THE STORE AUTOMATION WORKBOOK

Automate Your Digital Store

Let free tools handle delivery, updates, replies, alerts and reports for your digital-product store, so your time goes back into making things, in 14 focused days



12 store recipes · reply bank · 100 AI prompts · $0 toolkit

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Selling digital products creates small, endless chores. You need **marketplace features switched on, a reply bank and a few free flows that tell you what matters.** This workbook sets them up in 14 days.

THE CHALLENGE AT A GLANCE

Map. Deliver. Reply. Watch.

PHASE 1 · MAP
Days 1–3

- List every store chore
- Time them for a week
- Pick the top 5

PHASE 2 · DELIVER
Days 4–7

- Built-in delivery checks
- Update and version plan
- File protection

PHASE 3 · REPLY
Days 8–11

- Reply bank in templates
- Message alerts
- Review requests

PHASE 4 · WATCH
Days 12–14

- Sales log flow
- Weekly 15-min report
- Your store system map

The only rule: use the marketplace's own features first, automate the boring parts, and keep a human on every buyer conversation.

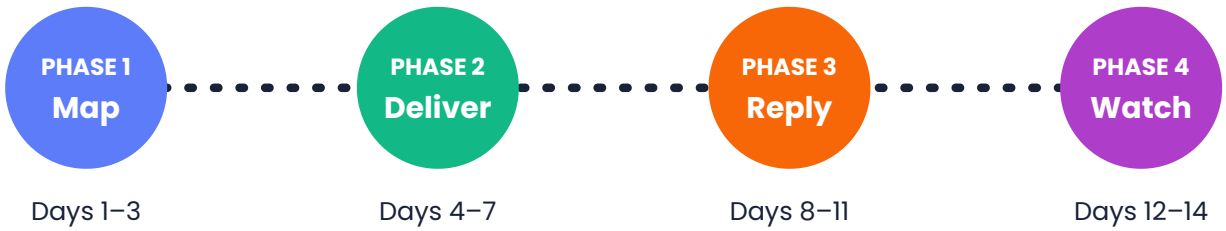
Protect buyers and accounts. Never share passwords with automation tools beyond what they need, never auto-send messages that break platform rules, and keep buyer data private. See *Safety Rules*.

Printing this book? Print it all, or just the Store Recipes, Reply Bank, Feature Checklist, Prompt Library, Free Tools, Planning Pages, Tracker and Worksheets. The *Print Edition* uses less ink; the *Phone Edition* reads without zooming.

How This Workbook Works

Every sale brings small chores: a buyer who can't open a file, a question you've answered twenty times, an update to send, three dashboards to check, a payout to log. One at a time they're nothing. Together they eat the hours you meant to spend creating.

This workbook gathers what we learned running real marketplace listings in November 2026: **a checklist of built-in store features most sellers never switch on, 12 free automation recipes for digital-product stores, and a reply bank for the messages buyers actually send.** In 14 days you'll map your chores, automate delivery and updates, template your replies and get one weekly report instead of four dashboards.



Your 14-day path: map your store chores, automate delivery and updates, template your replies, then watch your numbers on autopilot.

Three promises

1. **Built-in first.** The marketplace already does a lot for free; we switch that on before adding tools.
2. **Free tools only.** Every recipe runs on a free plan.
3. **Humans talk to buyers.** Automation drafts and alerts; you reply.

INTRODUCTION

Twelve Stores, One Inbox

This story is a composite. Names and details are invented, but the pattern is common.

Yasmin sold printable planners on three marketplaces. Every morning she opened three seller panels, two email inboxes and a chat app. She retyped the same "here's how to open the file" message almost daily and kept sales in her head.

In two weeks she changed four things. She switched on delivery instructions and file stamping inside each marketplace. She saved her ten most common replies as templates. She set up free alerts so new messages landed in one place. And every Friday a simple sheet showed sales from all three stores.

Her daily store time dropped from about an hour to fifteen minutes. "I didn't add a big system," she said. "I just stopped doing the same thing twice."

