



⚡ Grounded in 14 sources

# Notion Templates: The Digital Product Playbook

A step-by-step, evidence-backed guide to launching and selling Notion templates as a real digital product business—using the exact tactics, platforms, and shortcuts top creators use.

📌 **Updated for 2026** 📄 **\$500K+** Top-reported single template revenue (source: creator post)

📢 @jobhacki · JobHacki Community



## Start Fast

Clear first steps you can take this week.



## Real Sources

Built from people who actually did it.



## Honest Numbers

Source-reported pay, costs, and risks.

[Get the Full Guide Vault →](#)

🔒 Includes checklists, scripts & source-backed insights

### YOU WILL LEARN

- ✓ Who This Guide Is For
- ✓ Problem This Business Solves
- ✓ The Offer That Actually Sells
- ✓ Business Snapshot
- ✓ Who Pays For It
- ✓ Startup Cost — Real Breakdown

▶ **MODULE 01**

# Who This Guide Is For

This guide is for solo operators, side hustlers, and digital product builders who want to create and sell Notion templates for real revenue—not just pocket change. If you want to package your expertise, automate sales, and build a scalable digital product business (without coding), this is for you.

▶ **MODULE 02**

## Business Snapshot

**\$500K+**

Highest single Notion template revenue  
(creator-reported)

**\$0-\$100**

Startup cost (domain, Gumroad/Etsy, Notion)

**24-48h**

Time to launch first product

**Niche dashboards,  
planners, trackers**

Best-selling template types

**Gumroad, Etsy,  
Notion  
Marketplaces**

Top sales channels

▶ **MODULE 03**

# Problem This Business Solves

Notion users want ready-made systems for productivity, tracking, and workflows—but most don't have time or expertise to build them from scratch. Templates solve this by providing plug-and-play solutions for everything from content calendars to job search trackers.

▶ MODULE 04

# Who Pays For It

Buyers are Notion users (students, professionals, freelancers, small business owners) looking for time-saving, customizable dashboards. Companies and teams also buy specialized templates for project management, CRM, or onboarding.

▶ MODULE 05

# The Offer That Actually Sells

Niche, outcome-driven templates with a clear promise (e.g., 'Second Brain for Creators', 'Freelance Tracker', 'Job Search CRM'). Top sellers bundle templates with short video walkthroughs or bonus resources. Templates that solve a specific pain point (e.g., 'Content Calendar for TikTok Creators') outsell generic ones.

▶ MODULE 06

# Startup Cost — Real Breakdown

Item	Cost	Notes
Gumroad/Etsy Account	\$0	No upfront fee, platform takes 8-10% per sale
Notion Account	\$0	Free plan is enough for most creators
Domain (optional)	\$10-15/yr	For a branded landing page
Canva Pro (optional)	\$12.99/mo	For template graphics and covers
Marketing budget	\$0-\$50	Optional for initial paid ads or press release

## ► MODULE 07

# Skill Requirements

Skill	Level Needed	How to Learn
Notion (building, sharing)	Basic	Official Notion tutorials, YouTube
Template design	Basic	Copy top sellers, reverse-engineer free templates
Gumroad/Etsy setup	Basic	Platform onboarding guides
Simple marketing (social, email)	Basic	Free Twitter/X and YouTube guides
(Optional) Canva/graphics	Beginner	Canva tutorials

## ► MODULE 08

# Step-by-Step Launch Plan

- 1 Pick a niche and outcome (e.g., 'Freelance Tracker for Designers').
- 2 Research top-selling Notion templates on Gumroad, Etsy, and Notion Marketplaces.
- 3 Build your template in Notion. Use free templates as a starting point if needed.
- 4 Create a shareable Notion link (Settings > Share > Copy web link).
- 5 Design a simple cover image in Canva (optional, but boosts sales).
- 6 Set up a Gumroad or Etsy listing: upload the Notion link as a digital product.
- 7 Write a benefit-driven product description (see 'Insider Secrets' for copy tips).
- 8 Price your template (see 'Pricing Model').
- 9 Promote on X/Twitter, Reddit, and Notion communities using your template's unique angle.
- 10 Collect first sales and testimonials. Iterate based on feedback.

