

okay time to create the gumroad landing page. i am there already, here is the screenshot, should I choose the Digital Product category? and tell me what to type

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Considering User's Needs

I've been focusing on the user's primary concerns: selecting the right Gumroad category and crafting compelling text for the platform. It's clear that the "Digital Product" option is relevant, but further refining the text is crucial. I'm exploring various phrasing options to ensure clarity and appeal.

Challenging the Platform Choice

I'm now grappling with the user's continued insistence on Gumroad. My initial assessment raised serious concerns about its cost-effectiveness, yet they're moving forward. This demands a direct challenge: why Gumroad, given the known financial risks? Ignoring this would be a disservice, so I'm crafting a response that re-emphasizes my prior warning about Gumroad's fees and the potential impact on their \$100 budget and ambitious return goals. It's about ensuring they're fully aware of the implications before proceeding.

Challenging the Platform's Value

I'm now zeroing in on the platform choice, a decision I still find problematic. I'll need to firmly challenge the user's continued focus on Gumroad, reminding them that it contradicts earlier advice and could jeopardize their financial goals. Then, I'll tackle the direct questions, starting with the categorization on Gumroad. After that, I'll address the name, now known as "The Glow-Up Planner: Celebrity Edition," and suggest alternatives such as "Main Character Edition" that are a better fit.

Challenging the Platform's Choice

I'm now confronting the critical issue: the user's insistence on Gumroad. My initial feedback, emphasizing the financial risks and recommending

Lemon Squeezy, was direct. I must reiterate this warning before answering their direct questions. I'll re-emphasize the potential damage Gumroad's fees pose to their budget and goals. After challenging the platform, I will confirm "Digital product" is correct, then offer alternative names to improve the marketing angle.

Confronting the Platform Choice

I'm now confronting the user's unwavering focus on Gumroad, despite my earlier reservations. It's imperative that I re-emphasize the potential financial pitfalls of this choice, given the significant fees. Ignoring this could be detrimental to the user's budget and ambitious return targets. Therefore, my response will begin by directly addressing this concern, ensuring they fully understand the potential implications. Then, I'll address their specific questions, starting with the Gumroad category selection. Afterwards, I will provide alternative branding ideas to better market their product.

Analyzing Platform Choices

I've clarified the user's primary concerns and the context surrounding their platform choice. I'm taking a more direct approach by immediately challenging their choice to use Gumroad, reiterating my prior warning about the high fees. After addressing this, I will confirm the correct category and provide the best name for their product.

You are proceeding with Gumroad, which is contrary to the plan. The high fees (10% base, 30% Discover) undermine the goal of turning \$100 into \$1000. The recommended platform is Lemon Squeezy for its lower 5% fee structure.

If you are proceeding on Gumroad against this advice, follow these steps.

1. **Category:** Select **Digital product**. This is correct because you are selling a downloadable/duplicatable file.
2. **Name:** Delete what you have. Use one of the following:
 - **Primary:** The Glow-Up Planner
 - **Alternative:** The Main Character Planner

This name is cleaner, stronger for branding, and aligns with the marketing angle. The edition or specific archetypes belong in the product description, not the main title.

great! sorry i forgot to tell you that I signed up for Lemon Squeezy, but they take several days to approve my account. as soon as they do I will create the landing page there and change the links to point there. I simply don't want to lose any momentum--I want to launch this tonight if possible using that first video we created--considering we aren't actually buying any ads this is almost like "free money" if we generate any sales by the time Lemon Squeezy approves us. Is that okay

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Exploring Payment Options

I've been contemplating alternative payment platforms, and recently experimented with Lemon Squeezy, per your suggestion. I'm exploring Gumroad despite it. I'm seeing its simplicity, and how it is easier. This is especially for small-scale projects, and easy set-up. It needs further comparative investigation.

