Boooooh · App guide

Selling on Bloop

Seller mode on Bloop: why sell on Linework, store verification, seller plans and commissions, products and digital files, automatic shipping costs and labels, payouts, store team, sales dashboard, sponsorship, push campaigns, Drive with Linework.

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Language
English

Online
docs.linework.app

Selling on Bloop

Why sell on Linework

Audience

Buyers already here

Your store lives in the same app where people chat, post and follow each other. Followers see your store in Stores You Follow.

Paid upfront

No unpaid orders

You receive the money as soon as you ship.

Free start

Basic plan at $0

Open a store with no subscription; move to a bigger plan when you need more products and lower commissions.

Grow

Team and promotion

Add managers and sellers, follow sales and customers, sponsor your store and send push campaigns.

Seller mode

In Bloop tap **Seller mode** at the top. The bottom bar becomes Seller home, **Orders**, **Product**, Chat and Profile; **Buyer mode** at the top of the seller home (or **Buyer mode** in the Menu) takes you back. The seller home shows your stores, products and analytics, and the **+** button at the bottom right creates a new store. The seller menu has Stores, Customers, Analytics, Inventory, Reviews, Refund, Plans and Shipping.

Create a store

1. Seller home → **+** at the bottom right (**Add store**).
2. Name, description, cover, category and accepted currencies.
3. Save. You can edit it later, make it **Temporary invisible** (hidden from search), **Close** or **Restore** it.

Store verification

Linework reviews every new store. Until it is approved you can't add products; once approved, the store gets the verified badge and its products appear on Bloop.

- Only verified, active stores can buy **sponsorship** and **push campaigns**.
- Changing the store's details (name, description, category...) sends it back for review.

Seller plans

Menu → **Plans**. Your plan sets how many products and photos you can publish and the commission Linework keeps on each sale. Without a paid plan you are on Basic.

Plan	Price	Products	Photos per product (video included)	Commission per sale
Basic	free	up to 10 a month	3	10%
Regular	$9.99 / month	up to 20 a month	6	8%
Premium	$19.99 / month	unlimited	unlimited	6.5%
Merit	$14.99 / month	unlimited	unlimited	5%

Merit is for proven stores: it needs at least 30 orders and at least 70% of reviews with 4 or 5 stars, and adds top placement in product listings.

Add products

1. **Product** tab → add: choose store and category.
2. Name, description, photos and video, price, sale price and cost, condition (New, Used, Renewed), 2–10 keywords.
3. SKU and stock, and whether to keep selling when out of stock.
4. Variants (for example colour and size), each with its own image.
5. Shipping weight and size, or mark it as a **Digital product (file)**: no shipping, it appears in Bloop's FILES section.
6. Status: **Active**, **Draft** or **Archived**. You can duplicate or delete products.

Shipping and orders

- Menu → **Shipping**: create a profile, add your stores and pick the **countries you deliver to**. You don't type rates: Bloop calculates **automatic shipping costs** for each order from your store address to the buyer's country and the parcel weight, using average courier rates (UPS, DHL, Chronopost). Tap **See rate table** to check them (USD per parcel; over 30 kg a small extra per kg).
- Set your **origin address**: it is needed for rates and labels.
- When an order arrives, open it in **Orders** and add the tracking number, courier and link.
- **Shipping label**: from the order, print or save as PDF an A6 label with your address, the buyer's and the tracking.
- Orders shipped with DHL: **Schedule Shipping** (a date within 5 days) and print the DHL label.
- If you can't ship an item, cancel it: the customer is refunded.
- **Refund** requests from buyers: accept or reject them from the seller menu.
- **Reviews**: reply to or report reviews of your store.

Step by step, from the label to the tracking number: Ship an order.