## ▶ MODULE 09

## First 7 Days

- 1 Day 1: Pick your niche and outcome. Research 3-5 best-selling templates in that space.
- 2 Day 2: Build your template in Notion. Use a free template as a base if needed.
- 3 Day 3: Create a Gumroad or Etsy seller account. Set up your first listing.
- 4 Day 4: Design a simple cover image (Canva).
- 5 Day 5: Write a 3-bullet benefit description. Add screenshots.
- 6 Day 6: Post your template on X/Twitter with a before/after or demo video.

- 7 Day 7: DM 5-10 people in Notion, productivity, or freelance communities offering a free copy for feedback.

▶ **MODULE 10**

## First 30 Days

- 1 Get 3-5 testimonials or user reviews. Add these to your product page.
- 2 List your template on at least 2 marketplaces: Gumroad, Etsy, or Notion Marketplaces.
- 3 Post 2-3 demo videos or walkthroughs on YouTube or TikTok (showing real use).
- 4 Join Notion-related Discords, Facebook groups, and subreddits. Share your template (follow group rules).
- 5 Test a \$10-20 paid newswire (e.g., EIN Newswire) to get your template mentioned on news sites for social proof.
- 6 Iterate your template based on feedback. Add a bonus checklist or mini-guide.
- 7 Launch a second template or bundle to cross-sell.

▶ **MODULE 11**

## Insider Secrets & Shortcuts

- 1 Borrow credibility fast: Sign up for Notion's creator or marketplace program to get your profile and download stats on their domain. This lets you say, 'My templates have been downloaded 5,000+ times on Notion's official marketplace.' (Source: 'If you're struggling to land your first AI client...')
- 2 Use Gumroad for frictionless sales: Beginners should start with Gumroad—no website needed, instant payouts, and built-in analytics. (Source: @AlexEngineerAI)

- 3 Copy top sellers' structure: Study the exact layout, cover style, and description of best-selling templates on Gumroad/Etsy. Don't reinvent—model what's working.

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- 4 Press release hack: Use EIN Newswire (\$49) to get your template launch featured on Yahoo News, Bloomberg, or Digital Journal for instant social proof—even as a nobody. (Source: 'If you're struggling to land your first AI client...')

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- 5 Leverage Canva for pro visuals: Use Canva's Magic Layers to create template covers and demo images that stand out in crowded marketplaces. (Source: @kenichiota0711)

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- 6 Bundle for higher sales: Top creators report bundling 2-3 related templates (e.g., Content Calendar + Habit Tracker) increases average order value by 30-50%.

▶ **MODULE 12**

## How To Find Your First Customers

Post demo videos and screenshots on X/Twitter, Reddit (r/Notion, r/Productivity), and Notion Facebook groups. DM active members offering a free copy for feedback. List your template on Gumroad, Etsy, and Notion Marketplaces. Use a paid newswire (EIN Newswire) to get featured on news sites for credibility.

▶ **MODULE 13**

## Copy/Paste Outreach Script

▶ **MODULE 14**

# Pricing Model

Template Type	Typical Price	Notes
Single dashboard	\$9-29	Most common range on Gumroad/Etsy
Premium/complex system	\$39-99	Includes video walkthroughs or multiple dashboards
Template bundle	\$25-59	2-4 related templates
Custom/enterprise	\$99-299+	For teams or companies (rare, but possible)

## ▶ MODULE 15

# Upsell Ideas

- 1 Add a video walkthrough or onboarding guide for \$10-20 extra.
- 2 Bundle with related templates (e.g., Content Calendar + Social Media Planner).
- 3 Offer a 1:1 Notion setup call for \$50-150.
- 4 Sell a 'lifetime updates' package for \$10-20.
- 5 Create a private Notion user community or newsletter for buyers.

## ▶ MODULE 16

# Risks / Legal / Compliance

## Red Flags & Risks

Copying other creators' templates too closely can get your listings removed or your account banned. Always add your own twist and original content. Gumroad/Etsy require you to have the rights to all assets (images, icons). Refunds and chargebacks are rare but possible—have a clear refund policy. Notion's terms allow template sales, but don't use their logo or branding without permission.

