

FREE

The Seller Starter Kit

The tools, templates and emails I use in my own shop, tested on real products, with free plans first.

01

The Small Seller Tool Stack

02

The 30-Second Product Video Kit

03

The Simple Funnel + 3 Follow-Up Emails

Start here: what this kit is (and isn't)

Thanks for grabbing the kit. I'm Dave. I run DTDF Home & Kitchen and I've sold over 500 products through my own store and on Amazon.

When I started, I wasted money on tools I didn't need and time on tutorials that skipped the hard parts. This kit is the opposite of that. It only covers things I've actually done in my own shop: the tools I pay for (and the ones I don't), the formula I use for short product videos, and the simple email setup that brings buyers back.

It isn't a "get rich quick" plan, and it won't tell you to buy ten tools. Most of it works on free plans. Where something costs money, I'll say so, and I'll tell you when I think it's worth it.

What's inside

01

The Small Seller Tool Stack

The tools I use, what each one does for my shop, what the free plan gets you and when it's worth paying.

02

The 30-Second Product Video Kit

My 4-part script formula, a real example, a fill-in template and the mistake that ate all my free credits.

03

The Simple Funnel

The opt-in page, thank-you page and email setup I use, and how to adapt it for a product shop.

+3

Ready-to-copy emails

Welcome, useful tip and soft recommendation. Change the brackets and they're ready to send.

How to use it

- 1 Read Part 1 first** (5 minutes). It stops you buying tools before you need them.
- 2 Make one product video this week** with Part 2. Pick your best-selling product and use photos you already have.
- 3 Set up the funnel when you're ready to collect emails** with Part 3. It takes an afternoon, and it keeps working after that.

A quick note on honesty. Some tools in this kit have affiliate links on my website. If you sign up through them, I may earn a small commission at no extra cost to you. It never changes what I recommend, and I include what I didn't like as well as what I did.

The Small Seller Tool Stack

Four tools run most of the marketing for my shop. Here's what each one does, and when it's worth paying.

Tool	What I use it for	Free plan?	My verdict
Systeme.io	Opt-in pages, the thank-you page and the emails that go out to new subscribers.	Yes. Enough to build your first funnel and email list.	The best place to start. I only looked at paid plans once the list started growing.
ElevenLabs	Natural-sounding voiceovers for product videos, so I don't have to record my own voice.	Yes. A 35-second voiceover used about 550 of my 10,000 free credits.	Best value of everything I tested. Pick a warm voice; the default didn't suit a kitchen product.
InVideo	Turning product photos and a voiceover into a short vertical video with captions.	Yes, but the AI agent used all my free credits on one project.	Good results. Use the Timeline Editor for simple jobs to save credits.
Canva	Thumbnails, Pinterest pins, social graphics and quick photo edits.	Yes. The free plan covers most of what a small shop needs.	An easy everyday tool. I'd only pay for brand kits and background removal.

Free plans change often. Check the current limits on each tool's pricing page before you rely on them.

My 5 rules before paying for any tool

- ☐ **It must solve a problem I already have**, not one a YouTube video told me I'd have.
- ☐ **I use the free plan until it actually stops me**, not just until it nags me to upgrade.
- ☐ **It must save at least an hour a week** or bring in more than it costs within a month.
- ☐ **I check what happens to my work if I cancel**. Can I export my contacts, videos and files?
- ☐ **One new tool at a time**. I learn it properly before adding the next.

On my radar (testing next)

I'm currently testing **image-to-video AI tools** such as PixVerse, which can add real motion to a still product photo, and **scheduling tools** for posting to several platforms at once. I'll only add them to the stack once they've earned a place. You'll see the honest results on **dtfdigitals.com** first.

The 30-Second Product Video Kit

No camera, no studio, no editing software. Just product photos, a short script and two free tools.

Products sell better on video because people want to see the thing being used. The good news: you don't need to film anything. My first AI product video took four photos I already had, and it cost £0. The tools matter far less than the script, so start there.