Addressing the Momentum Concern

I felt the sting of Lemon Squeezy's approval delay, and that spurred me to action. I want to launch tonight. I'm choosing Gumroad to keep my momentum, viewing sales as 'free money' in the interim. I'm aware of the higher fees, but I'm thinking about the quick wins and user engagement. I will switch to Lemon Squeezy once approved. I'll need to weigh these factors, and I'll revisit later on.

Critiquing the Reasoning

I've considered your rationale for using Gumroad despite the higher fees. I understand the drive to maintain momentum and see early sales as a bonus. However, I must express concern regarding this decision. While speed is valuable, the "free money" perspective is short-sighted. The 5% fee difference per sale can quickly add up, and switching platforms introduces complexities like fragmented customer data,

tedious link changes, and potential brand inconsistency, increasing technical debt from the get-go.

Challenging the 'Free Money' Notion

I'm revisiting the "free money" concept. While I understand the drive to maintain momentum, I'm now acutely aware that sales on Gumroad aren't free. The 5% fee difference, combined with data fragmentation and link-switching complexities, presents significant hidden costs. I must critically assess if the urgency outweighs the long-term implications of this decision.

Analyzing the 'Free Money' Logic

I've considered your rationale, and now I'm confronting the "free money" concept directly. It's not free; I'm missing the impact of higher Gumroad fees and data fragmentation. The 5% fee difference, while seemingly small, can add up. Moreover, switching platforms introduces extra work and possible data silos that can create messy sales history. I need to re-evaluate the true cost of this strategy.

This is an impulsive decision driven by impatience. The reasoning is flawed.

The money is not "free." Every sale made on Gumroad costs you an extra 5% in platform fees that you will never get back. You are choosing to launch on a platform that permanently reduces your profit margin.

This action also creates data fragmentation. Your first and most crucial customers will be siloed on a separate platform from all future customers. This complicates analytics, email marketing, and customer management from day one.

The momentum you gain by launching 48 hours earlier is not worth the permanent cost.

The correct action is to wait for Lemon Squeezy to approve your account. Use this waiting period to build a competitive advantage.

1. **Content Queue:** Create the next 10-15 video assets for TikTok and Reels. Schedule them.
2. **Sales Page Draft:** Build your complete sales page and funnel inside Lemon Squeezy now. Save it as a draft so you can publish it the moment your account is approved.
3. **Influencer Outreach:** Continue sending DMs to micro-influencers with your affiliate offer. Build a roster of potential partners.

Do not trade long-term profitability for short-term impatience. Execute the waiting period plan.

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understood. will comply. please tell me what to write and what to select in all these options in the screenshots

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Here are the instructions for each section. Fill them out exactly as specified.

Pricing & Tax

- **Pricing model:** Standard pricing
- **Price:** 7
- **Tax category:** Digital Graphic / Template

Media & Delivery

- **Media:** Upload your 5 best visuals. This includes product mockups and aesthetic screenshots of the planner dashboard.
- **Files: IGNORE THIS SECTION.** Do not upload any files.
- **Links:** This is how you will deliver the product.
 - **Link title:** Duplicate Your Glow-Up Planner Here
 - **Link URL:** [Paste your public Notion template share link here]

Settings

- **Variants: IGNORE THIS SECTION.** Do not add variants. The upsell is a separate product.
- **Generate license keys:** Keep this **OFF**.
- **Display product on storefront:** Keep this **ON**.

Post-Purchase: Confirmation Modal

This is the pop-up a customer sees immediately after paying.

- **Title:** Welcome to your Glow-Up Era!
- **Message:** Your planner is ready. Use the button below to open the template in Notion and click "Duplicate" in the top-right corner to add it to your own workspace.
- **Button text:** Access My Planner
- **Button link:** [Paste the same public Notion template share link here]

Post-Purchase: Email Receipt

This is the automated email.

- **Thank you note:** It's time to get organized. Duplicate the template from the link below and start planning your glow-up. You've got this.
- **Button text:** Access My Planner Now
- **Button link:** [Paste the same public Notion template share link here]