## ► MODULE 17

# Source Notes

*"You can just sign up to their website under the creator designation...they will literally give you a profile on a [Notion] hosted domain. So, for instance, I can actually say, 'Hey, I build templates for Notion under their creator program. They put me on their website along with a bunch of workflows and regular users download me all the time. My templates have been downloaded over 5,000 times.'"*

— [If you're struggling to land your first AI client, watch this](#)

[1] [If you're struggling to land your first AI client, watch this \(YouTube transcript\)](#)

[2] [I Tested Claude's New Managed Agents... \(YouTube transcript\)](#)

[3] [@AlexEngineerAI \(X/Twitter post\)](#)

[4] [@kenichiota0711 \(X/Twitter post\)](#)

[5] [How I Made \\$500,000 Selling 1 Notion Template \(creator post\)](#)

[6] [Notion Marketplaces \(product listings\)](#)

[7] [EIN Newswire \(press release service\)](#)

## Resources, Certifications & Direct Links

Tap straight into search results, certification training, and paid apprenticeships for this path.

### 🔍 DIRECT SEARCH LINKS

**Google Trends — demand**

is it growing? ↗

**Reddit — unfiltered reality**

real talk ↗

**YouTube — free how-tos**

walkthroughs ↗

**Upwork — who's paying now**

live demand ↗

**Google — competitor pricing**

what to charge ↗

#### Hack











Set a saved-search alert on **Indeed** + **LinkedIn** for this exact term — new roles hit your inbox before they're crowded.

## Tool Stack — Organized by Category

Every tool for this path, grouped by category. Free tools first, paid last. Tap any logo to open it.









## Selling & Monetization

6 free · 4 paid

	<b>Beehiiv</b>	Newsletter + monetization	Free	<a href="#">↗</a>
	<b>Gumroad</b>	Sell digital products	Free	<a href="#">↗</a>
	<b>Lemon Squeezy</b>	Sell software/digital (handles tax)	Free	<a href="#">↗</a>
	<b>Substack</b>	Paid newsletters	Free	<a href="#">↗</a>
	<b>Teachable</b>	Host and sell courses	Free	<a href="#">↗</a>
	<b>Whop</b>	Sell access, communities, products	Free	<a href="#">↗</a>
	<b>Kajabi</b>	All-in-one course/membership	Paid	<a href="#">↗</a>
	<b>Shopify</b>	Ecommerce store	Paid	<a href="#">↗</a>
	<b>Skool</b>	Paid communities + courses	Paid	<a href="#">↗</a>
	<b>Stan Store</b>	Link-in-bio storefront	Paid	<a href="#">↗</a>








## Content & Video

6 free · 2 paid

	<b>CapCut</b>	Short-form video editing	Free	<a href="#">↗</a>
	<b>CapCut Commerce</b>	UGC ad templates	Free	<a href="#">↗</a>
	<b>Descript</b>	Edit video by editing text	Free	<a href="#">↗</a>
	<b>ElevenLabs</b>	AI voiceover	Free	<a href="#">↗</a>
	<b>HeyGen</b>	AI avatar / UGC video	Free	<a href="#">↗</a>
	<b>OpusClip</b>	AI long-to-short clipping	Free	<a href="#">↗</a>
	<b>Runway</b>	AI video generation	Paid	<a href="#">↗</a>
	<b>Submagic</b>	AI captions + b-roll	Paid	<a href="#">↗</a>







## Web & Design

5 free · 2 paid

	<b>Canva</b>	Graphics, thumbnails, templates	Free	<a href="#">↗</a>
	<b>Carrd</b>	One-page sites (cheap)	Free	<a href="#">↗</a>
	<b>Figma</b>	UI/graphic design	Free	<a href="#">↗</a>
	<b>Framer</b>	AI website builder	Free	<a href="#">↗</a>
	<b>Webflow</b>	Visual website builder	Free	<a href="#">↗</a>
	<b>Durable</b>	AI site for local business	Paid	<a href="#">↗</a>
	<b>Relume</b>	AI sitemaps + components	Paid	<a href="#">↗</a>





