

INFOPRODUCT · 2026

# No-Traffic Revenue Kit for Indie Founders

5 distribution plays we actually ran with \$0 in ads, a checkout teardown framework, post templates, and a complete Paddle setup walkthrough.

**29**

PRODUCTS BUILT

**\$0**

AD SPEND

**5**

PLAYS THAT MOVE

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## INTRODUCTION

# We built 29 products and made \$0. Here's the actual playbook.

This kit isn't written by someone who cracked the code. It's written by a studio that built 29 products across multiple categories — games, Chrome extensions, WordPress plugins, SaaS tools, an AI deliverability auditor, a cold-email pipeline — and collected **\$0 in non-owner revenue** through the end of Q1 2026.

That \$0 is the most valuable thing we have to share. Because we tried everything: Product Hunt launches, content marketing plans, SEO sprints, plugin marketplace listings, cold outreach, Reddit posts, Devpost submissions. Most of it produced nothing. A few things actually moved.

### WHY TRUST \$0?

Every founder writing about "7-figure launches" already had an audience. This kit is for the people who don't — who are building in silence, with no followers, no email list, no budget. The \$0 starting point is the shared context. Everything in here is what we'd do differently from day one.

This document covers five distribution plays, a checkout teardown framework, post templates for zero-audience launches, and a Paddle setup walkthrough. The templates are based on what we actually sent or posted — not hypothetical examples.

None of this requires traffic. Each play works from a standing start.

# The Five No-Traffic Plays

## 1 Marketplace Distribution

WP.org · Chrome Web Store · Firefox Add-ons

The app stores are not dead. They're slow, bureaucratic, and occasionally capricious — but they're also the only place in 2026 where you can get organic installs from strangers without spending a dollar on ads.

We shipped three plugins to WordPress.org (Rankd, Tells, jsonyo) and two extensions to the Chrome Web Store. The approval queue for Chrome ranged from 3 days to 6 weeks depending on API permissions. WordPress took 10–14 days for first review, then **approved Tells v1.0.1 with no rejections**.

What works: a specific problem statement in the plugin description header. "Improve SEO" fails. "Show Google Analytics-style reading-level score in your post editor" works. Reviewers and searchers need to immediately understand the exact job to be done.

What doesn't work: waiting for reviews to come in without any other distribution. Marketplaces provide the floor — a trickle of organic installs over time — not the spike.

### THE HONEST RESULT

After approval, plugins get a small number of organic installs per week with zero effort. It compounds. A plugin at 100 installs takes 6 months; at 1,000 installs it has social proof that accelerates the next 1,000. The value is in the long tail, not the launch day.

TIME TO FIRST INSTALL

2–6 weeks (review queue)

ONGOING EFFORT

Near zero after approval

TRAFFIC REQUIRED

Zero

## 2 Cold Outreach to Warm Niches

Targeted email · no ads · specificity beats volume

"Cold outreach" usually means spray-and-pray. What actually works is the opposite: a hyper-specific offer sent to a small list of people who have a documented, expensive problem. We ran this for urweb, our web-copy audit service, targeting independently-owned web agencies with outdated hero copy.

We built a list of 7,142 qualified specialists and sent personalized emails with a before/after copy comparison for their actual website — not a generic pitch. Open rates were tracked. The lesson: **specificity is the only thing that works**. A 3% reply rate to 100 perfectly-targeted prospects beats a 0.1% reply rate to 10,000 generic ones, and it costs the same.

Hard rules we learned painfully: no price in the first email, no mention of headcount, no naked URLs (they trigger spam filters), no "limited time offer" fake urgency, plain-text format over HTML.

### WHAT WENT WRONG

Our first batch used HTML templates with tracking pixels. Deliverability dropped to 60%. Plain text, verified DKIM/SPF/DMARC, and a real reply-from address recovered it to 97%. Deliverability is not optional — a beautiful email that lands in spam is \$0 revenue.

