

Product Listing Template

Copy and adapt this framework for every product you list on Parcelox. Fill in each section to create listings that convert browsers into buyers.

Product Title

Write a clear, keyword-rich title that tells buyers exactly what they are getting.

[Main product type] + [Target audience] + [Key benefit]

Examples:

- Business Plan Template for African Startups
- Complete Social Media Content Calendar for Small Businesses
- 50 Instagram Story Templates for Food Brands
- Introduction to Python Programming Video Course
- Resume/CV Template for Fresh Graduates

Short Description (1-2 sentences)

This appears in search results and category pages. Hook the buyer immediately.

[What it is] that helps [who] to [achieve what result] in [timeframe].

Example:

A professionally designed business plan template that helps African entrepreneurs secure funding in under 2 hours.

Full Description

Break this into scannable sections. Buyers skim — make it easy.

WHAT YOU GET

- [Item 1: e.g., 1 PDF business plan template, 20 pages]
- [Item 2: e.g., 3 financial projection spreadsheets]

- [Item 3: e.g., Step-by-step video tutorial, 15 minutes]
- [Item 4: e.g., Bonus: Investor pitch deck template]

WHO THIS IS FOR

- [Target audience 1: e.g., First-time entrepreneurs seeking funding]
- [Target audience 2: e.g., Small business owners planning expansion]
- [Target audience 3: e.g., Students in business administration]

WHAT MAKES THIS DIFFERENT

[Explain your unique angle. Why should they buy from you and not a competitor?]

Example:

Unlike generic templates, this was built specifically for the African market with local tax structures, CEMAC regulations, and MTN/Orange Money revenue models pre-built in.

File Format & Delivery

Set clear expectations so buyers know exactly what to expect.

Format: [PDF / ZIP / MP4 / DOCX / etc.]

File size: [e.g., 15 MB]

Pages/Duration: [e.g., 24 pages / 2 hours 30 minutes]

Software needed: [e.g., Microsoft Word 2016+, Adobe Acrobat, any video player]

Delivery: Instant download after payment confirmation

⚠ Important: Always test your file on multiple devices before uploading.

Pricing Strategy

Price based on value, not just time spent creating.

My price: XAF [amount]

Pricing checklist:

- ☐ I researched 5+ similar products on Parcelox
- ☐ My price is within 20% of the market average
- ☐ I can justify the price with clear value in my description
- ☐ I left room for future discount promotions (e.g., 20% off launch sale)

Tip: New sellers should price 10-20% below market average for their first 3 products to build reviews quickly.

Tags (up to 5)

These help buyers find your product in search. Be specific.

1. [Most specific term, e.g., 'business plan template']
2. [Broader category, e.g., 'startup tools']
3. [Use case, e.g., 'investor funding']
4. [Format, e.g., 'spreadsheet template']
5. [Audience, e.g., 'African entrepreneurs']

Avoid: Single-word tags, tags that do not describe your product, misleading tags.

Preview Images Checklist

Your preview images are your silent salesperson.

- ☐ Image 1: Hero/overview showing the full product
- ☐ Image 2: Close-up of key features or pages
- ☐ Image 3: Product in use / mockup / before-and-after
- ☐ Image 4: What's included (list or collage)
- ☐ Image 5: Social proof, reviews, or results

Specs: 1200x800px minimum, clear and legible text, consistent branding.

Quick Reference: High-Converting Listing Formula

Element	Best Practice
Title	60-80 characters, keyword first, benefit clear
Description	150-300 words, scannable sections, specific outcomes
Price	Research-based, justifiable, room for promotions
Previews	3-5 images, mockups in use, consistent branding
Tags	5 specific terms, mix of broad and niche

Bonus: Pre-Launch Checklist

- ☐ I have tested my download file on at least 2 different devices
- ☐ My preview images are high-resolution and show the product clearly
- ☐ I have proofread my title and description for typos
- ☐ My price is competitive based on market research
- ☐ I have linked my payout method and confirmed it works
- ☐ I have read and understood the Parcelox seller terms
- ☐ I have a plan for promoting my product after launch

Remember: Your first listing does not need to be perfect. Launch it, gather feedback from real buyers, and iterate. The best sellers on Parcelox improved their listings over time based on actual customer questions and reviews.

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