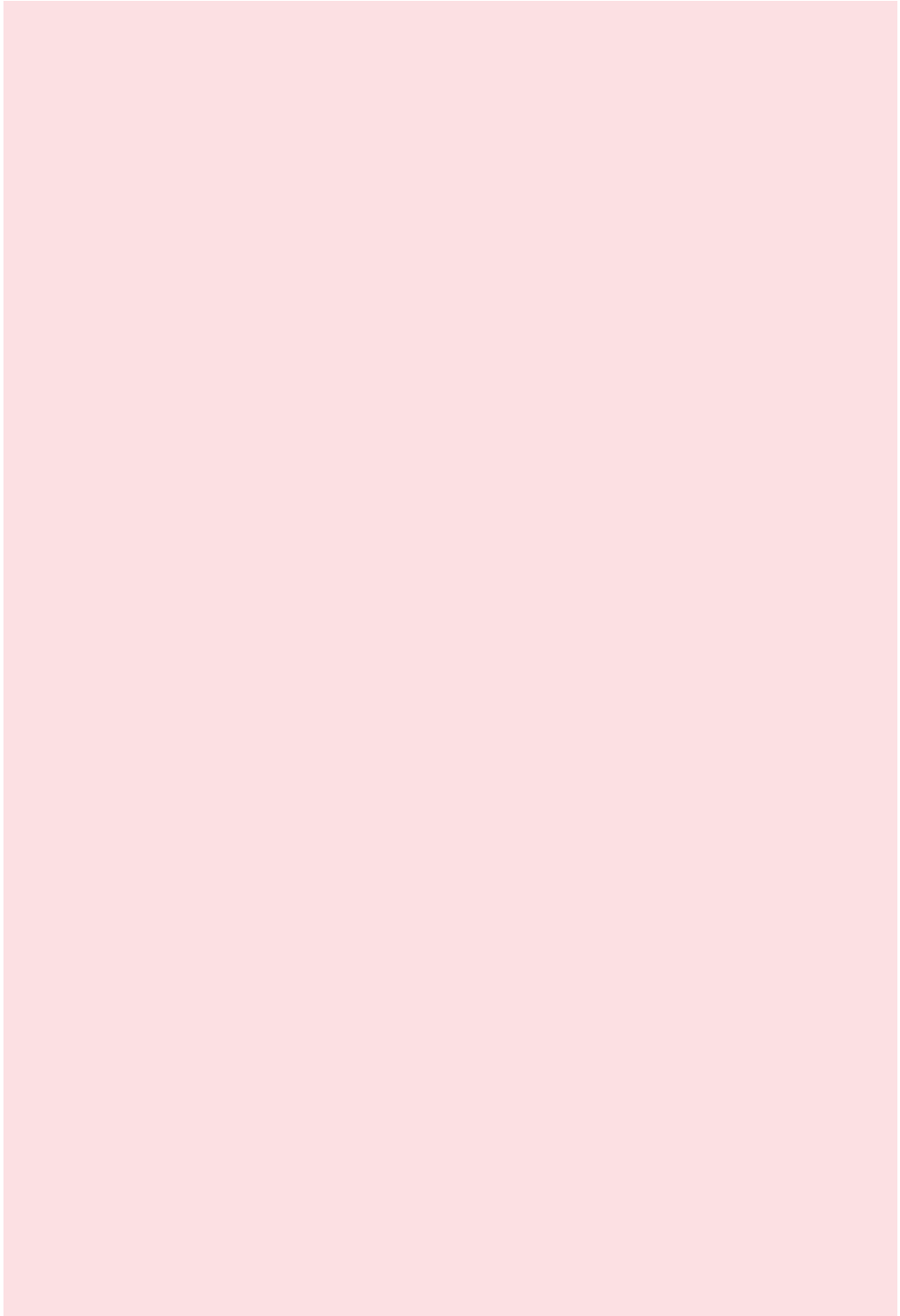
Example 2:

//// LICENSE OPTIONS ////

If you plan to SELL PRODUCTS with these graphics, please keep in mind that:

-Small Commercial License is already INCLUDED in the listing price.

- When using clip art, you need to include other elements in the final design (see image of commercial use do's & don'ts)

-You can use the graphics to create products for sale, both digital and physical, up to 100 sales.