#### SETUP TIME

**3–5 days (DNS + list + copy)**

#### DAILY CAP (SAFE)

**25 per sending identity**

#### TRAFFIC REQUIRED

**Zero**

### 3 Free Tool Anchoring

Build the free tool · the free tool IS the marketing

The best marketing page is a working tool that solves a narrow problem for free. We built [audit.voiddo.com](https://audit.voiddo.com) — a free email deliverability auditor that checks DNS records, DKIM, DMARC, SPF, and blacklists and produces a detailed report.

The tool costs us \$0.005 per use (Gemini API for the written report). The value to the user is immediate and obvious. The call-to-action at the end is the paid version of the same service — or in this case, the extended report + recommendations + premium tier.

**The mechanism:** a free tool gets shared in the specific communities where people have that problem. A deliverability tool gets shared in email marketing Slack channels. A rank-tracker gets shared in SEO Discord servers. The sharing is organic because the tool itself is the value — you're not asking people to share a landing page.

#### DESIGN PRINCIPLE

The free tool must produce something shareable: a score, a report, a certificate. Something the user wants to show someone else. That shareability is how the tool spreads without you doing anything.

| TIME TO BUILD | COST PER USE                 | TRAFFIC REQUIRED |
|---------------|------------------------------|------------------|
| 1–2 weeks     | \$0.001–\$0.01 (AI-assisted) | Zero at launch   |

## 4 Community Seeding

Reddit · Hacker News · Devpost · ProductHunt · niche Discords

Community posts work exactly once per community per product. You get one shot. If the post reads like marketing, it dies. If it reads like a founder sharing something they built out of frustration, it gets traction.

Our Devpost submission for a hackathon product generated more inbound interest in 48 hours than 3 months of SEO work. The template that worked: "I built X because I was tired of Y. Here's what I learned building it. [link] — feedback welcome."

Reddit specifically has subreddits where your exact customer congregates. The mistake is posting in /r/startups. Post in the subreddit for the *problem your product solves*, not the subreddit for founders. /r/emailmarketing, not /r/startups. /r/WordPress, not /r/SideProject.

### ONE-SHOT RULE

Reposting the same product to the same community more than once in 90 days reliably kills credibility and sometimes results in a ban. You get one genuine launch post. Make it count.

#### TIME INVESTMENT

**2–4 hours per community**

#### REPEATABILITY

**Once per community per product**

#### TRAFFIC REQUIRED

**Zero**

## 5 Infoproduct Distribution

Package your real learnings · meta-honest · this kit is the play

You're reading this play being executed. An infoproduct about revenue distribution is itself a revenue distribution play. The honest writing creates trust; the trust creates customers; the customers validate the distribution thesis.

An infoproduct works without traffic because marketplaces like Gumroad, Lemon Squeezy and Paddle have their own search surfaces and partner directories. A "\$19 PDF for indie founders" listed there gets organic discovery from people who already have purchase intent.

**The key constraint:** the content must be honest. Fake results, fabricated case studies, and manufactured social proof are detectable. The "\$0 but here's what I learned" frame is more persuasive than the "\$10k in 30 days" frame because it's believable.

Marketplace algorithms surface products that have early reviews and sales velocity. Give the first 10 buyers a coupon code in exchange for leaving a review — legitimate and standard practice on every major platform.

### WHAT WE CHOSE (AND WHY)

This kit is sold via Paddle at

[AUDIT.VOIDDO.COM/KIT](https://audit.voiddo.com/kit)

— we already use Paddle for tax compliance across the studio's other products, so the marginal cost of adding one more product was zero. Gumroad is faster to launch from scratch; pick by your existing infra.

| MARGIN (PADDLE, \$19) | VARIABLE COST | TRAFFIC REQUIRED |
|-----------------------|---------------|------------------|
| ~92.4% after fees     | \$0 per sale  | Zero at launch   |

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## PART 2

# Checkout & Offer Teardown Framework

Most indie founder checkouts lose 80%+ of visitors before payment. The problem is rarely the price — it's the structure. Here's a framework for auditing and rebuilding any checkout.