The numbers behind this book

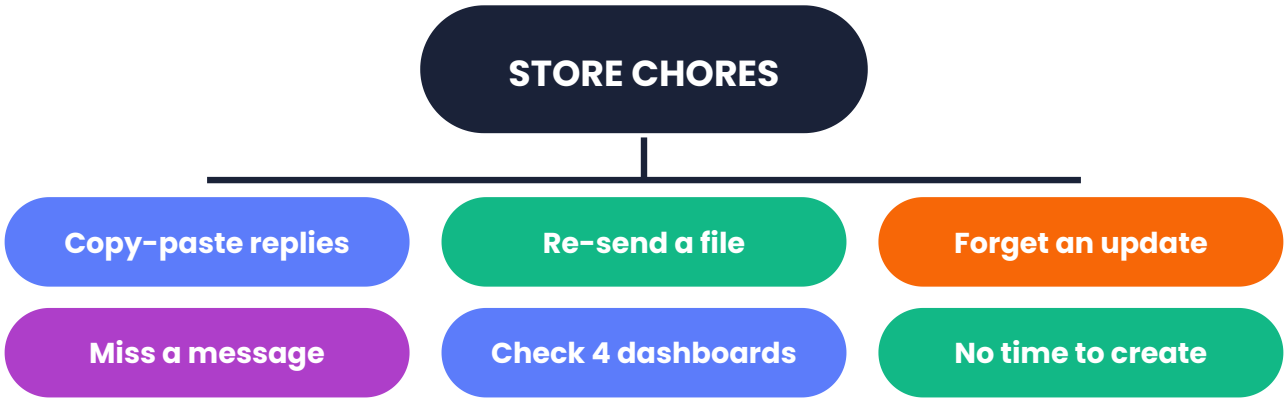
10	12	15
built-in features to check on every listing	free store automation recipes	ready replies for buyer messages

You don't need code. You need **built-in features switched on, a reply bank and a few free flows that tell you what matters.**

PART 1

Why Store Chores Pile Up

Digital products sell while you sleep, but questions, updates and records still need a human, unless you design them out.



The chore loop. Templates, alerts and one weekly report break it.

The 8 mistakes that keep you busy

1. **Ignoring built-in features.** Delivery notes, stamping and update emails often already exist.
2. **Unclear listings.** Vague pages create the same questions over and over.
3. **No reply templates.** Retyping answers wastes minutes every day.
4. **Checking every dashboard daily.** A weekly report is enough for most numbers.
5. **No version plan.** Updates without a system confuse buyers.
6. **Auto-sending to buyers.** Templates are fine; robotic auto-replies that break rules are not.
7. **No sales log.** Without one, you can't see what to repeat.
8. **Too many tools.** Each one is another login to break.

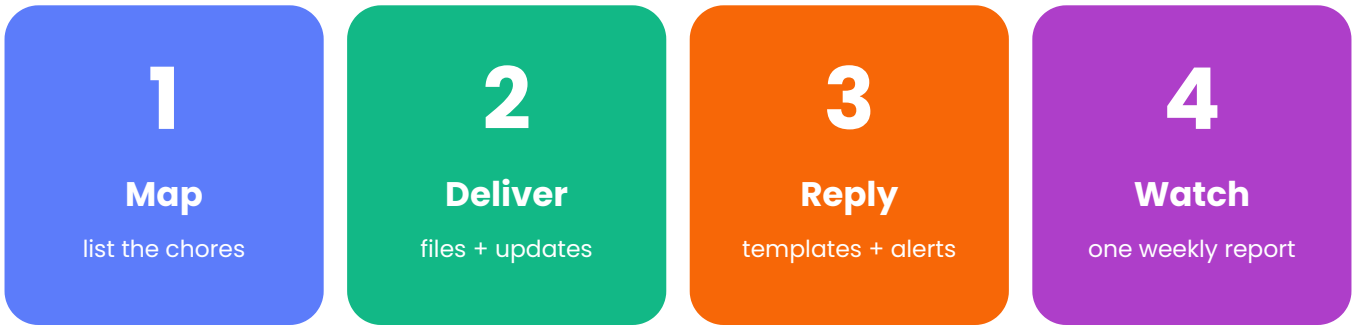
The one rule: Built-in, Template, Report

First switch on what the marketplace gives you (**Built-in**). Then turn repeated words into **Templates**. Finally, replace daily checking with one weekly **Report**.

