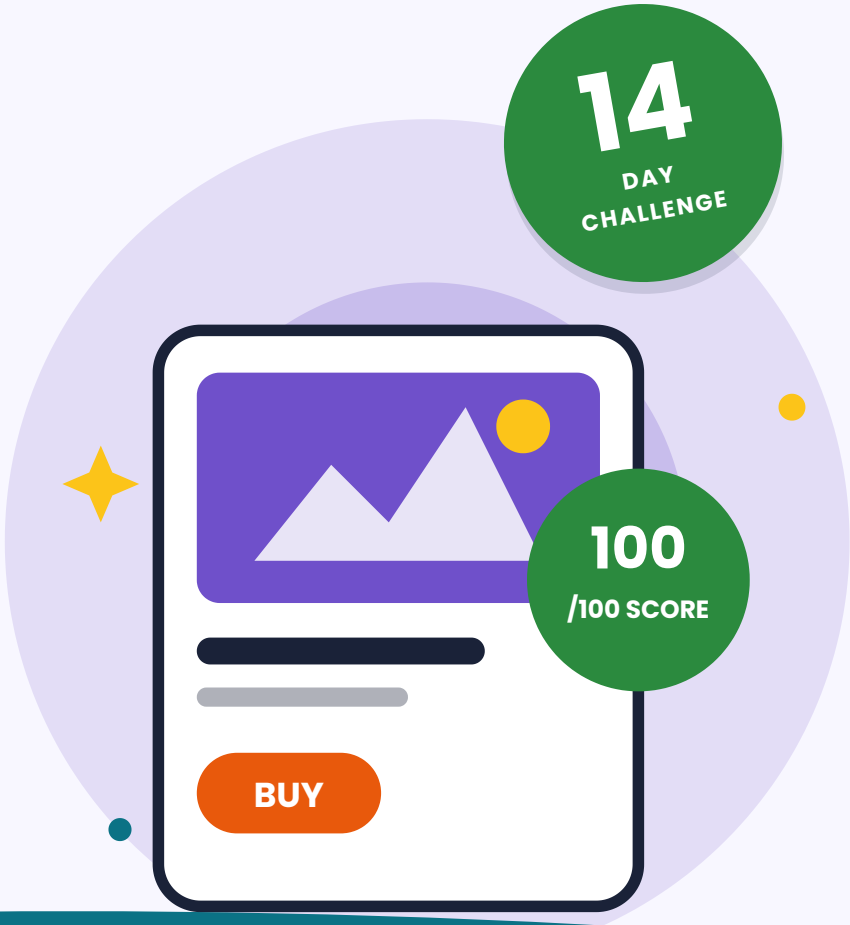
THE MARKETPLACE WORKBOOK

The Getly Seller Playbook

Turn a digital product into a 100/100 listing, launch it with your own traffic, and get paid in stablecoins, in 14 focused days



Nov 2026 data · 100 AI prompts · $0 toolkit

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Data	Best-Seller Snapshot + What It Means
Score	The 100/100 Listing Score Map
Money	Net-Per-Sale Math + Payout Calendar
Templates	Listing Templates That Score
Prompts	Power Prompt Formula + 100 AI Prompts
Free Tools	Your $0 Seller Toolkit
ChatGPT	Pro Prompts for Free ChatGPT
Learn Free	Free Courses, Channels + Your Language
Success Kit	10 Tips, If–Then Plans
Planning	Launch Calendar, Finish Line
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Most listings fail quietly: thin pages, wrong price, no traffic. You need **one product people already buy, one complete listing and ten first buyers you bring yourself.** This workbook walks you there, step by step.

THE CHALLENGE AT A GLANCE

Research. List. Launch. Grow.

PHASE 1 · RESEARCH
Days 1–3

- Read the best-seller data
- Pick your product angle
- Set your price

PHASE 2 · LIST
Days 4–7

- Title, short text, tags
- Description that scores
- 5 images + preview

PHASE 3 · LAUNCH
Days 8–11

- Submit and go live
- Your own-traffic link
- First 10 buyers

PHASE 4 · GROW
Days 12–14

- Read your numbers
- Bundle and free magnet
- Next product plan

The only rule: be honest on the page, complete in every field, and bring your first buyers yourself.