## The Before/After/Bridge structure

Every checkout page should answer three questions in the first screen:

1. **Before (the pain):** What is the specific, named frustration that brought the buyer here? Don't be generic. "You're sending cold emails and getting 0.8% open rates" is better than "cold email isn't working for you."
2. **After (the outcome):** What specific, measurable result does the buyer get? Not "better emails" — "a reply from a warm prospect in the first 7 days or a full refund."
3. **Bridge (why this):** What makes your path to the outcome credible? Not credentials — the mechanism. "Because we tested 6 email formats on 7,000 contacts and here are the ones with 18%+ open rates."

## The Tiered Offer

Two tiers work better than one for infoproducts. The psychological effect: the lower tier becomes the "safe" choice, and the higher tier anchors the perceived value. A \$19/\$79 split means buyers who just want the PDF feel comfortable at \$19; buyers who want to go deeper self-select at \$79.

| ELEMENT                             | TIER 1 (\$19) | TIER 2 (\$79) |
|-------------------------------------|---------------|---------------|
| PDF (core content)                  | ✓             | ✓             |
| Post templates (10+)                | ✓             | ✓             |
| Fillable framework sheets           | —             | ✓             |
| Paddle walkthrough doc (.md + code) | —             | ✓             |
| Cold email templates (tested)       | —             | ✓             |
| Future updates                      | —             | ✓ (12 months) |

## Social Proof Without an Audience



If you have no testimonials, you have three honest alternatives:

- **Process transparency:** Show the work. Screenshots of the actual data, real metrics even if they're bad, the actual email you sent. Process credibility substitutes for outcome testimonials.
- **Specificity as proof:** Generic claims read as marketing. Specific claims read as experience. "We tested this on 7,142 contacts" is more convincing than "we've done a lot of outreach."
- **Honest framing:** "This is what we learned from \$0 in revenue" is itself a form of social proof — you've done the work, you're sharing the honest result, you're not hiding the failure.

## The 5-Checkbox Gate

Add a set of checkboxes to your checkout page that the buyer must tick before the payment button activates. This reduces refund requests, increases commitment, and filters out buyers who aren't ready. We use this on all [urweb.voiddo.com](https://urweb.voiddo.com) orders.

### EXAMPLE CHECKBOX COPY

- ☐ I understand this is an infoproduct — no refund once accessed
- ☐ I know this documents real testing, not guaranteed results
- ☐ I've read the full description and understand what's included
- ☐ I'm buying this to apply it, not as a passive read
- ☐ I accept the terms at [voiddo.com/terms](https://voiddo.com/terms)

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## PART 3

# Post Templates for Zero-Audience Launches

These are based on posts we actually ran. The format works because it leads with the problem, includes the honest version, and doesn't pretend to have an outcome that doesn't exist yet.

## Twitter/X Templates

### TEMPLATE 1 — THE HONEST FAILURE POST

Built [PRODUCT] 6 months ago.  
Expected: first sale in 2 weeks.  
Reality: \$0 for 90 days.

What I learned:

- [specific lesson 1]
- [specific lesson 2]
- [specific lesson 3]

Then I did [SPECIFIC THING] and got [HONEST RESULT].

The kit with everything I learned: [LINK]

### TEMPLATE 2 — THE SPECIFIC PROBLEM POST

We were spending 4 hours/week manually checking email deliverability.  
Built a free auditor that does it in 30 seconds.

Checks 50+ blacklists, validates DKIM/SPF/DMARC, gives you a score.

[LINK] – free, no signup

(If you want the full setup guide + how we built it: that's \$19)

### TEMPLATE 3 — THE BEHIND-THE-NUMBERS POST

29 products. \$0 in non-owner revenue.

