LESSON 04

SET UP YOUR SHOP & LICENSES

Choose where to sell, understand exactly what your license allows, and publish your first listing with confidence.

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WELCOME BACK

You have a niche, a brand, and a product in the works. Now it is time to give that product a home: a shop where people can find it, buy it, and download it while you sleep.

This lesson covers two things beginners often mix up. First, the rules: what your license actually allows you to sell, change, and pass on. Second, the setup: picking a platform and publishing a listing that looks trustworthy from day one.

Take it one page at a time. By the end, you will have a platform chosen, a listing drafted, and a simple plan for your shop policies.

> ### A QUICK NOTE
>
> Nothing in this workbook is legal advice. Licenses vary by seller, so always read the exact terms that came with your product. When in doubt, ask the original seller — or us.

Warmly,
The Ghost Growth Lab team

YOUR LEARNING PATH

Here is where this lesson fits in your academy journey:

01	Find your niche	complete
02	Build your brand	complete
03	Create your first digital product	complete
04	Set up your shop & licenses	YOU ARE HERE
05	Grow on social media	
06	Email marketing made simple	
07	Your first-month action plan	
08	Track, budget & keep going	

> Finished a lesson? Tick it off and keep moving. Small, steady steps beat big, rare ones every time.

LICENSES, IN PLAIN ENGLISH

When you buy a digital product, you are really buying a license — permission to use it in specific ways. Three types come up again and again:

PERSONAL USE

You can use the product yourself, but you cannot sell it or give it away. A budgeting template you bought to organize your own finances is personal use.

PLR — PRIVATE LABEL RIGHTS

You can edit the product, put your name and brand on it, and sell it as your own. Usually your buyers get personal-use rights only — they cannot resell it. Always check whether the PLR terms let you pass on resell rights; most do not.

MRR — MASTER RESELL RIGHTS

You can sell the product as-is and your buyers can also resell it. MRR products are usually sold unchanged — many MRR terms do not allow editing or rebranding. Read this part carefully before you change a single page.

> ### REMEMBER
>
> The license is the product. Two identical ebooks with different licenses are two completely different things you are allowed to do. Keep a copy of every license you buy, saved next to the product files.

KNOW YOUR LICENSE

Grab the license or terms document for the product you plan to sell first, and answer these questions. If you cannot find an answer, ask the seller before you list anything.

Which product is this license for?

What type of license is it (personal, PLR, MRR, or something else)?

Am I allowed to edit or rebrand it? What exactly can I change?

Can my buyers resell it, or is it for their personal use only?

Is there a minimum price I must sell it at?

Can I give it away for free, or bundle it with other products?

Are there places I am not allowed to sell it (for example, certain marketplaces)?

Do I need to credit the original creator anywhere?

CHOOSING WHERE TO SELL

There is no single best platform — there is only the best fit for where you are right now. Here are the three routes most beginners take:

MARKETPLACES (LIKE ETSY)

- Built-in shoppers already searching for digital products.
- Listing fees and competition; your shop sits next to thousands of others.
- Great for printables, planners, templates, and guides.

ALL-IN-ONE PLATFORMS (LIKE SYSTEME.IO)

- Your own storefront, checkout, and email list in one place — with a free plan to start.
- No marketplace traffic: you bring the buyers through your own content.
- Ideal if you plan to build an email list and sell courses or bundles over time.

YOUR OWN WEBSITE

- Full control over branding, pricing, and customer experience.
- More setup work and monthly costs; usually a later step, not a first step.

> ### A COMMON PATH
>
> Many sellers start on a marketplace for quick feedback, then add an all-in-one platform as their audience grows. You are choosing a starting point, not a forever home.

PICK YOUR STARTING PLATFORM

Answer honestly — there are no wrong answers, only useful ones.

What am I selling first, and what file types will buyers download?

Do I already have an audience (social followers, an email list) who could buy directly from me?

How much can I spend per month on shop fees right now?

How comfortable am I with setting up tech on my own, from 1 (nervous) to 5 (confident)?

Based on the last page, my starting platform is:

Why it fits me right now:

> Write your choice in pencil, mentally. You can add a second platform later — many sellers do. Launching on one platform beats planning on three.