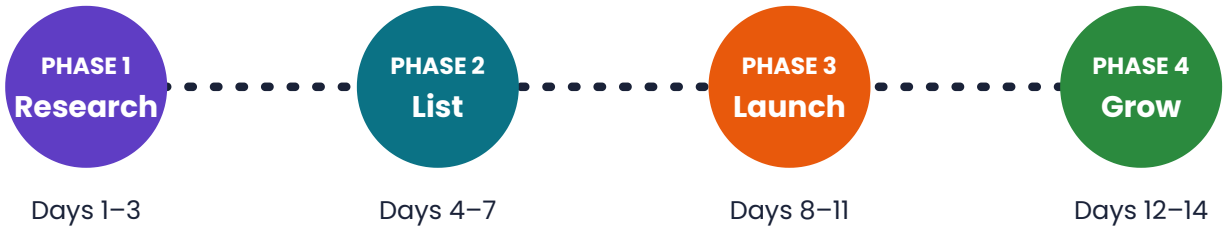
Facts change. Platform numbers in this book were checked in November 2026. Always confirm fees, payout rules and limits in your seller dashboard before you rely on them.

Printing this book? Print it all, or just the Fact Sheet, Score Map, Listing Templates, Prompt Library, Free Tools, Planning Pages, Tracker and Worksheets. The *Print Edition* uses less ink; the *Phone Edition* reads without zooming.

How This Playbook Works

You made a digital product. You uploaded it. Then nothing happened: a few views, no sales, and no idea what to fix. That is the normal first month on any marketplace, and it is fixable.

This playbook is built on two things you won't find together anywhere else: **a data snapshot of what actually sells on Getly (checked November 2026)** and **a field-by-field map of the listing score, recorded while listing a real product from blank form to "Pending review".** In 14 days you'll pick an angle that sells, build a 100/100 listing, launch it with your own traffic and plan your next product.



Your 14-day path: research what sells, build a 100/100 listing, launch it, then grow.

- **Part 1 (10 minutes):** why most listings stay silent, and the rule that fixes it.
- **Part 2 (10 minutes):** your 4 tools: Research, List, Launch, Grow.
- **Days 1–14:** one card a day, about 30–45 minutes.
- **Reference chapters:** Fact Sheet, Best-Seller Snapshot, Score Map, money math, templates, 100 prompts and a $0 toolkit.

Three promises

1. **Real data, dated.** Every platform number says when it was checked, so you know what to re-confirm.
2. **Free first.** Every step works with free tools. You pay nothing to list.
3. **Honest selling.** No fake reviews, no invented "was" prices, no claims your file can't back up.

INTRODUCTION

Zero Views to First Payout

This story is a composite. Names and details are invented, but the steps are the ones in this book.

Sami made a neat 20-page budgeting workbook and uploaded it with a one-line description, one image and no tags. Two weeks later: 9 views, 0 sales.

He changed four things. He checked what was already selling and saw that buyers rewarded specific, practical workbooks. He rewrote the listing until every field was complete and the score bar hit 100. He added a free 6-page preview. And instead of waiting for the marketplace, he shared his personal store link with a small group he already helped every week.

The first sale came on day 3 of the launch. The tenth came in week three. "The product barely changed," he said. "The page and the traffic did."