The 4-part script formula

1

The problem

One line your buyer recognises straight away.
"Grating cheese shouldn't mean cheese all over the counter."

2

The product

Say exactly what it is, in plain words. No slogans.

3

Features + uses

Tie every feature to something they'll actually do with it. This is the part that sells.

4

Where to buy

Your shop name and one clear instruction:
"Link below."

Aim for **80 to 100 words**. That's about 30 seconds of voiceover, the sweet spot for TikTok, Reels and Shorts.

A real example: my six-sided grater

1 PROBLEM Grating cheese shouldn't mean cheese all over the counter.

2 PRODUCT This is the DTDF six-sided stainless steel grater.

3 FEATURES + USES Coarse for carrots and courgettes. Medium for everyday cheese. Fine for parmesan and chocolate. Extra-fine for zest, ginger and nutmeg. A slicer for cucumber and potato. And a wavy slicer for crinkle-cut veg. Grate straight into the container underneath, then pop the lid on and store what's left in the fridge. Less mess, less washing up, more time for cooking.

4 WHERE TO BUY Find it at DTDF Home & Kitchen. Link below.

Fill-in script template

Pick your best-selling product. Write one line per box, then read it out loud and time it. Under 35 seconds? You're done.

Why it works: most people watch with the sound off, so the captions do the selling. "Six sides, six uses" tells a shopper nothing. "Fine for parmesan and chocolate" paints a picture they can see themselves using.

1. The problem

What annoys your buyer before they own this? Keep it to one sentence.

2. The product

"This is the [brand] [what it is]."

3. Features + uses

Feature → what they'll do with it. Repeat 3 to 6 times. End with the overall benefit.

4. Where to buy

"Find it at [shop name]. Link below."

Before you hit "generate"

- ☐ Remove any notes in **[square brackets]**. ElevenLabs treats them as sound or delivery instructions and won't read them out.
- ☐ Check every number and claim against your listing. If the video says "six blades", the product must have six.
- ☐ Say your shop name the way you want customers to search for it.

From script to finished video

Photos: what you need

- ☐ **3 to 5 clear, bright photos:** one lifestyle shot, one infographic or feature shot, one in use and one close-up.
- ☐ Use **your own photos** if you can. If they came from a supplier, check you're allowed to use them in ads.

The steps I follow

- 1 Voiceover in ElevenLabs.** Text to Speech → paste the script → choose a warm, friendly voice → Generate. You get takes to choose from. Download the best one as an MP3.
- 2 Video in InVideo.** Upload the MP3 and your photos. For a simple photos-plus-voiceover video, use the **Timeline Editor**: place the photos along the voiceover yourself. It takes about 15 minutes and doesn't use AI credits.
- 3 Captions and end card.** Large captions, quiet background music, and a final card with your shop name and "link below".
- 4 Export vertical (9:16)** for TikTok, Reels and Shorts.

The credit trap that caught me: InVideo's AI agent kept stopping to check its own work, and every check cost credits. It used my whole free allowance on one project before the video was finished. Save the agent for big jobs where you need it to find footage or write a script. For simple product videos, the Timeline Editor does the job for free.

Pre-posting checklist

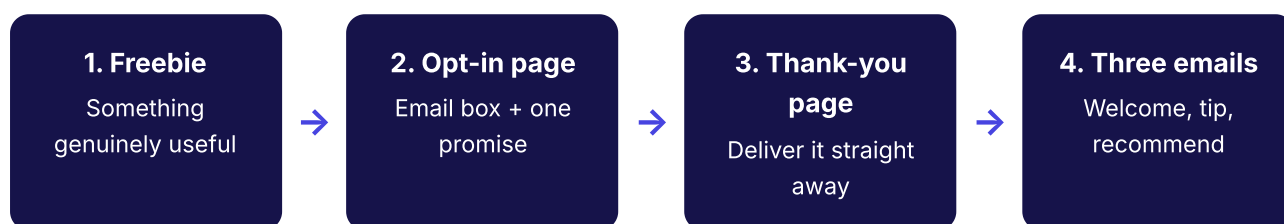
- ☐ No watermark, or you're happy for it to show. Free plans often add one.
- ☐ Your plan allows **commercial use**, especially for paid ads or marketplace listings.
- ☐ The **AI-generated label** is switched on where the platform asks for it (TikTok and Instagram both have one).
- ☐ The captions match the voiceover word for word.
- ☐ The first 2 seconds show the product clearly, with a hook in on-screen text.

