

# Product Description Worksheet

*Follow the instructions under each step below. Step 1 probably applies to all of the products in a single online store. Steps 2-6 should be repeated for each individual product description.*

## 1. Create your ideal customer

*Write out the profile of your ideal customer*

Describe this person's life (age, job, income, lifestyle)

Describe this person's needs (problems, pains, challenges, goals, aspirations, dreams)

*Tip: What causes this person to have a bad day? A wonderful day?*

What kind of "voice" would appeal to this person? (casual, formal, humorous, sarcastic, professional, etc.)

## 2. Brainstorm feature / benefit pairs.

*Write out as many pairs of features and benefits as you can.*

Feature (fact about the product)	Benefit (how this affects the customer)
Ex: Hand-sewn construction	Durable comfort
Ex: Made with whole-wheat flour	Keeps you healthy and energized

*You'll later incorporate these pairs into sentences or bullet points. Example: Our tasty muffins are made with whole-wheat flour to keep you healthy and energized throughout the whole day.*

### 3. Appeal to the senses

*List some adjective / noun combinations that paint mental pictures*

Examples:

- cold, hard steel
- char-grilled, juicy burger
- plush, velvety cushions

*List your adjectives below. Try to come up with at least 4-5 for a single product.*

### 4. Tell a story

*Describe a situation in which a customer might find this product useful. Use the adjectives you wrote in Step 3.*

Example: You're in the woods. Alone. Darkness surrounds you. A noise! Silently, you slide your steady Coldsteel Bushman survival knife out of its leather sheath. You smile as its solid, carbon steel 7-inch blade glints in the light of the moon. Your trusty blade has hewn down saplings, speared fish, and cut through enough rope to make it feel like a part of your being. You slip the cold, hard blade of your knife back into its sheath, knowing that whatever the night and the woods bring, you'll be ready.

*Write your story below. Don't worry if it's not perfect—just quickly write something out in 5 minutes or less.*

## 5. Replace boring adjectives with verbs

*Don't use adjectives like "high-quality" to describe your products. Instead, use verbs to tell a story about your product that demonstrates its high quality. It's ok to use adjectives to describe the situation that the product is in.*

Example:

BAD – This knife is high-quality and durable.

GOOD – This knife will hold up in the most strenuous and demanding situations.

Example

BAD – This necklace is beautiful.

GOOD – This necklace is sure to draw admiring stares from people around you.

Tip: Don't tell me what the product is like. Tell me what it *does* (*the knife holds up in demanding situations, and the necklace draws stares*)

*Go back through the story you wrote in Step 4 and try to incorporate verbs rather than adjectives wherever possible.*

## 6. Put it all together

*Review what you've written so far. Then compile the following:*

- 1 paragraph (2-4 sentences) telling a story about the product
- 1 paragraph (2-4 sentences) describing the product
- 1 bulleted-list listing the product's feature / benefit pairs.

Note: You may not use all 3 of the above items for every product. Certain styles (story-telling vs. description) may be more appropriate for certain products and less for others. However, it's a good exercise to practice doing all 3 items for a few products.

*(Copy and paste the above items here for a single product)*