I'm sharing the full playbook because I wish someone had written it before I wasted 18 months.

5 distribution plays. Checkout framework. Cold email templates. Paddle setup.

\$19. Honest writing. Here: [LINK]

#### TEMPLATE 4 — THE COMPARISON POST

Tested 5 launch strategies with no audience:

- ❌ ProductHunt: 47 upvotes, 0 paying customers
- ❌ SEO sprint: 6 weeks, 12 organic visits
- ❌ "Build it and they'll come": painful silence

✅ [SPECIFIC PLAY THAT WORKED]: [honest result in numbers]

Full breakdown including what to actually do: [LINK]

#### TEMPLATE 5 — THE META POST

This tweet is a distribution test.

If you're building a product with no audience and no ad budget, the thing that actually works is [SPECIFIC CLAIM].

I packaged everything we tested into a \$19 PDF.

RT if you want the link. (Or just go directly: [LINK])

## Reddit Post Templates

#### TEMPLATE — PROBLEM-FIRST SUBREDDIT POST

Title: Built a free [SPECIFIC TOOL] after spending too much time on [SPECIFIC PAIN]

I kept [doing painful thing manually] and couldn't find anything that solved [specific edge case].  
So I built [PRODUCT] over [timeframe].

It's free. Here's what it does: [1-2 sentences max].

[LINK]

Would love feedback – especially if [specific use case] doesn't work for you.

## Cold Email Templates

## TEMPLATE — TARGETED COLD EMAIL (B2B, FIRST TOUCH)

Subject: [Specific observation about their website/situation]

Hi [First name],

I noticed [SPECIFIC THING about their site/problem – 1 sentence, verifiable].

We [did/built/solved] [SPECIFIC THING] – here's what [THEIR COMPANY NAME]'s [specific page/metric] looks like before vs. after the same approach:

Before: [concrete before description]

After: [concrete after description]

Would it be useful to see this applied to [their specific situation]?

[Your name]

[vøiddo.com – not a link, just the domain]

### COLD EMAIL HARD RULES (FROM PAINFUL EXPERIENCE)

No price in the first email. No HTML formatting. No tracking pixels. No "limited time." No "I was impressed by your company." Plain text, from a real inbox (not @noreply), with a real reply address. DKIM + SPF + DMARC must pass. Daily cap: 25/persona.

# Paddle Setup Walkthrough

Paddle is the merchant of record that handles tax compliance in 200+ countries. For a solo founder, this means you don't need to register for VAT in the EU, GST in Australia, or sales tax in 46 US states. Paddle handles all of it. The fee is 5% + \$0.50/transaction.

## Account to first product: 20 minutes

### Step 1 — Create your Paddle account

Go to [paddle.com](https://paddle.com) and sign up. During onboarding you'll be asked for: business country, business type (individual/sole trader is fine), expected monthly volume, and a brief product description. Be honest and specific. Vague descriptions ("software products") sometimes trigger manual review.

### Step 2 — Add your first product

In the Paddle dashboard: **Catalog** → **Products** → **New Product**. Set the name, description, and image. For infoproducts: select "digital good." Set the price in USD (or your preferred currency).

#### PRODUCT NAMING TIP

Use your exact product name as customers will see it on their bank statement. "vøiddo — No-Traffic Revenue Kit" is clearer than "Kit-19" and reduces chargebacks from customers who don't recognize the charge.

### Step 3 — Generate a checkout link

From the product page: **Prices** → **[your price]** → **Copy checkout link**. This is a hosted Paddle checkout URL you can use immediately — no custom code required. Paste it into your product page, email signature, or social posts.

### Step 4 — Set up the webhook

In **Developer Tools** → **Notifications** → **Add Endpoint**, add your webhook URL. Select the `transaction.completed` event at minimum. Verify the signature using the `Paddle-Signature` header on your server.

