

Seller Checklist

Everything you need to do before making your first sale on Parcelox.
Print this out and check off each item.

1. Account Setup

- ☐ Create your Parcelox seller account at parcelox.com/register

Tip: Use your real name and a professional email address.

- ☐ Verify your email address

Tip: Check your spam folder if you do not see the verification email within 5 minutes.

- ☐ Add a profile photo

Tip: Use a clear headshot or your brand logo. 400x400px minimum.

- ☐ Upload a cover banner for your store

Tip: 1200x400px recommended. Show your brand personality.

- ☐ Write your store description

Tip: Explain who you are, what you create, and why buyers should trust you. 100-200 words.

- ☐ Add your payout method (MTN MoMo or Orange Money)

Tip: You cannot withdraw earnings without a linked mobile money account.

2. Product Creation

- ☐ Choose a product type you are qualified to create

Tip: Start with what you know best. Quality beats quantity.

- ☐ Create the actual digital file

Tip: Test every file on multiple devices before uploading. Broken files = bad reviews.

- ☐ Prepare 3-5 preview images or screenshots

Tip: Show the product in use. Mockups convert 3x better than plain screenshots.

- ☐ Write a clear, keyword-rich product title

Tip: Front-load the main search term. Example: 'Business Plan Template for African Startups'

- ☐ Write a detailed product description

Tip: Include: what buyers get, file formats, how it helps them, and who it is for.

☐ Set a competitive price in XAF

Tip: Research similar products. Start at XAF 2,500-5,000 for your first product.

☐ Choose the most specific category available

Tip: Miscategorized products get buried in search results.

☐ Add up to 5 relevant tags

Tip: Use specific terms buyers actually search for.

3. Before You Publish

☐ Preview your listing as a buyer would see it

Tip: Read every word. Typos kill credibility.

☐ Double-check your download file works correctly

Tip: Download your own file and test it on a different device.

☐ Confirm you own all rights to the content

Tip: No stolen images, no pirated software, no trademark violations.

☐ Review Parcelox seller terms and policies

Tip: Understanding the rules prevents account suspension.

☐ Set up your support contact (WhatsApp or email)

Tip: Buyers expect replies within 24 hours.

4. After Publishing

☐ Share your product link on social media

Tip: WhatsApp status, Instagram, Twitter, Facebook groups.

☐ Ask 3-5 friends to review and give feedback

Tip: Early social proof drives organic sales.

☐ Create a second product within 2 weeks

Tip: Sellers with 5+ products earn 4x more than single-product sellers.

☐ Check your dashboard daily for the first month

Tip: Respond to messages fast. Fast replies = better reviews.

☐ Request reviews from satisfied buyers

Tip: A simple 'If you found this helpful, please leave a review' message works wonders.

Remember: Your first product does not need to be perfect. It needs to be useful and honest. Start small, learn from buyer feedback, and improve with each listing.

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