

THE PROMPT PACK STARTER KIT

Pick a buyer, write the pack, test it, list it, price it: the template, the test sheet, the fee math, and the platform rules quoted from Gumroad and Etsy

A prompt pack is a file you write once: a set of fill-in-the-blank prompts that solve one repeat task for one kind of buyer. This kit is the process I would use, with the platform rules quoted from Gumroad's and Etsy's own pages (captured October 9, 2026). Educational only. Not affiliated with Gumroad or Etsy. No income is promised, and nothing here says a pack will sell.

THE 5 STEPS

- Step 1. Pick ONE narrow buyer and ONE repeat task. "Follow up emails for real estate wholesalers" is a buyer plus a task. "Prompts for business" is neither. Search the platform for your idea first; if many near-identical packs are already there, narrow it further or pick another task.
- Step 2. Write about ten prompts for that one task, in your own words, each with blanks to fill in (page 2). Your own wording matters: both platforms have rules about whose work you sell (page 4).
- Step 3. Test every prompt yourself with real details, read every output, and fix what breaks (test sheet, page 3). Do not list a prompt you have not run.
- Step 4. List it with a clear preview: who it is for, what is inside, one sample prompt shown in full, what is NOT included. Gumroad's banned list bans selling access to AI tools but does not name a file of prompts you wrote; if unsure, ask Gumroad first. Read Etsy's rules before you try Etsy (page 4).
- Step 5. Do the fee math before you pick a price (page 3). Price from what the platform keeps and what the pack saves your buyer, not from a number you saw on someone else's page.

THE FEES, IN THEIR OWN WORDS (CAPTURED OCT 9, 2026)

Gumroad pricing page (gumroad.com/pricing)

"10% + \$0.50" "Per transaction for all sales through your profile or direct links to your customers."
"30%" "Per transaction when new customers find and buy from you through our discover marketplace." "No hidden fees, no monthly charges." The page lists those two rates; check your own seller dashboard for anything else before you rely on a net figure.

Etsy Fees & Payments Policy (etsy.com/legal/fees, last updated Oct 5, 2026)

"You will be charged a listing fee of \$0.20 USD for each item that you list for sale on Etsy.com or Etsy's mobile apps." "Etsy.com listings expire after four months." "...you will be charged a transaction fee of 6.5% of the price you display for each listing plus the amount you charge for shipping and gift wrapping." "Payment processing fees are charged for each transaction made through Etsy Payments." "...all service fees, including prepaid fees, are non-refundable."

THE PROMPT TEMPLATE (FILL THE BRACKETS)

1. Who and what

You are a [ROLE, for example: assistant for a real estate wholesaler]. Write [DELIVERABLE, for example: one follow up email] for this situation: [WHAT HAPPENED, in one or two sentences].

2. The details to use

Use only these details: [NAME], [PROPERTY ADDRESS], [WHAT THEY SAID], [NEXT STEP AND DATE]. If a detail is missing, ask me for it. Do not make anything up.

3. The rules and the format

Plain words. Under [NUMBER] words. Friendly, no pressure. No promises, no guarantees, no prices unless I give one. Give me [NUMBER] versions: one short, one a little longer. Put the subject line first.

A FULL SAMPLE PROMPT (EXAMPLE: SHOW ONE LIKE IT)

Example: thank you after a first call

You are an assistant for a real estate wholesaler. Write one follow up email after a first phone call with a homeowner. Use only these details: [NAME], [PROPERTY ADDRESS], [WHAT THEY SAID], [NEXT STEP AND DATE]. If a detail is missing, ask me. Plain words, under 90 words, friendly, no pressure, no promises. Give two versions, one short and one a little longer, with a subject line.

THE PACK OUTLINE (EXAMPLE: TEN FOLLOW UP EMAILS, EMAILS ONLY)

#	Prompt in the pack	Blanks the buyer fills in
1	Thank you after the first conversation	[NAME] [WHAT THEY SAID]
2	Recap of what we talked about	[NAME] [3 POINTS]
3	Gentle nudge after a few days of silence	[NAME] [DAYS]
4	Second nudge with one new detail	[NAME] [NEW DETAIL]
5	"Not ready yet": stay in touch	[NAME] [WHEN TO CHECK BACK]
6	One question to learn their timeline	[NAME] [QUESTION]
7	What happens next, step by step	[NAME] [STEPS]
8	Re-open after 30 days	[NAME] [WHAT CHANGED]
9	Close the loop politely	[NAME]
10	Thank you after it is done	[NAME] [OUTCOME]

This outline is an EXAMPLE of the format, not a product I am selling. Swap the buyer and the task for your own.

