

Listing Copy Quick Audit

JERICCO PDF-first digital product

A one-page lead magnet for tightening a digital product listing before it goes live.

Price position: Free.

Audience: Etsy sellers, Gumroad makers, Payhip creators, and solo operators in US, UK, CA, AU, and EU markets.

What this is

Use this before publishing a product page. It checks the buyer, promise, preview, objections, and next click so the listing does not ask strangers to guess why the PDF matters.

How to use it

Open the PDF. Print it or save it to your device. Fill one section at a time. Keep the first pass rough. The value comes from making a decision, not making the worksheet pretty.

Buyer line

- Name the buyer in plain language.
- Write the phrase they might search for.
- Cut any audience that would need a different product.

Promise line

- State the small useful outcome in one sentence.
- Avoid broad income, lifestyle, health, legal, or tax claims.
- Make the promise specific enough for a checkout button.

Preview line

- Show what the PDF covers without giving away the full paid file.
- List the pages or sections a buyer can expect.
- Keep any paid worksheet pages inside checkout delivery only.

Next click

- Choose one action: download, join the email list, or buy the PDF.
- Remove extra links from the first screen.
- Record the listing URL and review it after the first traffic test.

Worksheet

Use the lines below for the first pass.

- Buyer: _____
- Search phrase: _____

- Pain: _____
- Promise: _____
- Preview: _____
- Objection: _____
- CTA: _____
- Review metric: _____

Support note

This is a digital download. No physical item is shipped. The PDF is the main buyer file. The ZIP is included only where a marketplace needs a bundle or source archive.

Safety note

This product gives organization prompts only. It does not provide legal, tax, medical, or investment advice.

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