



Guide for Writing Product Descriptions that Sell

A quality product description can *make* a sale. Conversely, a bland, unoriginal product description can break your business, particularly if it's lacking information your customer needs in order to make a buying decision.

Here's a guideline for writing product descriptions that sell!

Pre-Writing Mindset:

Write for Your Ideal Client: More than any other type of copy you start clicking away to create, your product description must be written with your ideal buyer in mind.

What does she want to know about what you've created?

What is important to her in terms of your craft, materials, sourcing, inspiration?

What does she want in her life that your piece can get her closer to feeling?

Embrace Your Tone and Voice: Here's the moment to bring in your voice. Are you employing a whimsical, dreamy tone? Or is your tone haute and sophisticated? Are you going to weave in some humor? Or is your line meant for once-in-a-lifetime occasions? (Doesn't mean you can't employ humor! These choices define your brand.)

Don't make yourself crazy, but just keep your style guidelines and brand values in the back of your mind or off to the side to reference as you write.



The Basics (what they need to know to make a buying decision, a bulleted list):

Make a comprehensive list of your piece's features. (example below from Anthropologie)

- Materials
- Dimensions
- Where it was made
- Functions
- Applications

It might not be the most exciting aspect of your product descriptions, but details like materials, dimensions, and functions are important to your buyer. These details show how your piece exists in real life. These details help your buyer see you work in context.

- DETAILS

- | | |
|---|---|
| <ul style="list-style-type: none">▪ Brass, peach moonstone, agate▪ Hook closure▪ Handmade in USA▪ Style No. 36615573 | <p>Dimensions</p> <ul style="list-style-type: none">▪ 36"L▪ 6" pendant |
|---|---|



The Unique Benefits: (one sentence with bullet points to explain further)

Write a “value proposition” for each piece (example below from Amazon). Answer these questions:

- Why is this piece relevant?
- What is unique about it?
- What value does it bring to the people who buy it?
- What makes it different or more valuable than what’s out there?

Top off this list with an overarching statement about what this piece is and your mission in creating this piece.

Unlike tablets, Kindle Paperwhite is designed to deliver the best reading experience

- No screen glare in bright sunlight
- Read with one hand—over 30% lighter than iPad mini
- Battery lasts weeks, not hours
- Next-gen built-in light—read without eyestrain



The Narrative: (write a short two or three sentence prose paragraph)

Write “behind the scenes” inspiration or story of this piece (example below from alex + ani)

Think about:

- History
- Inspiration
- Vision
- Evolution

What inspired this piece? In your life? In nature? In your city? In your home? How did you envision this piece fitting into your ideal customer’s collection? How do you believe this piece enhances their lives, their look, their identity? Be as specific as possible.

Om is an intonation, a sound resonating throughout the body into the soul. It signifies God, higher power, and the oneness of all beings in life's cycle. The past, the present and the future are all represented in this one sound. Adorn yourself with the Om to connect with your inner spirit, accept serenity, and embrace your faith.



Put It All Together:

Build the vision: Start with your narrative paragraph on the piece's origin, vision, inspiration or history.

Make a compelling argument: Communicate the value of the piece by placing your value proposition next.

Down to the brass tacks: Complete the product description with the concrete details your prospective client needs to understand in order to see how the piece fits into their collection or lifestyle.

Additions: Product Care, Fit Guide, Policies, Shipping and Returns

Bauble Bar (Key phrase in brand voice: “sweet iconography and playful tassels for a festive...”)

PRODUCT DESCRIPTION	—
ále by Alessandra Guest Bartender Collection. A trio of thread-wrapped pull tie bracelets features sweet iconography and playful tassels for a festive arm stack.	
SIZE & MATERIALS	—
Closure: Pull tie	
Materials: 14K gold plated metal, nylon thread, glass	
Measurements: Top: adjustable fit 6" - 8"; Middle: adjustable fit 7" - 9"; Bottom: adjustable fit 6.25" - 8.5"	

Kate Spade (Key phrase in brand voice: “without being over-the-top”)

DESCRIPTION
our fine art charm collection mixes epoxy stones in a variety of shapes and colors to create statement-making pieces that are eye-catching without being over-the-top.



Gorjana (Good example of short history/inspiration, from retailer site)

<p>DESCRIPTION</p> <p>Long chains hold the hammered bar on this refined Gorjana necklace. Lobster-claw clasp.</p> <p>18k gold plate. Imported, China.</p> <p>Measurements Length: 26.5in / 67cm</p>
<p>DESIGNER</p> <p>Helping her grandmother knit sweaters in Yugoslavia is one of Gorjana Reidel's earliest memories. After being discovered by Ford Models at the age of 15, it wasn't long before Gorjana's days were spent on runways and sets. In 2004 the designer launched her eponymous jewelry collection, which counts the likes of Cindy Crawford and Sienna Miller as fans. Known for simple exquisiteness with an artful twist, the line offers elegant earrings, necklaces, and bracelets, as well as classically chic accessories. See all Gorjana reviews</p>

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