The numbers behind this book

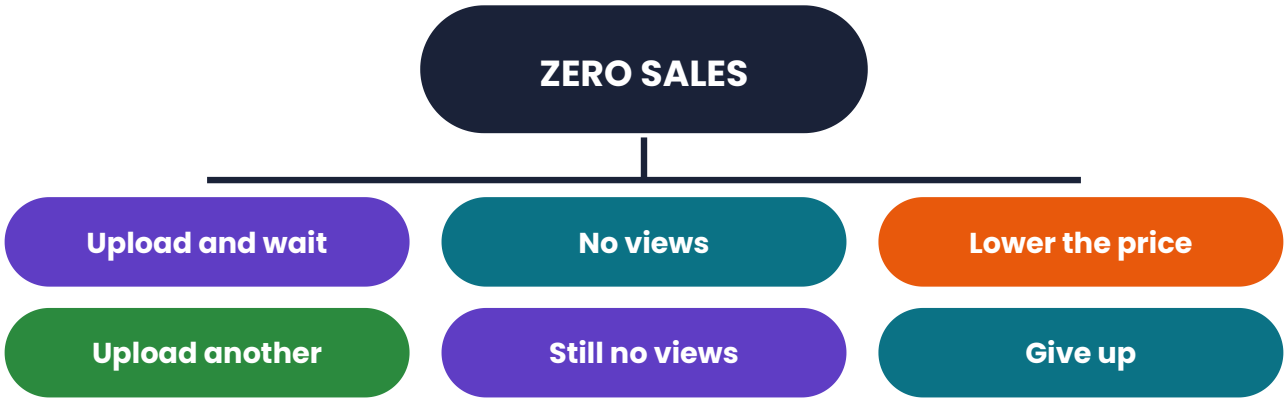
24	9	90%
best sellers analysed by category, price and model	listing-score fields mapped, worth 100 points	what you keep on sales from your own traffic

You don't need a big audience. You need **one product people already buy, one complete listing and ten first buyers you bring yourself.**

PART 1

Why Most Listings Stay Silent

A marketplace shows buyers what already looks trustworthy and complete. A new listing with thin text, one image and zero sales gives it nothing to work with.



The silent-store loop. Data, a complete listing and your own traffic break it.

The 8 mistakes that keep a store silent

1. **Guessing the product.** Check what sells first; don't build in the dark.
2. **Vague titles.** "Ultimate Guide" says nothing. Say who it's for and what they get.
3. **Thin descriptions.** Buyers can't open your file. The page is the product until they pay.
4. **Missing facts.** Formats, page counts and file sizes answer half of buyer questions.
5. **Fewer than 4 images.** Images carry a quarter of the listing score, and most of the trust.
6. **Waiting for the marketplace.** Your first buyers usually come from your own link.
7. **Cutting the price first.** Fix the page before you touch the price.
8. **One product only.** Stores grow with bundles, magnets and product two.

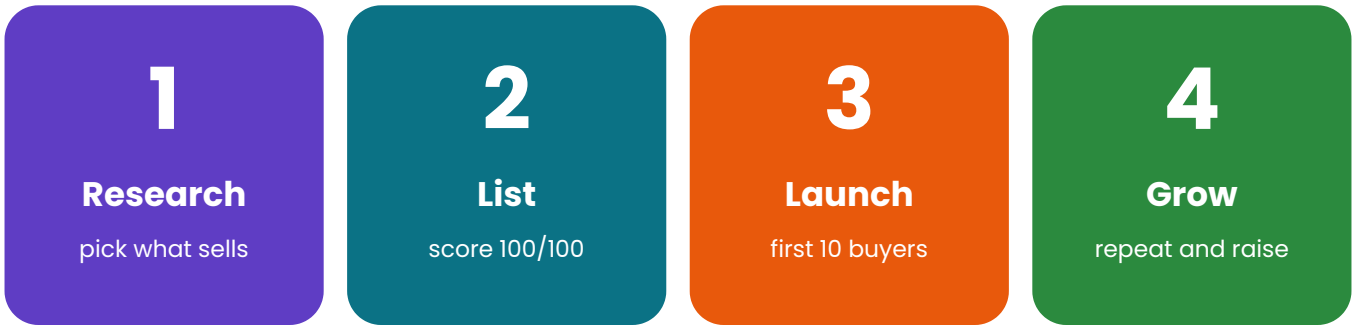
The one rule: Proof, Page, People

A listing sells when it has **Proof** (people already buy this kind of product), a complete **Page** (every field filled honestly) and **People** (buyers you bring yourself while the marketplace learns to trust you).

> "My product is for **[who]**, who want **[result]**. Proof it sells: **[data]**. My first 10 buyers will come from **[where]**."

PART 2

Your 4 Tools



1. Research: pick what sells

Use the Best-Seller Snapshot and the store's own pages to choose a product angle, a format and a price band with proof behind them.

2. List: score 100/100

The listing form scores nine fields. The Score Map shows exactly what each needs, so you never publish a half-empty page.