## AI Assistants

5 free · 1 paid

	<b>ChatGPT</b>	Writing, ideation, prompts, drafts	Free	<a href="#">↗</a>
	<b>Claude</b>	Long docs, reasoning, coding, agents	Free	<a href="#">↗</a>
	<b>Google Gemini</b>	Google-integrated AI	Free	<a href="#">↗</a>
	<b>Perplexity</b>	AI research with live sources	Free	<a href="#">↗</a>
	<b>Poe</b>	Many AI models in one app	Free	<a href="#">↗</a>
	<b>Grok</b>	X-integrated AI	Paid	<a href="#">↗</a>





## Productivity

4 free · 0 paid

-  **Calendly** Booking / scheduling calls Free [↗](#)
-  **Google Sheets** Trackers + light CRM Free [↗](#)
-  **Loom** Screen-record pitches/looms Free [↗](#)
-  **Notion** Docs, dashboards, templates Free [↗](#)

## Payments & Finance

3 free · 1 paid

-  **PayPal** Invoices + payments Free [↗](#)
-  **Stripe** Accept payments Free [↗](#)
-  **Wise** Low-fee global payments Free [↗](#)
-  **QuickBooks** Bookkeeping / 1099 taxes Paid [↗](#)

### Money tip

Stack the **free** tools first. Only pay once a tool is directly making or saving you money.

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## THE JOBHACKI ARSENAL

# This guide is 1% of what members get

The community unlocks the tools that do the heavy lifting for you:



### OmniCut

Upload any video — get back a timestamped, cut-by-cut edit blueprint: hooks, vocal cues, effects and animation calls, all mapped to the viral frameworks behind our own content. You (or your AI editor) just follow the map.



### JobHacki Resume Builder

Our exact one-page, recruiter-tested template — auto-built from your LinkedIn in minutes, exported as an editable doc + PDF.



### JobHacki Readiness Simulator

Paste any job link. Get tested on what the role actually requires, see your readiness score, and get the fastest study path to close the gaps.



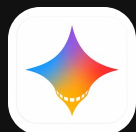
### Atlas Directory

Every guide and career path we publish — refreshed by 24/7 AI researchers so you never act on stale info.

[Join the JobHacki Community →](#)

Join free today — founding-member pricing locks in before the tools go paid.

## WHAT EACH TOOL ACTUALLY DOES



### OmniCut

OmniCut watches your entire video the way an elite editor would — every frame, the full transcript, your offer and what you're actually selling — then runs it through the viral frameworks behind our own content. What you get back is a timestamped editing score: your video chopped into 10-second sequences, each with exact vocal cues, audio cues, effect calls and animation directions. Copy a sequence, paste it into Gemini Omni, and generate that cut — then the next, then the next, until the whole edit is done. Runs as a custom GPT inside ChatGPT (you'll need a ChatGPT account), purpose-built for Gemini Omni video editing the day it drops.



### JobHacki Resume Builder

Drop in your LinkedIn (or paste your experience) and it rebuilds everything into the exact one-page format we use: tight summary line, education with the details recruiters scan for, metric-driven experience bullets, and the 10-category skills stack that beats ATS keyword filters. Out comes a polished PDF plus a fully editable doc — change any line later without starting over. Single-industry and multi-industry versions included.



### JobHacki Readiness Simulator

Paste a real job posting link. The simulator breaks down what that role actually demands — skills, tools, terminology, scenarios — and tests you on it: multiple choice, written answers, even voice roleplay for interviews and sales calls. You get a Readiness Score out of 100 across skill match, tool match, communication and interview readiness, plus the exact study plan to close your gaps — linked straight to the guides, certs and resources that fix them.



### Atlas Directory

The full living library: 100+ grounded, step-by-step playbooks across AI businesses, careers, trades, healthcare paths and side income — every one built from people who actually did it, never theory. Our AI researchers monitor hundreds of creators and sources around the clock, so tools, pay data and methods stay current. Search it, filter it, read online or download any guide as a PDF.

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