

Create descriptions that sell. What does that mean? Use words that you would use when searching google for this product.

Describe the product in a way that answers the questions you have when you are researching for a purchase. Would you hope the item is lightweight, large enough, strong, loudest, wears well...

# WHAT IS IT?

## WHY IS IT WORTH PURCHASING?

---

*THE BEST PRODUCT DESCRIPTIONS ADDRESS YOUR IDEAL BUYER DIRECTLY AND PERSONALLY. YOU ASK AND ANSWER QUESTIONS AS IF YOU'RE HAVING A CONVERSATION WITH THEM. YOU CHOOSE THE WORDS YOUR IDEAL BUYER USES. YOU USE THE WORD YOU.*

*Consider how you would speak to your ideal buyer if you were selling your product in store, face-to-face. Now try and incorporate that language into your website so you can have a similar conversation online that resonates more deeply.*



# ENTICE WITH BENEFITS!



*GEL HANDWASH - HOLIDAY : Sometimes the scent of seasonal hand wash is all we need to rouse our holiday spirits. Available in an array of festive fragrances, our naturally derived gel hand wash will leave your hands soft, clean and ready to be tucked into a pair of fair isle mittens. It really is the most wonderful time of the year.*



*DOES IT MAKE YOUR CUSTOMERS FEEL ...*

HAPPIER?

HEALTHIER?

PRODUCTIVE?

*TELL THEM HOW !!!*

*sell them the experience*

## USE SENSORY WORDS

### SIGHT

GLOOMY, DAZZLING, BRIGHT, FOGGY, GIGANTIC

### TOUCH

GRITTY, CREEPY, SLIMY, FLUFF, STICKY

### HEARING

CRASHING, THUMPING, PIERCING, TINGLING, SQUEAKY

### TASTE/SMELL

ZESTY, TANTALIZING, SWEET, STINKY, STALE

### MOTION

VIBRATING, SOARING, MIND-BOGGLING, STAGGERING, BUMPY