SETTING UP YOUR SHOP

Whichever platform you chose, the setup steps are nearly identical. Work through them in order:

1. **Create your account**
   Use your brand name exactly as you styled it in Lesson 02. Check that the matching handle is free on the social platforms you will use.

2. **Add your branding**
   Upload your logo as the shop avatar, write a one-sentence shop bio, and use your brand colors anywhere the platform allows.

3. **Connect how you will get paid**
   Most platforms pay out through a connected bank account or payment service. Set this up early — verification can take a few days.

4. **Set your shop policies**
   Refunds, license terms, and a short FAQ. The next pages will help you write these.

5. **Upload your first product**
   Files, cover image, price, and description. Done is better than perfect — you can improve a live listing, but not an invisible one.

6. **Test the whole journey**
   Buy your own product (or ask a friend to) and download it. Click every link. Fix anything that feels confusing.

ANATOMY OF A GREAT LISTING

A listing has five jobs. Here is what each one needs to do:

1. THE COVER IMAGE

Your product mockup on a clean background, in your brand colors. Show what the buyer gets — pages, screens, or a tidy bundle layout. If it does not look good as a tiny thumbnail, simplify it.

2. THE TITLE

Say what it is and who it helps, in the words your buyer would search. “Beginner budget planner — printable monthly money tracker” beats “The Abundance System” every time.

3. THE DESCRIPTION

Open with the problem it solves, list exactly what is inside (page count, file types, sizes), then explain how it works after purchase. End with the license terms in plain words.

4. THE PRICE

Check five similar listings and price within that range for now. If your license sets a minimum price, that floor comes first.

5. TAGS AND CATEGORIES

Use every tag slot the platform gives you. Think like a tired buyer at 11 pm: what would they type?

> ### GOOD TO KNOW
>
> Your first listing is version one. Plan to revisit the title, images, and price after your first ten visitors — real data beats guessing.

DRAFT YOUR FIRST LISTING

Sketch it here first. When it reads well on this page, copy it into your shop.

Working title (what it is + who it helps):

Opening line — the problem it solves:

What is inside (pages, file types, formats):

How it works after purchase (download steps, any instructions):

License terms, in plain words (what buyers may and may not do):

Price, and the two or three similar listings I compared it with:

Tags or search words I will use:

YOUR SHOP POLICIES

Clear policies protect you and reassure buyers. Keep them short, kind, and firm. You need three:

REFUNDS

Digital downloads usually cannot be returned, so most sellers state that all sales are final — and still help buyers who genuinely cannot open their files. Decide your stance now, before you need it.

LICENSE TERMS FOR YOUR BUYERS

Spell out what buyers may do with your product: personal use only, or resell rights if your own license allows you to pass them on. When buyers know the rules, everyone stays out of trouble.

A SHORT FAQ

Answer the five questions you expect most: how downloads arrive, what software is needed, whether files can be edited, how to get help, and your refund stance.

> ### STAY HONEST
>
> Never promise income results in your policies or listings — “make money while you sleep” style claims erode trust and can break platform rules. Promise what the product does, not what the buyer will earn.

WRITE YOUR POLICIES

My refund policy (one or two sentences):

What my buyers may do with my product:

What my buyers may not do:

My five FAQ questions and answers:

SHOP LAUNCH CHECKLIST

Before you tell anyone your shop exists, run through this list:

- [ ] I have read my product's license and know exactly what I can sell, change, and pass on.
- [ ] My shop name, logo, and bio match the brand I built in Lesson 02.
- [ ] My payout method is connected and verified.
- [ ] My first product is uploaded and the download files actually open.
- [ ] My cover image looks clear as a small thumbnail.
- [ ] My title says what the product is, in words a buyer would search.
- [ ] My description lists what is inside and how download works.
- [ ] My price respects any minimum in my license and sits near similar listings.
- [ ] My refund policy, license terms, and FAQ are published.
- [ ] I (or a friend) have bought the product end-to-end and everything worked.

NEXT UP

Every box ticked? Then you are ready. Lesson 05 is where we bring people to your door — social content that grows your audience without showing your face.



YOU DID IT.

Your shop is taking shape and you know exactly what you can sell and how. That puts you ahead of most beginners before you have even launched. Keep going — the next lesson is where your audience starts to find you.

QUESTIONS? WE ARE HERE.

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With you every step,
The Ghost Growth Lab team