



FREE GUIDE • DIGITAL PRODUCTS

Your Guide to Stan Store

Start free with a 14-day trial

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Introduction

Welcome to the **Free Stan Store Guide**! This guide helps you get started quickly and efficiently with Stan Store and make the most of the platform. Whether you are an experienced content creator or just starting out, it gives you the information you need to build and grow your business on Stan Store.

What is Stan Store?

Stan Store is an online platform that lets you sell digital products, services or subscriptions directly through a single “link in bio” page. In practice, it works as a mini sales page with a built-in payment system, with no need for a full website or advanced technical skills.

The platform gives you a simple way to:

- display your offers (products, sessions, courses, digital files);
- accept online payments (by card, depending on the available integration);
- manage automatic delivery of digital products;
- track orders and earnings.

What Stan Store is NOT

Stan Store is **not**:

- an automated marketing or promotion platform;
- a source of traffic or customers (it does not bring visitors by itself);
- a complete accounting or invoicing system;
- a solution for building complex websites;
- a guarantee of sales or income.

Common wrong expectations

“If I set up a Stan Store, I will automatically get customers.”

Traffic has to come from other sources: social media, newsletter, collaborations.

“Stan Store does my marketing.”

The platform only hosts and processes the sale. It does not promote your content.

“It is a passive income method.”

It needs upkeep, payments, updates and constant communication with your audience.

Who is Stan Store for?

✓ A good fit for

- content creators who sell digital products (guides, templates, courses);
- freelancers who offer services (consultations, 1:1 sessions, audits);
- coaches, trainers or therapists who want a simple way to take bookings and payments;
- people who want a quick solution without a full website;
- people who want to add to their income through the affiliate system (they earn a commission from validated sign-ups made through their own referral link provided by Stan Store).

✗ Not a good fit for

- businesses that need complex features (inventory, physical shipping, CRM);
- brands that want full control over their design and own domain;
- users who do not yet have a clear product or a minimum interested audience;
- sellers looking for free solutions: Stan Store charges a monthly subscription for seller access.

What you need to get started

- ☐ a clear product or service (e.g. an eBook, a consultation session, a course);
- ☐ a minimum audience (even a small community on Instagram, TikTok or LinkedIn);
- ☐ clarity on price and delivery (how the customer receives the product, what is included);
- ☐ a valid bank account for payouts (through Stripe);
- ☐ a legal form of organisation (e.g. a sole proprietorship) so you can handle your accounting;
- ☐ a budget for the Stan Store subscription: the Creator plan costs \$29 per month (or \$300 per year), and Creator Pro costs \$99 per month (or \$948 per year).

Setting up your Stan Store account

The first step is creating a Stan Store account. Follow these simple steps:

- 1 Go to the Stan Store website:** stan.store (referral link created for writing this guide).
- 2 Fill in the required details:** your email address and a password.
- 3 Choose a username:** a unique one that represents you.
- 4 Personalise your profile:** add a profile photo, a description and links to your other social media accounts.

The free Affiliate account

This model is relevant for people in Network Marketing who do not want to create their own products, but to promote and resell existing digital products using the Stan Store affiliate system.

Buying an affiliate-eligible product

- You buy a digital product that has the affiliate option enabled.
- The product does not have to be created or changed by you.
- The purchase is strictly for access to the right to resell through an affiliate link.
- This store model is free.

Exploring the Stan Store interface

Once you are logged in, you will see the dashboard on the left side of the page. It is the control centre of your store. Here are the main sections:

SECTION	WHAT YOU WILL FIND
Home	A checklist that helps you get started.
My Store	Add and manage your digital products: ebooks, courses, templates, presets.
Income	Information about your sales and the button to withdraw money.
Analytics	Statistics about the traffic on your page.
Customers	Statistics about the people who buy from you.
More: Email Marketing	Basic automation: build your email list, create email campaigns and automate communication with your subscribers.
Referral	Create your referral link and receive 20% of the subscription paid by people who sign up through it. On the Creator Pro plan (\$99 per month or \$948 per year) you can enable <i>Affiliate Share</i> for your digital products: other people, with or without a Stan Store, promote them and earn a commission that you set.
AutoDM	Automatic messaging for simple confirmations or delivery of freebies.

For product affiliate links, see the Help Center article [“How Affiliates Get Their Links & Start Selling”](#). I also recommend the [“Your Guide to Success”](#) section.

Billing and payments

What the customer sees

The customer completes the order through a simple checkout, where they enter their payment details. After paying, they automatically receive the confirmation and access to the digital product or

the service details.

What fees the platform charges

Stan Store applies a *platform fee*, and the payment processor (Stripe) applies a *payment processing fee*. These fees are deducted automatically from each transaction.

What it means for users in the EU

Payments are processed through Stripe, which handles currency conversion and the related taxes. Check whether your income has to be declared for tax in your country of residence.

Key billing terms: English and Romanian

ENGLISH TERM	ROMANIAN
Invoice	factură
Billing details	date de facturare
Payout	plată către vânzător
Platform fee	comisionul reținut de Stan Store
Processing fee	comisionul procesatorului de plăți

Stan Store does not issue invoices in Romanian and does not offer local tax support. Invoices can be downloaded in English, and the terms can be translated manually for your records.

Important! After the 14-day free trial ends, you will have to pay a monthly subscription!

Adding your first product

Adding a product is essential to start selling on Stan Store. Here is how:

- 1 Go to the “My Store” section.
- 2 Click the “Add a product” button.
- 3 **Choose the product type:** what you want to sell (for example an ebook, a template, a preset).
- 4 **Upload the product file:** the digital file you want to sell.
- 5 **Add a title, description and price:** a descriptive title, a detailed description and an attractive price.
- 6 **Add a cover image:** an image that catches customers’ attention.
- 7 **Save the product:** click “Save” to publish it in your store.

Connecting Stan Store with social media

To improve visibility and sales, connect Stan Store to your social media accounts. A few tips:

- **Add your Stan Store link to your Instagram bio:** make sure it is displayed prominently.
- **Promote your products in your posts:** mention your Stan Store products and include a call to action (for example “See more in the link in my bio!”).
- **Use Instagram Stories:** showcase your products and give direct links to your store.

Limitations and risks

- **Platform dependence:** if Stan Store changes its policy or prices, users have to adapt.
- **Abusive affiliate promotion:** some people promote the platform with unrealistic promises; check the official information.
- **Mixing up tool and business:** Stan Store is a tool, not a business model in itself. Without a product, a strategy and communication, it does not produce results.
- **Limited customisation:** the page design and structure are standardised, with limited branding options.

Want a starting point for your own website?

Qarix Capsule is a starting point for your own website for selling digital products, with no hidden costs. Available on Etsy.

etsy.com/listing/4559443172

Questions? Write to us at brindusa@safewiz.eu

Educational resource. It is not tax or legal advice. Stan Store prices, fees and features may change: check the official website. © SafeWiz.