

Fake Purchase Checklist

One page. Print it. Kill the pretend launch. Free from Nomadic Forge.

Most solopreneurs fake a purchase by only buying their own product, posting into the void, or polishing forever. This checklist forces a real buyer path.

1. Offer is buyable today

- ☐ One SKU only (no tiers yet)
- ☐ Price written on the landing (\$5 to \$19 impulse range)
- ☐ Title names outcome + format (ZIP, PDF, printable)
- ☐ Exact file list is on the page (not vibes)
- ☐ Checkout URL opens on your phone without a password manager dance

2. Checkout is not a costume

- ☐ You completed a real test purchase with a second email (or platform test mode)
- ☐ Download works; filename looks like a product (Thing-Name-v1.zip)
- ☐ Paid files are not sitting in a public folder on the marketing site
- ☐ Refund / contact line exists somewhere buyers can find

3. Traffic is not a diary entry

- ☐ You shared the buy link in ONE place where people already want this outcome
- ☐ The post taught a tiny win first; the link came second
- ☐ You submitted at least one free launch / directory listing
- ☐ You can see views or clicks somewhere (Gumroad analytics is enough)

4. Conversion patches before a second product

- ☐ First screen answers who it is for in one sentence
- ☐ Price objection handled once (why paid vs free mega packs)
- ☐ If traffic and zero buys: cut price once OR ship a free starter that upsells
- ☐ Do NOT start SKU #2 before first stranger dollar

5. After \$1 (the real milestone)

- ☐ Screenshot the receipt
- ☐ Ask the buyer: what almost stopped you?
- ☐ Patch that objection into the FAQ within 24 hours
- ☐ Double down on distribution, not architecture

Kill list (you are faking it if you do these)

- Building a second SKU before first stranger dollar
- Paid ads before organic proof
- Rewriting the stack instead of posting the link
- Waiting for the perfect Reddit thread while free directories sit empty
- Calling a self-purchase "validation"

Stuck? Next step

Need a 7-day worksheet: Week-1 Ship Plan (\$5). Need rules + prompts + worksheets pack: Solo Ship Kit (\$12).

Links live on the free landing once Humanizer clears public copy.