3. Launch: your first 10 buyers

Your personal store link turns your own audience into sales at the lowest commission. Ten honest buyers make the next hundred easier.

4. Grow: repeat and raise

Read your numbers, add a free magnet and a bundle, translate, then plan the next product.

PHASE 1

Research

Days 1–3

In this phase you study what sells, choose your angle and set a price with proof behind it.

DAY 1

Read the Data

TODAY Read the Best-Seller Snapshot chapter. Open Best Sellers, Trending and your category. Note 5 products like yours with prices and numbers, then run prompt 1.

☐ Done Date: _____

DAY 2

Choose Your Angle

TODAY Fill in the Proof, Page, People sentence: one buyer, one result. "Budget workbook" becomes "Freelancer cash-flow workbook." Prompt 11 helps.

☐ Done Date: _____

DAY 3

Set Your Price

TODAY Choose a price inside your examples' band. Write your net per sale at 90% and 80%.

CELEBRATE proof, buyer and price: done.



Phase 1 complete!
Color me in.

☐ Done Date: _____

The Prompt Library

Copy a prompt, replace the [brackets], paste it into any AI chat assistant. Check every fact and number before it goes on your page.

The 5-part power prompt

1. **Role:** "Act as an experienced digital-product marketer."
2. **Context:** your product, buyer, price and platform.
3. **Task:** exactly what you want, with a number.
4. **Format:** table, bullets, character limit.
5. **Standard:** "Plain English. No hype words. Only claims my file supports."

6 power moves

- **Ask it to interview you first:** "Ask me 5 questions before you write."
- **Feed it real data:** paste your notes from the store pages.
- **Give limits:** "Under 140 characters."
- **Ask for options:** "Give me 5 versions."
- **Make it check itself:** "Which claims can't be verified from my file? Remove them."
- **Save your winners** as templates for the next product.

A. Research (1–10)

1. Here are 5 products similar to mine with prices and numbers: [paste]. Find patterns in topic, price, format and promise.
2. Which of these buyer problems is most urgent and most specific? [list]
3. List 15 questions a buyer of [product type] would ask before paying.
4. Compare my product idea with these competitors and suggest one clear difference: [paste].
5. Suggest 3 price points for [product] based on these examples, with reasons: [paste].
6. What would make [product] worth $[price] to [buyer]? List 10 value adds.

Free Tools for Sellers

Every step in this book can be done for $0. Free plans change often; check each one's current limits. Checked November 2026.

Your $0 toolkit

Job	Free option	Good to know
Writing and ideas	ChatGPT, Gemini, Claude or Copilot (free plans)	Keep prompts in a file so you can switch
Listing images	Canva Free, Affinity (free), Photopea, GIMP	Export 1920×1200 JPG under 5 MB
Preview PDF	PDF24 Tools	Split and merge pages; free
Preview video	CapCut, Clipchamp, DaVinci Resolve	Free exports; check watermark rules
Screen recording	OBS Studio	Free, no watermark
Trend research	Google Trends, Pinterest Trends	Free demand signals
Translation check	DeepL free, Google Translate	Review AI translations by eye
Link in bio	Your store's own Pages	Keeps your own-traffic link in one place
Spreadsheets	Google Sheets, LibreOffice	For your Sales Log

Paid tool vs free swap

INSTEAD OF PAYING FOR
a paid mockup service

USE THIS FREE
real page screenshots placed in Canva or Affinity.

INSTEAD OF PAYING FOR
a paid video editor

USE THIS FREE
CapCut, Clipchamp or DaVinci Resolve.

Worksheets, Disclaimer and License

Worksheet 1: Listing checklist

Field	Done	Notes
Title (result + who + format)	☐	
Short description (~140 characters)	☐	
Description 1,200+ characters with a list	☐	
Contents facts (formats, counts, sizes)	☐	
4–5 images, cover first	☐	
Preview or video	☐	
Tags (up to 10), licence, category	☐	
Files uploaded and tested	☐	

Worksheet 2: Sales log

Week	Views	Sales	Conversion	Top source	Change I'll test
1					
2					
3					

Disclaimer

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