

# 3D Asset Pack Release Checklist

A free pre-publish checklist for Fab / Unity Asset Store / itch.io / your own store

Use this before every release. Mark only what you have actually verified. Marketplace rules change, so this checklist complements - not replaces - each platform's current requirements.

## 1. Product scope

- ☐ The pack solves one clear scene-building or production problem.
- ☐ Every included model has a distinct purpose; near-duplicates are intentional variations, not padding.
- ☐ The listing states the exact model count and what counts as a separate model.
- ☐ Pack boundaries are clear: what is included, what is not, and what may come later.
- ☐ Bundle pricing remains cheaper than buying the included standalone products separately, if marketed as a value bundle.

## 2. File and engine QA

- ☐ The customer ZIP opens without errors and contains the final intended files.
- ☐ Representative assets were imported into the target engine/version you claim to support.
- ☐ Scale, forward/up direction and pivots/origins behave as described.
- ☐ Materials and textures resolve correctly after import.
- ☐ Mesh names and folder structure are consistent and readable.
- ☐ Transforms/export settings are applied consistently.
- ☐ Collision, LODs, rigging, animations or other technical features are included only if the listing explicitly claims them.
- ☐ No temporary, duplicate, broken or source-only files are unintentionally shipped.

## 3. Visual proof

- ☐ Primary cover is readable at thumbnail size.
- ☐ At least one image proves the full pack breadth.
- ☐ Individual assets are shown clearly enough to judge silhouette and materials.
- ☐ Modular packs include an assembled example and the pieces used to build it.
- ☐ Screenshots do not imply features or assets that are not included.
- ☐ No stretched, distorted or misleading preview images.

## 4. Listing copy and buyer expectations

- ☐ Title uses buyer-facing search terms without keyword stuffing.
- ☐ Short description explains the problem the pack solves.
- ☐ Full description lists the actual contents and useful technical facts.
- ☐ Supported engine/software claims match what you personally verified.
- ☐ Any setup work the buyer must do is stated clearly.
- ☐ License and redistribution limits are included or linked.
- ☐ AI / generative content disclosure is completed accurately if the marketplace asks for it.
- ☐ No guaranteed-sales, guaranteed-performance or other unsupported claims.

# 3D Asset Pack Release Checklist - Final Gate

## 5. Commercial checks

- ☐ Launch price, regular price and discount are internally consistent.
- ☐ You know the current marketplace fee assumption and have not confused sticker price with net revenue.
- ☐ You have a simple break-even estimate for the production time/cost invested.
- ☐ The listing has a direct next step: buy, download, view bundle, or see related products.
- ☐ You are not creating a new overlapping product while a stronger finished product is still unpublished.

## 6. Seller / platform checks

- ☐ Seller identity / payout / tax onboarding is complete for the target marketplace.
- ☐ Category, file-size limits and image requirements are checked against the current marketplace rules.
- ☐ The actual customer file - not only listing copy or screenshots - is attached before publishing.
- ☐ Payout details, passwords, PINs, CVV numbers and OTP codes are never placed in public listing content.
- ☐ You have saved a backup of the final customer file and listing copy.

## 7. After publishing

- ☐ Record the publication date and marketplace URL.
- ☐ Record real sales, fees, refunds and net revenue instead of estimating forever.
- ☐ Track which traffic source produced qualified clicks/orders where possible.
- ☐ Review the listing after enough data exists; do not rewrite it after every single view.
- ☐ Use real buyer questions to improve FAQ, previews and future packs.

## Quick release score

| Area                     | Ready?                   | Critical blocker?        |
|--------------------------|--------------------------|--------------------------|
| Scope / contents         | <input type="checkbox"/> | <input type="checkbox"/> |
| File / engine QA         | <input type="checkbox"/> | <input type="checkbox"/> |
| Visual proof             | <input type="checkbox"/> | <input type="checkbox"/> |
| Listing / expectations   | <input type="checkbox"/> | <input type="checkbox"/> |
| Commercial checks        | <input type="checkbox"/> | <input type="checkbox"/> |
| Seller / platform checks | <input type="checkbox"/> | <input type="checkbox"/> |

**Release rule:** if a critical blocker remains, do not publish just to hit a date. If everything critical is verified, publish and gather real data instead of endlessly polishing.

Free resource by Knit of Shadows. For a multi-listing operating system with listing pipeline, pack economics, release calendar, QA and sales tracking, see the 3D Asset Marketplace Seller Command Center (SELLER-01).

Planning aid only. This checklist does not guarantee marketplace acceptance, sales, ranking, profit, legal compliance, tax treatment, engine compatibility or license compliance. Verify current marketplace rules and your own deliverables.