

# Selling LUTs as Digital Products — Workbook

This workbook turns the course into a finished product and a live store. Work through each section as you complete the matching module, filling in the exercises, worksheets, and checklists. By the end you will have chosen a niche, built and tested a LUT pack, set your pricing, and launched a storefront ready to take orders.

## Understanding LUTs and Your Market

Define exactly what you are selling and the specific buyer you are selling it to.

### Exercise: Define Your Niche in One Sentence

Pick a single buyer segment for your first LUT pack. Answer each prompt in one short line, then combine them into a one-sentence buyer description you can reuse in your marketing.

- Which type of creator are you serving: wedding, real estate, travel, automotive, documentary, or another?

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- What genre of footage do they shoot, and what camera or lighting situation is most common for them?

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- What look do they want that they struggle to create themselves?

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- Write the full sentence: My LUTs help [creator] who shoot [footage] get [look] without [their struggle].

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### Worksheet: Format and Compatibility Plan

Lock in the technical promise you will make to buyers so your copy stays accurate. Fill each field based on your chosen niche and the apps your buyers use.

Primary LUT format you will ship

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LUT grid resolution

\_\_\_\_\_

Applications you will explicitly support

\_\_\_\_\_

Intended source footage (log or standard Rec.709)

\_\_\_\_\_

One-line compatibility statement for your product page

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### Checklist: Market Research Before You Build

- Browse at least 10 competing LUT packs in your niche and note their price and look
- Identify a gap your pack can fill that competitors are missing
- Confirm you own or can license footage that shows your intended look convincingly
- Write down the three scenes you will use for all demos: a face, an outdoor wide, a moody interior
- Save 3 example product pages whose copy and demos you admire

## Creating Cinematic LUTs in DaVinci Resolve

Grade, export, and quality-control a small, cohesive pack of professional LUTs.

### Exercise: Build and Export Your Signature Look

Grade your hero LUT in DaVinci Resolve on a clip that contains a face. Work through the prompts as you build, then generate the .cube file.

- List your node order: correction, contrast, creative color, skin protection, finishing.

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• What did the vectorscope show about your skin tones, and what did you adjust?

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• What name did you give the .cube file, and why is it clear to a buyer?

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• When you re-imported the LUT into a fresh node and into Premiere, did it match? Note any differences.

### Worksheet: Pack Planning Sheet

Plan the variations that make up your pack before you grade them. Aim for five to ten cohesive looks. Fill in a planned name and purpose for each.

Hero look name and intended use

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Warmer variation name and when to use it

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Cooler variation name and when to use it

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Soft intensity version name

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Strong intensity version name

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Clean natural option name

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Total LUT count in this pack

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### Checklist: Per-LUT Quality Control

- Applied each LUT to at least 3 different clips including a close-up face
- Confirmed skin tones stay believable with no orange, green, or magenta drift
- Checked that skies and white walls do not clip or pick up a color cast
- Re-imported each .cube and confirmed it matches the original grade
- Tested each .cube in at least one application besides Resolve
- Cut any LUT that only looks good on a single clip

## Packaging, Pricing, and Storefront Setup

Assemble the product, set intentional pricing, and put it on sale.

### Exercise: Assemble Your Download Package

Build the ZIP a buyer will receive. Confirm each component exists and is clear, then answer the prompts.

- Did you include LUTs, an install guide, a license, and a read-me? List anything still missing.

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- Write the one paragraph from your EULA that states personal and commercial use but no resale.

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- What folder structure does the unzipped package have, and is it obvious at a glance?

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- Did you include before-and-after stills or a sample clip that matches your demos?

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### Worksheet: Pricing and Tier Builder

Set your three pricing tiers using anchored pricing. Fill in each tier and the launch offer. Leave the savings figures for you to calculate against the prices you enter.

Entry tier (single LUT or starter set) name and price

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Core pack name and price

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Premium bundle name and price

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Launch discount percentage and end date

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Coupon code reserved for email and social followers

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Refund policy in one sentence

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### Checklist: Storefront Launch Readiness

- Chose a platform (Gumroad, Sellfy, Payhip, or own site) and created an account
- Uploaded the ZIP and set the price and any tiers
- Wrote the product name and description leading with the look and buyer
- Added before-and-after images and a short demo video to the listing
- Set delivery to instant download with a thank-you and install reminder
- Confirmed VAT and tax handling in the platform settings
- Connected a payout method and verified it
- Bought your own product end-to-end to test the full flow

## Marketing and Growing Your LUT Business

Prove your looks honestly, reach videographers, and turn a launch into repeat sales.

### Exercise: Create Your Demo Set and Hook

Produce the before-and-after content that will do your selling. Work through the prompts to plan and review it.

- Which three scenes did you demo, and does each use real, unretouched footage?

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- Does your demo show the raw starting point so the transformation is honest?

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- Write the opening line of your product page that states the outcome and the buyer.

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- Which single LUT will you give away free to grow your email list, and why that one?

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## Worksheet: Launch and Content Calendar

Plan your launch week and the content that drives it. Fill in each field with specific posts and dates.

Launch date

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Instagram Reel idea and post date

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YouTube tutorial topic and publish date

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TikTok transformation idea and post date

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Free LUT signup offer and where it is promoted

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Email to send past contacts or list, with date

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## Checklist: Post-Launch Growth Routine

- Emailed any existing contacts or list first with an exclusive early discount
- Posted a before-and-after on each chosen platform during launch week
- Set up the free LUT email capture and tested the delivery
- Asked at least 2 happy buyers for a testimonial or tagged post
- Recorded baseline numbers: visitors, sales, conversion rate, refund rate
- Scheduled the next complementary pack for release within one to three months

## Your Action Plan

1. Choose one specific niche and write your one-sentence buyer description
2. Gather or license footage for your three standard demo scenes
3. Grade your hero look in DaVinci Resolve and export a clean 33-point .cube file
4. Build five to ten cohesive variations and quality-control every file across multiple clips and apps
5. Write your install guide and a plain-language personal-and-commercial-use license
6. Assemble the LUTs, guide, license, and demos into a single tidy ZIP
7. Set three anchored pricing tiers and a time-limited launch discount
8. Set up a Gumroad, Sellfy, or Payhip store and configure delivery, tax, and payout
9. Buy your own product to test the full checkout and download flow
10. Create your before-and-after demos, launch to your email list and socials, and start the growth routine







