

## Writing Product Descriptions for Your Jewelry That Sell

When people think of jewelry they usually go straight to “beautiful” and while it is just that, we should try and be a little more creative with the word play to set your jewelry apart from the rest of the BEAUTIFUL jewelry. So with an investment in a thesaurus and some ingenuity we can make your site copy much more engaging, entertaining, and effective. In today’s installment; let’s look at words to replace the ever so OVER used words: “beautiful,” “pretty,” and “lovely.”

What we’re aiming for is connotative language, which is wording that causes the reader to feel emotion. The emotional sense your customer attaches to a piece is what makes him or her want to buy it. “Beautiful” is so vague and quite frankly doesn’t “cut it “ anymore. Besides, we all think our jewelry is beautiful! So instead, let’s make this a quick one and jump into a discussion of our alternatives to Beautiful, Lovely and Pretty.

When we’re considering alternates, carefully choosing appropriate terms like the ones in this list below may help your site stand out:

- **Pleasing, graceful, classic, shapely, heirloom-quality, handsome, lustrous** –These are an excellent choice for vintage-inspired jewelry and simple, traditional designs because they suggest a slightly vintage, candlelit glamour.
- **Intriguing, alluring, fascinating, enthralling, tantalizing, compelling** –These words connote equal parts romance and mystery. They suggest an engaging or even hypnotic effect. They might be particularly appropriate for steampunk jewelry, particularly unusual materials.
- **Delightful, darling, sparkling, delicious, charming, and precious** –Superb for jewelry that’s either intended for younger women and girls or uses a feminine “cuteness” for its appeal. Consider these for more delicate designs, charm bracelets and necklaces,
- **Splendid, exquisite, magnificent, luxurious, queenly, divine** –Perfect diction when you’re selling wedding jewelry or pieces made with very fine materials, directing your customer’s attention to the quality you’ve put into every step.
- **Luscious, touchable, magnetic, mesmerizing** –These guide your customer to recognize a hypnotic, sexy quality. These words have a very sensual connotation, great for dark lustrous colors, and gemstone pieces!

By using more connotative words, not only will your pieces be alluring, you’ll also make your customers think so too. When the description aptly and vividly mirrors the piece, the impressions guide your target customer’s response, leading them to look for the shopping cart and BUY!