



Sketchfab Store

SELLER HANDBOOK

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3D Content Licensing Reimagined

Turn your creative work into passive income with the Sketchfab Store



Industry-leading real time 3D player



Non-exclusive, so you can sell elsewhere



Royalty Free licenses



Connect with brands and peers



Commission rate on sales



Set your own prices


Getting Started

Quality work and fair pricing are critical to the success of all our sellers. In order to become a seller, we will review your portfolio to see if it meets the following criteria:

1. Your Sketchfab portfolio is representative of your work and **you have at least 5 models**.
2. All models, textures, and/or animations are your **original work**.
3. Models are **accurately UV mapped** (when textures are utilized).
4. Models are optimized and have **clean topology**.
5. Textures (when used) and materials are **optimized and efficient**.
6. All Store content **must adhere** to Sketchfab's [content policies](#).

In the next two slides, we'll show examples of applicant user profiles.






Noss

3D Artist


+ FOLLOW



1.3k Followers

20 Followings

Paris, France



SUMMARY


61 MODELS

STORE


COLLECTIONS

392 LIKES


POPULAR 3D MODELS




Day 2...
36.3k views 18 comments 640 likes




Sculpt...
15.1k views 29 comments 594 likes




Day 26 ...
12.1k views 8 comments 450 likes



Sculpt ja...
8.9k views 5 comments 207 likes



Day 30 - ...
4.5k views 0 comments 173 likes



Sculpt ja...
3.6k views 1 comment 172 likes

ABOUT

Technical supervisor at Cube Creative Productions.

CATEGORY

Individual / Artist

WEBSITE

<http://www.bruno-ortolland.com/>

MEMBER SINCE

February 7th 2013

STATS


129.3k views

4.3k likes

12.0M triangles

6.0M vertices

Applications that are likely to be approved communicate effort and care from the prospective Seller, showcasing **assets with lighting, background** and proper **materials**. Including **social media profiles** and **contact information** (as well as **location**) provides transparency for future buyers and helps with building the follower base.



+ FOLLOW

1 Follower

3 Followings


SUMMARY

6 MODELS

COLLECTIONS

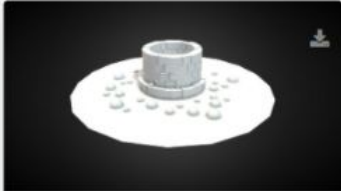
21 LIKES

POPULAR 3D MODELS




Sample

63 views0 comments3 likes



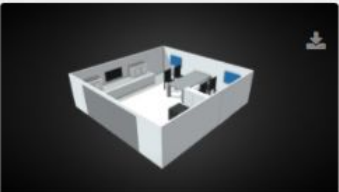
Sample

21 views0 comments1 like



Sample

178 views0 comments3 likes



Sample

146 views0 comments2 likes

Not enough Models Provided

CATEGORY

Individual / Game Developer

MEMBER SINCE

April 29th 2020

No Contact Info

STATS

533 views

14 likes

56.0k triangles

27.2k vertices

SKILLS

Maya


Photoshop

Substance

Unity

ZBrush

If you spend **little to no effort** preparing your profile before applying, your chance of **rejection** increases. Make sure you **get familiar with the 3D viewer settings** and prepare your models to look their best. Example here contains assets that are **easily reproducible by beginner 3D artist**, which would make it difficult for **buyers to find value** in. Models with **no materials** and **bad camera angles** will also decrease your chance of approval.

 Sketchfab Store

6

Our Review Criteria

Consistency is highly valued by our buyer community. Try to maintain consistent pricing, viewer settings, and backgrounds for your assets. This way you will create a unique and personalized shop experience for your customers.

Draft models can be seen by our staff, so don't worry about applying if you have not published your models yet. **We'll see your drafts during the review process.**

We'll determine your **approval based on ALL models in your profile.** Before applying, leave only the best of the best on your profile, removing models that may negatively impact our overall perception of your skill set.

Always ask yourself if the content you're creating is original and provides **value for the market.** For example, if a "medieval sword" is an easy model to create for beginners, you will probably not separate yourself from the competition by making simple medieval swords. In fact, [a quick search](#) shows the sheer number of sword variations in the store.



CLICK TO APPLY

Selling Tips

After our team reviews your application and you are approved, it's time to start selling!

General Tips

Stay engaged with your audience by answering comments. Responsive sellers make successful sellers.

Simple, solid color [backgrounds](#) will allow potential buyers to see your work more clearly, particularly when browsing through multiple search results.