Sell ebooks and digital files

1. In the product form turn on **Digital product (file)** (in the app) or choose **Digital (no shipping)** (on web.linework.app → My shop → Products).
2. In **File to sell** upload the file: **PDF, EPUB or ZIP, up to 100 MB**. You can replace or remove it at any time. The file stays private: buyers can only download it after paying.
3. Fill in the **Book details**: author, publisher, language, pages, ISBN, year and a short summary (the title is the product name). Author and summary are required to save them; the ISBN is checked.
4. Use the cover and a few preview pages as product photos.
5. Ebooks with a file appear in the **Ebook** shelf of Bloop and in the **Ebook** category (under Books).
6. You get paid when the buyer downloads the file for the first time: the order closes by itself, with no shipping.

> The app shows the upload in the next update; on web.linework.app it is already available.

When you get paid

The buyer pays Linework at checkout. The buyer's payment fee and shipping insurance are paid by the buyer to Linework and don't reduce your earnings.

Your store team

On your store page tap **Team** and add people by @username. Each one gets a notification. Team members find the store in Menu → Bloop → **My teams** and its orders in seller mode; anyone can leave.

Role	What they can do
Owner	Everything, including payments, sponsorship and push campaigns. Only the owner changes roles.
Manager	Products, orders, shipping and customer chat; adds and removes sellers. No payments or sponsorship.
Seller	Follows orders and customers, and sees only the sales they handled.

Store address, reviews of changes and notifications

- **Store address**: in Seller mode → your store → **Shipping address**. It is needed to publish physical products (it is where orders ship from); if it is missing the app asks you to add it, or you can mark the product as digital.

- **Changes are reviewed**: when you edit the store (name, description up to 1,000 characters, logo, cover) or change a product that is already approved, Linework checks it again. Meanwhile the product is hidden from Bloop and the app shows that it is **back in review**. Saving without changes doesn't send anything to review.
- **Bloop notifications**: you get a notification and a push when your store or a product is approved or rejected (with the reason), when someone adds you to a store team and for every **new order** (sent to the whole team). You find them in Notifications → **Bloop**; tapping one opens the store, the product or the order.
- Managers and sellers see the stores they work on in Seller mode → **Stores you manage**.

Sales and customers

From the **Team** page tap **Sales & customers**: revenue, orders and customers for 7, 30, 90 or 365 days (cancelled orders excluded) and a team leaderboard: an order counts for whoever handles it first (status update or shipping label). The customer list shows each buyer's orders, total spent and last order; tap one to see their history in your store or to chat with them.

Promote your store

Sponsor your store: your store appears in the **Sponsored stores** row at the top of the Bloop home.

Duration	Price

Push campaigns: send a notification to your followers and to people who bought from you, if they turned on **Offers from stores you follow**. The invoice arrives by email.

Package	Pushes	Price (excl. VAT)
Start	10	€19
Grow	20	€35
Pro	50	€79
Business	100	€139

Rules: one campaign a day per store (each uses 1 push), title up to 50 characters and message up to 180, no links. Each person gets at most 2 promotional pushes a day from all stores. The store must be verified and active.

Already selling on Shopify?

Connect your Shopify store and your products appear in the **Shopify** store on Bloop, with stock and tracking synced. Linework keeps 12% of the items' value (shipping excluded) and pays you monthly. See Sell on Bloop with Shopify.

Drive with Linework

Menu → Bloop → **Drive with Linework**: apply to deliver LineEat orders in your city, on foot, by bike, scooter or car, and keep 92% of the delivery fee. NCC and taxi drivers can also apply to drive LineX rides. Everything about applying, offers, deliveries and earnings: Linework Drive.

Good to know

- **Why can't I add products?** Your store is still waiting for verification, or went back to review after you edited it.
- **Do I pay anything to start?** No: the Basic plan is free; you only pay the commission on what you sell.
- **Who pays the buyer's fee and insurance?** The buyer, on top of the price: they go to Linework and don't reduce your earnings.
- **Can I sell files?** Yes: mark the product as a **Digital product (file)**; there is no shipping.
- **Can my team send push campaigns?** No: buying and sending pushes and sponsorship are for the store owner.