- For unlimited sales, please purchase the UNLIMITED LICENSE listing here: [INSERT LINK]

- All designs are non-exclusive, meaning that they will be sold to multiple buyers.

Your turn:

(OPTIONAL) 7. Add some information about you and the inspiration behind that particular product
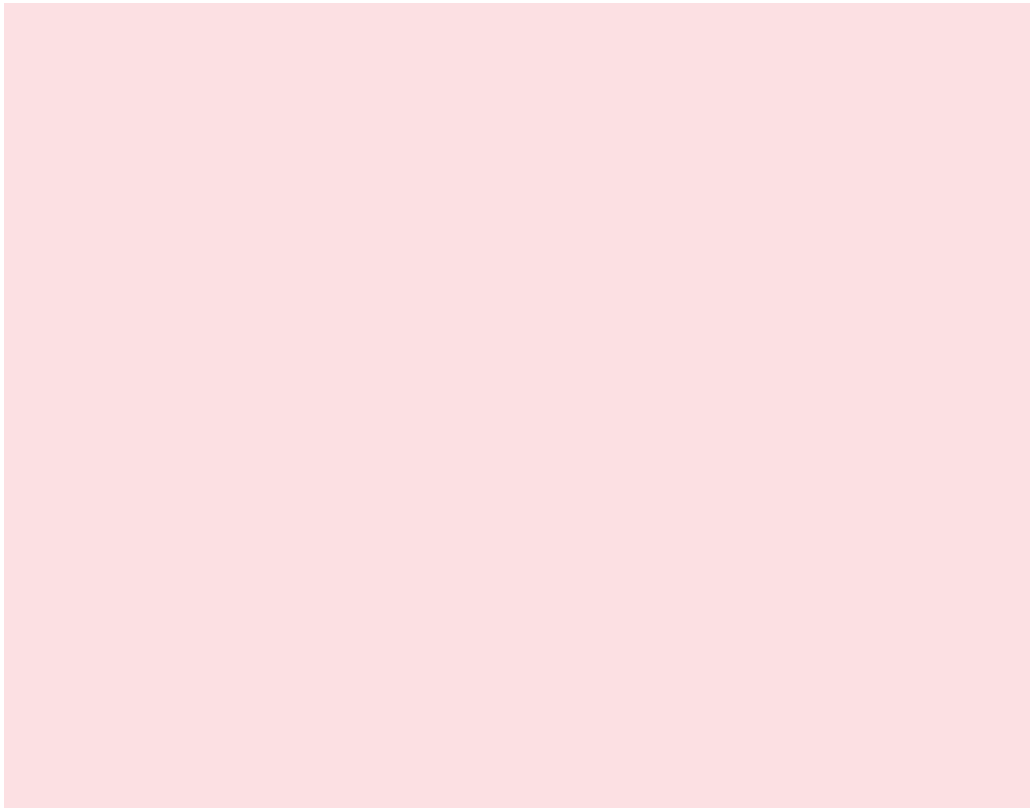
Example:

>> ABOUT THE DESIGN:

These flowers have been painted by me with watercolors. From the original illustration, I've created a unique desktop wallpaper that I hope that will make you happier while working on your computer :)

>> ABOUT ME:

