

ADR Decision Kit. TORN DOWN.

Unusually honest page (not-for list, 'not a native Notion template', fair comparison to free MADR) plus a full worked ADR.

decisiondeskeng.gumroad.com, as reviewed Oct 29

ADR Decision Kit

Holds

"Markdown kit (Notion/Git/wiki friendly) — not a native Notion template."

Cover 2: page one of ADR-0003, as it looks in a repo

Rebuilt

Header block

Door type

Blast radius

"Scroll down to read one complete ADR from the kit."

Summary opens: "Six months later, nobody remembers why you picked the path you picked."

Rebuilt

Free classifier, then one next step

Rebuilt

Free classifier

→

One product

Who it's not for · license terms in plain words · a fair comparison with free MADR

Holds

Our sketch of the public page, not a screenshot.

"Anything obviously wrong with the store that I'm too close to see?"

Decision Desk, the maker · Indie Hackers, Oct 5, 2026 · [see the invitation](#)

Gumroad

Reviewed Oct 29

Not seen: sales, traffic, checkout

Demolition order

3 / 3 cracks cleared

Hit 1 · highest impact
Your best selling asset is hidden

4 cover images, and none shows the worked ADR (ADR-0003: 23 services off REST polling). Engineers decide by looking at the actual artifact.

Your best selling asset is hidden. The worked ADR is plain text far down a long description, and none of the four cover images show it. They're a title card, a flow diagram, a Type 1 vs Type 2 comparison and a list of the zip contents. Engineers decide by looking at the actual artifact. Make the first or second cover an image of page one of ADR-0003 as it looks in a Markdown preview or a repo (header block, door type, blast radius, first rejected option). And add one line near the top of the description: "Scroll down to read one complete ADR from the kit."

CONDEMNED

Hit 2
Lead with the buyer's moment, not the method

The summary opens with "Ceremony proportional to irreversibility", which is a good principle but an insider phrase. Your second sentence ("Six months later, nobody remembers why you picked the path you picked") is the line a tech lead recognizes. Move it into the summary.

CONDEMNED

Hit 3
Simplify the store

Five products for one buyer (ADR kit, Notion edition, RFC kit, bundle, free classifier) means each page has to explain the others. Point the free classifier's "next step" at a single product (the bundle or the ADR kit, not both), so every visitor sees one obvious path.

CONDEMNED

Three cracks. Three rebuilds. That's what a
teardown does to a page.

What still stands

It's one of the most honest product pages we've read: it says plainly that it's a **Markdown kit** and **NOT** a native **Notion template**, who it's not for, and what the license allows. That prevents refunds and builds trust with a skeptical technical buyer.

The page includes one complete worked decision record (ADR-0003: moving 23 internal services off REST polling, with every rejected option). A backend engineer replying to the Indie Hackers post said a messy worked example is exactly what would get them to buy. You've already shipped it.

The bundle page compares itself fairly with free formats (MADR, Nygard-style ADRs) and says to use those if a blank document is all you need. Saying that is what makes the rest believable.

Your next task

Ship the ADR-0003 cover image and the one-line pointer this week, then compare product-page views and sales in Gumroad's analytics for the 14 days before and after. With traffic this early the numbers will be small, so read them as a direction, not a verdict.

Case file

Product

ADR Decision Kit: Lightweight Architecture Decision System

Maker

Decision Desk

Price as reviewed, Oct 29

\$29 (store also has a \$39 Notion edition, a \$29 RFC kit, a \$49 bundle and a free classifier)

Proof on the page

0 ratings shown

In 30 seconds: **Strength:** Unusually honest page (not-for list, 'not a native Notion template', fair comparison to free MADR) plus a full worked ADR. **Fix first:** That worked ADR is buried in text and absent from all 4 covers; make it cover 1 or 2 and point to it at the top. **Then:** Move the 'six months later, nobody remembers why' line into the summary and give the store one clear path from the free classifier.

No promises. These are the changes we'd make first, from the public page alone. None guarantees a sale; most first digital products sell modestly or not at all, and traffic matters as much as the page. Are you the maker and want this taken down or updated? Tell us through our [contact form](#) (topic "Other") and we'll do it the same day.

YOUR PAGE HAS CRACKS TOO.

You can't see them from inside. We can. Send the link and get a written teardown with a prioritized fix list, by email within 2 business days.

Launch Teardown: \$97 →

No calls. Every review comes back in writing.

first sale, on purpose.

revenue operator

A playbook, free tools and written reviews for your first digital product. No calls, no hype.

Products

- The Pack
- Teardowns
- Guided Build

Free

- Free tools
- Etsy fee calculator
- Guides
- Free 6-page guide

Company

- About
- Build log
- Contact
- hello@getrevenueoperator.com