



Shopify Digital Product Store Playbook

A practical setup guide for selling PDF downloads with Shopify and clean product pages.

Printable PDF + worksheets + launch checklists

No income claims. Use this kit as a practical operating document and adapt it to your own market, skills, and platform policies.

Quick Start

A practical setup guide for selling PDF downloads with Shopify and clean product pages.

Use this file as a working document. Print the worksheets or duplicate the prompts into your notes app, then update the product or campaign from real buyer feedback.

What is inside

- Shopify product setup checklist
- Digital delivery SOP
- Product page copy formula
- Launch QA, refund policy, and support templates

First 20-minute action

Choose one section, fill the worksheet, and turn it into a visible next action today.

01. Store Setup Map

Selling a PDF on Shopify is mostly about clear product setup, automated delivery, and a product page that shows the buyer exactly what they get.

Action points

- Create the product and uncheck physical shipping.
- Install a digital delivery app and attach the paid file.
- Add previews, license terms, refund policy, and support email.
- Run a test order before sending traffic.

Setup checklist

Product / Delivery / Checkout / Email / Test order / Refund rule

02. Digital Delivery SOP

A good delivery flow reduces support. Buyers should receive the download link quickly and know what to do if the email does not arrive.

Action points

- Name the file clearly with version and product title.
- Attach the file to the exact variant that customers buy.
- Use a post-purchase email with download and support instructions.
- Keep a private archive of the current paid file and previous versions.

Delivery QA

File attached / Email received / Link works / Mobile opens / Support path clear