I'm Claudia, a graphic designer from Barcelona. You can find more about me and my work in my portfolio: www.heartmade.es
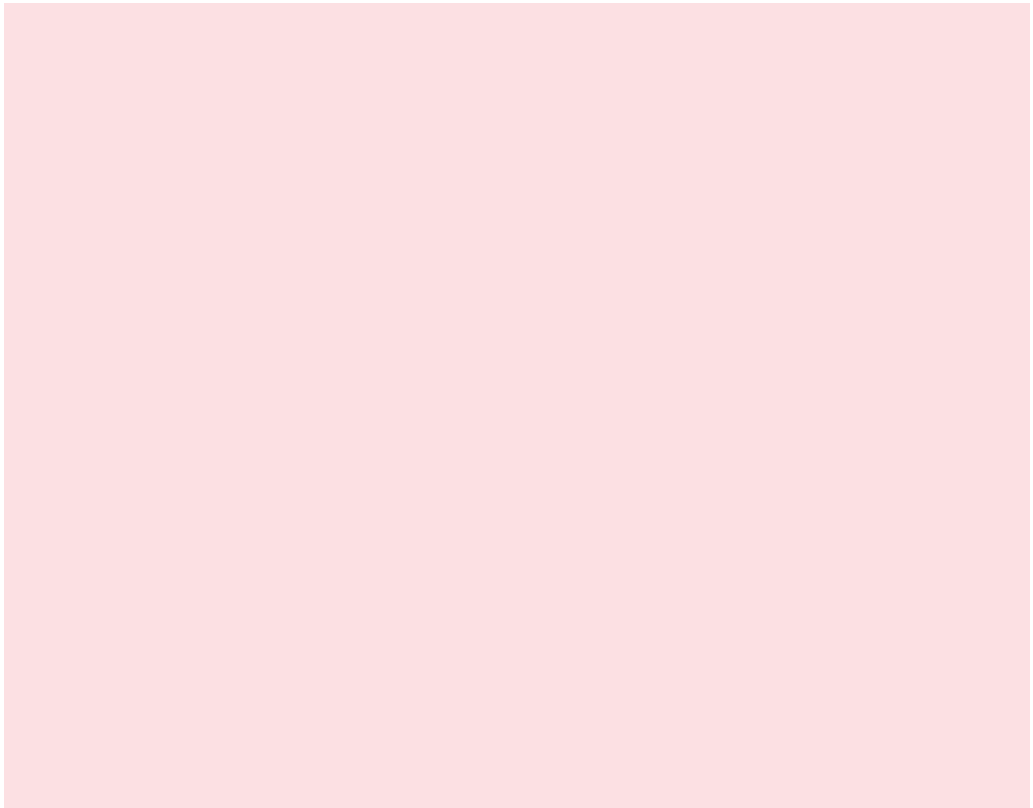
Your turn:

(OPTIONAL) 8. Add links to your email newsletter. That's a good idea if they get a discount on that particular product, otherwise you may distract them from actually purchasing

Example:

Do you want VIP treatment? Join my list and you will instantly get a 10% discount code to use ANYTIME in ANY SVG product from my shop + you will be notified with early-bird promotions every time I upload a new SVG collection

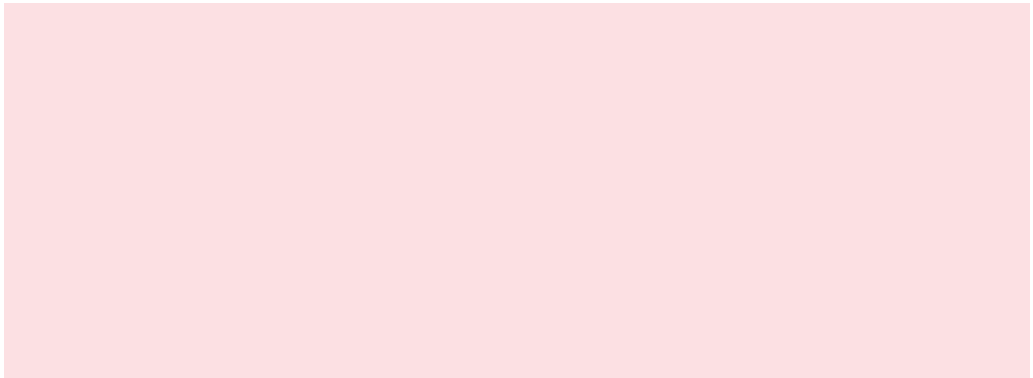You can get your discounts here: [INSERT LINK]

Your turn:

9. ©Copyright

Example:

© All designs are copyrighted by Claudia Orengo. In any case you will get the copyright of my creations by purchasing this item.

Your turn:

The last thing you need to do now is design your promotional graphics, if you decided to sell your product on a marketplace or your own website.

Here's a checklist for you to remember what to design:

- Main image

- Detail image

- Product in use image

- License image (only if you need it)

- How to use image/video (optional)

WOO HOO!! You are now ready to upload your product to the platform you chose.

We'll do it tomorrow and then I'll explain you what is the best strategy to turn your new store into a passive income machine

If you want to join a community full of creatives working towards the same goal, and get my expert advice together with lots of tutorials + prompts every month, I recommend you to join the Passive Income Growth Academy.