Consider creating “[Asset Packs](#)” of your models. Leverage our **Additional Files** feature to include the separate mesh formats.

The more file formats you include, the more buyers will find your assets in their file format specific searches. Example: **.BLEND, .SBS, .SBSAR & .C4D, .MAX, .STL, and others.**

Don't overuse post-processing effects—make sure the buyers can see the true qualities of your work.

Leverage our Additional Files feature to include multiple file formats. The more file formats you include, the more buyers will find your assets in their file format specific searches.



Titles and Descriptions

Keep titles short and precise. Make sure tags, descriptions, and categories are representative of and accurately describe your work.

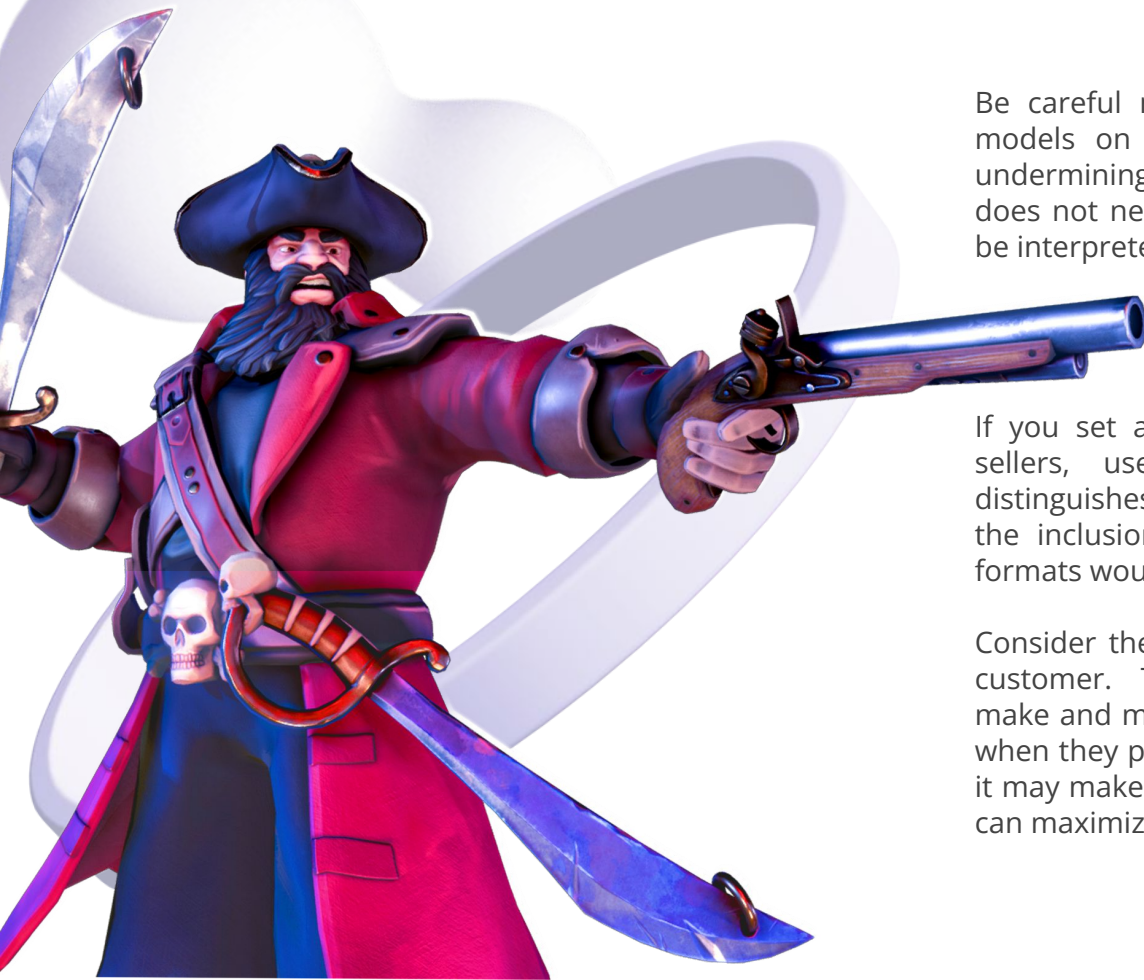
Tags are critical when buyers are searching for products. If you would like to sell a model of a realistic T-rex dinosaur, for example, consider adding tags like: *dinosaur*, *prehistoric*, *animal*, *jurassic*, *beast*, etc. Conceptual tags like *aggressive*, *dangerous*, and *terror* can also help.

Descriptions should include practical information. For example: what software was used and how animation is executed and how it can be used.