THE TEST SHEET (RUN EVERY PROMPT BEFORE YOU LIST IT)

Prompt	Real details I used	Did it work? (OK / fix)	What I changed
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

- Read every output for made up facts, wrong names or numbers, promises, and tone that does not sound like your buyer.
- Run each prompt at least twice, with different details. Fix wording until the second run is as good as the first.
- Keep one finished example of a good output to show on the product page.

THE FEE MATH (EXAMPLE ONLY, NOT MY INCOME, NOT TYPICAL)

Route	Fee rule from the platform's page	Fee on a \$10 sale
Gumroad, direct link	10% + \$0.50 per transaction	\$1.50
Gumroad, found via Discover	30% per transaction	\$3.00
Etsy (if your item qualifies)	\$0.20 to list + 6.5% transaction fee	\$0.85

Example only, not my income, not typical. Arithmetic on the rates quoted on page 1: Gumroad direct = 10% of \$10 (\$1.00) + \$0.50; Discover = 30% of \$10; Etsy = \$0.20 listing fee + 6.5% of \$10 (\$0.65). Etsy also charges payment processing fees, and 15% on orders its Offsite Ads send you (you can opt out while your shop is under \$10,000 in sales over 365 days). Etsy listings expire after four months and renew for another \$0.20 if you leave auto-renew on.

YOUR OWN NUMBERS (ONE LINE PER PRICE YOU ARE CONSIDERING)

My price	Platform	Fee rule	Fee in dollars	Left before other costs

THE RULES CHECK (READ THE LIVE PAGES BEFORE YOU LIST)

Etsy Creativity Standards (etsy.com/legal/creativity, updated Jun 10, 2025)

Under "Designed by a seller": "Digital downloads of sellers' original designs: Original content created by the seller, sold as a digital download." Examples that do NOT qualify as 'designed by a seller': "A bundle, collection, scan, or PDF of someone else's work" and "AI prompt bundles". Also: "Sellers must disclose within their listing description if an item is created with the use of AI." And: "Etsy reserves the right to remove listings that do not follow our policies. Sellers remain obligated to pay any fees incurred in listing such items."

Gumroad Prohibited Products (gumroad.com/prohibited, revised Sept 16, 2026)

"AI services which includes selling access to AI tools, chatbots, image or content generation services, or subscriptions to AI services that are fulfilled outside of Gumroad" and "reselling private label rights products." The page also says: "If you are unsure whether your content is prohibited on Gumroad, please contact us at support@gumroad.com with a description or example of the content."

- What that means: sell a FILE of prompts you wrote yourself, not access to a tool, not someone else's pack, not a resold license. I am not a lawyer; if unsure, ask the platform first.
- Spreadsheets, checklists and planners you made yourself are not on Etsy's list of examples that do not qualify, and its examples of original digital downloads include a "text document". Etsy decides, so read its page first.

PRODUCT PAGE CHECKLIST

- Title = the buyer plus the task. Example: "10 follow up email prompts for real estate wholesalers".
- First image: what is inside, in plain words. Show one full sample prompt and one real output.
- List what is included and what is not. Say which AI tools you tested it with and when.
- Write every prompt yourself. No income promises, no "guaranteed", no "passive income" claims. Disclose AI use wherever the platform asks.

WHERE THIS COMES FROM

- Gumroad: Pricing
- Gumroad: Prohibited Products and Activities
- Etsy: Creativity Standards
- Etsy: Fees & Payments Policy

Captured October 9, 2026. Fees and rules change; read the live page before you rely on a number. Educational only, not legal or tax advice. Not affiliated with Gumroad or Etsy. No income or results are promised.

Need buyers for your pack?

- I sell ready-made lists of businesses to contact. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Email your first prospects: EmailClik.com finds + verifies addresses (free version)