#### MINIMAL WEBHOOK HANDLER (NODE.JS / EXPRESS)

```
app.post('/webhook', express.raw({type: 'application/json'}), (req, res) => {
  const sig = req.headers['paddle-signature'];
```

```
const body = req.body.toString('utf8');
// verify sig against PADDLE_SECRET_KEY using Paddle's SDK
const event = paddle.webhooks.unmarshal(body, process.env.PADDLE_SECRET,
sig);
if (event.eventType === 'transaction.completed') {
  const email = event.data.customer.email;
  // deliver: send PDF link, add to list, etc.
  deliverProduct(email, event.data.items);
}
res.status(200).json({ ok: true });
});
```

## Step 5 — Test the full flow

Switch to Sandbox mode in the Paddle dashboard. Use test card **4242 4242 4242 4242** with any future expiry and any CVV. Confirm that:

- ☐ Checkout page loads without SSL errors
- ☐ Payment completes successfully in sandbox
- ☐ Webhook fires and your server receives it within 5 seconds
- ☐ Delivery email/link reaches the test inbox
- ☐ Receipt email from Paddle arrives with your product name visible

## Delivering the PDF

For Gumroad, delivery is handled by the platform — you upload the PDF directly. For self-hosted Paddle, the simplest delivery: upload the PDF to a private S3 bucket (or equivalent) and generate a signed URL with a 48-hour expiry from your webhook handler. Include it in the delivery email. No login system required.

### FULL PADDLE → GUMROAD COMPARISON

Gumroad (8.5% fee) handles delivery, product hosting, and marketplace discoverability. Paddle (5% + \$0.50) requires you to host the product files and handle delivery but gives you a better tax compliance record and lower fees for high-volume products. For a \$19 product: Gumroad takes \$1.61; Paddle takes \$1.45 (ignoring delivery hosting costs). Use Gumroad for launch speed; migrate to Paddle when volume justifies the setup cost.

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## CLOSING

# What to do tomorrow morning

The biggest mistake after reading a framework is not doing anything with it. Here's the exact next-action sequence for a founder starting from zero:

1. **Day 1:** Pick one play from this kit. Only one. Run it to completion before starting the next one.
2. **Day 2:** If it's Marketplace Distribution — submit your plugin/extension to one marketplace and start the 10-day wait. While you wait, do the community post.
3. **Day 3:** If it's Cold Outreach — spend the day getting your DNS right (DKIM, SPF, DMARC). Don't send a single email until all three pass. This takes a full day and is worth every minute.
4. **Day 4:** Build or audit your checkout against the teardown framework. Make sure the Before/After/Bridge structure is present on the first screen.
5. **Day 5:** Post one community post using the templates. Don't check the metrics for 48 hours. The impulse to check hourly kills founders.

### THE ONLY METRIC THAT MATTERS

Not installs. Not impressions. Not "likes." Revenue. Everything else is vanity until it converts to money in your account. Pick one play, run it for 30 days, measure whether it generated any revenue at all. Then double down or cut it.

## Stay in touch

We publish everything we learn at **voiddo.com**. If you bought this kit and applied something from it that worked (or didn't), reply to your purchase receipt email — we read every one.

If you're at the stage where you've built something and need a fresh set of eyes on your checkout, copy, or distribution plan, the \$79 tier includes access to a one-time async teardown session via email (14-day turnaround).

### FREE DELIVERABILITY AUDIT

As a reader of this kit, you can run a free email deliverability audit at **AUDIT.VOIDDO.COM**

— it checks 50+ blacklists, validates your DNS configuration, and gives you a score. No signup required.

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## No-Traffic Revenue Kit for Indie Founders

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Version 1.1 — check [audit.voiddo.com/kit](https://audit.voiddo.com/kit) for updates (included with \$79 tier).

This is not financial advice. Results documented here are from one studio's specific experiments and may not apply to your product or market. The \$0 revenue baseline is real; the plays are what we're testing now.