> "Every **[when]**, I **[chore]**, which takes **[minutes]**. Built-in fix: **[feature]**. Template: **[name]**. Report: **[weekly line]**."

PART 2

Your 4 Tools



1. Map: list the chores

Log every store task for a week and see which ones repeat.

2. Deliver: files and updates

Use delivery instructions, file protection and a simple version plan so buyers get the right file without asking.

3. Reply: templates and alerts

Save common answers, gather alerts in one place, and reply as a human.

4. Watch: one weekly report

A sheet that collects sales and questions so you check numbers once a week.

PHASE 1

Map

Days 1–3

In this phase you list and time every store chore.

DAY 1

Start a Chore Log

TODAY Open Worksheet 1. Each time you do a store task, write it: what, where, minutes.

☐ Done Date: _____

DAY 2

Keep Logging

TODAY Log everything, including checking dashboards and reading messages.

☐ Done Date: _____

DAY 3

Pick the Top 5

TODAY Multiply minutes by times per week. Circle the five biggest chores.

CELEBRATE you can see where store time goes.



Phase 1 complete!
Color me in.

☐ Done Date: _____

The Prompt Library

Copy a prompt, replace the [brackets], paste it into any AI chat. Remove buyer names and emails first. Test every script on a copy.

The 5-part power prompt

1. **Role:** "Act as an operations assistant for a small digital-product store."
2. **Context:** your marketplaces, products, tools and chores.
3. **Task:** what you want, with a number.
4. **Format:** table, steps, template.
5. **Standard:** "Free tools only. Least access. Plain English."

6 power moves

- **Describe, don't paste private data.**
- **Ask for the simplest version first.**
- **Ask what could break.**
- **Ask for test data.**
- **Ask for step-by-step setup** with where to click.
- **Save your winners** in your system map.

A. Mapping chores (1–10)

1. Group this chore log and show weekly minutes per group: [paste].
2. Which of these chores can a built-in marketplace feature replace? [list]
3. For each chore, suggest: switch on, template, automate or delete: [list].
4. List 20 chores digital-product sellers commonly have.
5. Estimate yearly hours saved if I cut [chore] from [x] to [y] minutes, [n] times a week.
6. Ask me 10 questions to find store chores I don't notice.
7. Turn this messy description of my day into a chore list: [text].
8. Rank these chores by ease to automate for a beginner: [list].
9. Create a one-week chore log template.

85. Plan translations of my top listing.
86. Write a checklist for launching on a new marketplace.
87. Suggest collaborations with complementary sellers.
88. Plan a free magnet that reduces support questions.
89. Plan a 90-day store improvement schedule.
90. Suggest one automation to add next month.

J. Reviewing (91–100)

91. Review my store system and list weak points: [describe].
92. Find gaps in my reply bank: [replies].
93. Rank my flows by value and risk.
94. Write a one-page store system summary.
95. What should I stop doing, based on my chore log? [log]
96. Turn my mistakes into store rules.
97. Suggest 3 experiments for next month.
98. Write a handover guide so someone else could run my store.
99. Act as my store operations coach: ask 5 questions, then give my next priority.
100. Write my 'what I learned' note for future me.

Free Tools for Store Automation

Everything here is free to start. Checked November 2026.

Your $0 toolkit

Job	Free option	Good to know
Reply templates	Gmail templates, Outlook Quick Parts	Built in
Text shortcuts	Phone text replacement, espanso	Short code, full reply

Worksheets, Disclaimer and License

Worksheet 1: Chore log

Chore	Where	Times a week	Minutes each	Weekly total	Fix

Worksheet 2: Weekly report

Week	Sales	Net	Best product	New questions	One fix
1					
2					
3					
4					

Disclaimer

Education only. No sales, income or time savings are promised. The Introduction story is a composite. Features, tools and free-plan limits were checked in November 2026 and change often. Independent; not affiliated with or endorsed by any marketplace, tool or company mentioned.

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