Accurately **categorize** your work. Remember: we limit models to a maximum of two categories. Sketchfab reserves the right to move models to different categories to ensure accurate categorization and the best possible browsing experience for buyers.



Pricing



Be careful not to radically **undercut the price** of similar models on the store. This ultimately hurts all sellers by undermining the store economy. Also, setting prices too low does not necessarily lead to increased sales. Low pricing can be interpreted by buyers as a sign of poor quality.

If you set a **higher price** than similar models from other sellers, use the model description to explain what distinguishes your model and adds to its value. For example, the inclusion of higher resolution textures or multiple file formats would be an added benefit.

Consider the value that your work might have to a potential customer. Think less about how much time it took you to make and more about how much **time you are saving them** when they purchase your work. If your asset sells a few times, it may make sense to increase the pricing slightly to see if you can maximize the revenue that each asset can yield.

Licensing

The Sketchfab Royalty Free (RF) licenses:

- allow you to maintain ownership of your work
- let buyers use your work in their derivative works across various media, worldwide, in perpetuity.

You can offer your assets under an **Editorial RF License** or **Standard RF license**.

The Editorial RF license should be selected for assets that include real-life copyrighted objects and/or popular culture characters and you do not own the rights to original design or associated brand or logo. These types of models are typically used for non-commercial projects such as news items or documentaries.

The Standard RF license should be selected when the asset you upload is either entirely original content or a familiar product that has been made generic without logos or other distinguishing design or branding.

Learn more about our license types [here](#).



Marketing

Marketing your work outside of Sketchfab is critical to increasing sales and making your store successful. Take advantage of the fact that the Sketchfab player is embeddable nearly everywhere. Every embed is a chance for buyers to see exactly what they're getting and a link to a potential sale.

Use social media, forums, and discussion groups to promote and showcase your work and drive traffic to your store.

As a 3D creator, you may also have a presence on portfolio sites like ArtStation, CGSociety, CG+, and Behance. Once again, remember that these sites support the Sketchfab player and are great places to highlight the work that you sell in the Sketchfab Store.

If you don't already have one, consider setting up a blog or website to highlight your professional work for sale. Some buyers will see your work for sale but make a purchase decision later. Having additional online presences can help buyers find you using search engines when they're ready to buy.



Model Specifications

The guidelines below address the requirements of specific 3D niches.

Game Engines and Real-Time Rendering

.FBX & .GLTF are the ideal file formats for game engines and real-time rendering using WebGL, VR and AR.

Use the model description to clearly state whether the model is more appropriate for low-poly or high-poly use cases. Optimized topology is the key for real time rendering.

[Performance in the Sketchfab viewer](#) is a good indicator of game engine performance. Buyers appreciate models and textures that load quickly and rigs that animate smoothly.

A complete set of PBR textures (Albedo, Metallic, Roughness) and normal maps are desirable to buyers who work with game engines.

Consider leveraging our Additional Files feature to add lower or higher poly versions of your file.

Note: we automatically transcode your model into glTF format with all PBR material settings preserved.



VFX Models and Offline Rendering



Models built to **real-world scale** are most desirable to VFX professionals.

Leverage our **Additional Files** feature to include multiple 3D file formats for different rendering/shading engines. Sellers who include multiple formats are more successful than those who do not.

For optimal real-time viewing on Sketchfab, it is common to display a lower-subdivision version of the model and attach the higher-subdivision model as an additional file. Be sure to indicate in the model description if you take this approach.

Use the **model description** to add information about various rendering engines that your model can work with.

For animated assets, be sure to clearly name the animation states.

3D Printing

Recognize that different 3D printing materials exhibit different tolerances and not every 3D model is a perfect match for every material. Remember that most 3D printers have limited print volumes. **Scale your model** to an appropriate size.

Ensure that your normals are set correctly. Any flipped normals can be interpreted as holes by 3D printers.

Ensure that your model does not include [non-manifold geometry](#). Unnecessary internal remains from boolean operations, can cause print waste inside your figurine. Provide a hollow version of your model when necessary. You can review [this article](#) for more info.

Remember that 3D printers supports neither smoothing modifiers nor smooth shading on low poly geometry, so a higher poly count isn't exactly a problem.

Include print-friendly file formats such as **.STL**, **.OBJ**, or **.DAE**.



Happy Sales!



Sketchfab Store Team

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Featured models by [marshallxu](#), [tivsol](#), [biubiupiu](#), [hushkal](#),
[haoJunLai](#), [luischerub](#), [hec](#), [conradjustin](#), [ida..faber](#)

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