Want to see the finished grater video and every screenshot? The full write-up is on dtdfdigitals.com: "AI Product Video for Small Business: I Made One for £0".

The Simple Funnel

One freebie, two pages and three emails. That's the whole thing, and it keeps working after you've set it up.

A "funnel" sounds complicated, but it's just a path: someone sees your content, swaps their email for something useful, and gets a few helpful emails that lead back to your shop. Social media reach comes and goes. An email list is yours.



Freebie ideas for a product shop

- ☐ A recipe card or "5 ways to use it" guide
- ☐ A care or cleaning guide for your product
- ☐ A size, fit or buying guide
- ☐ A one-time discount code for your own store
- ☐ A checklist (e.g. "kitchen setup for a new home")
- ☐ Early access to new products

Setting it up in Systeme.io

- 1 **Create a funnel** with the goal "Build an audience". It gives you an opt-in page and a thank-you page.
- 2 **Opt-in page:** one headline that names the result, three bullet points, an email box and one button. Nothing else to click.
- 3 **Thank-you page:** a download button for the freebie and one line about what's coming next by email.
- 4 **Automation:** when someone subscribes, add a tag (e.g. "freebie-recipes") and start your email sequence.
- 5 **Test it yourself** with a second email address before you share the link anywhere.

Rules worth knowing: only email people who signed up, and keep the unsubscribe link in every email (Systeme.io adds it for you). If you sell on **Amazon**, its seller rules restrict contacting buyers for marketing, so build your list from your own store, website and social media instead.

3 follow-up emails

Change everything in [yellow brackets], keep them short, and send them on days 0, 2 and 5 after someone signs up.

EMAIL 1 · Send immediately · Subject: Here's your [freebie name] 🙌

Hi [first name],

Thanks for signing up. Here's your [freebie name] : [download link]

A quick hello: I'm [your name] and I run [shop name]. I started it because [one honest sentence about why].

Over the next week I'll send you two more short emails with things I've learned that make [the product area, e.g. everyday cooking] easier. No spam, and you can unsubscribe any time.

Speak soon,
[your name]

EMAIL 2 · Day 2 · Subject: The [product] trick most people miss

Hi [first name],

One quick tip today. [A genuinely useful tip, e.g. "Put your grater in the freezer for 10 minutes before grating soft cheese. It stops it clogging and grates twice as fast."]

I learned that one from [a customer / trial and error / a review], and it's the kind of thing I wish someone had told me sooner.

Got a tip of your own? Just hit reply. I read every email.

[your name]

Hi [first name] ,

If you only buy one thing from [shop name] , I'd make it the [best-seller] .

Here's why: [2 or 3 honest reasons, e.g. "it replaces three gadgets, it's dishwasher safe, and the lid means leftovers go straight in the fridge"] .

It's not perfect. [One honest drawback, e.g. "the fine side needs a brush to clean properly"] . But it's the one customers mention most in their reviews.

You can see it here: [product link]

Thanks for reading this week,
[your name]

Why the drawback? Mentioning one honest downside makes everything else you say more believable, and it cuts down on returns from people with the wrong expectations.

Your next steps

- ☐ Pick the **one tool** from Part 1 you'll start with this week.
- ☐ Write your **first product video script** using the template on page 5.
- ☐ Choose your **freebie** and copy the three emails into your email tool.

Want to see the tools tested on real products?

I publish honest, hands-on reviews, with real screenshots and real costs, on **dtdfdigitals.com**. Watch your inbox too: I'll email you whenever a new test goes up.

Got a question about anything in this kit? Reply to any of my emails or write to **support@dtdfdigitals.com**.

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