

## CRAFTING A COMPELLING PRODUCT DESCRIPTION

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Let's say you have an online store where you sell tangible products. Now, you can simply show a picture of the item along with the price and call it a day.



*Satin Lined Beanie Gray*  
*Jersey Cap Unisex*

\$28.99

Or, you can include a product description that explains how it fits, how the buyer will feel in it and the value of investing in the product.

That description could look like this:



## Satin Lined Beanie Black Jersey Cap Unisex

\$28.99 In stock ★★★★★ (5 customer reviews)

Who says your hair has to suffer while you're out and about being your fashionable and stylish self? The days of choosing between fashion and function are over! Our satin lined cap beanies mean you can have both. While you go about the business of being you, let our beanies lock in moisture and protect your hair from damage, while you're awake or sleeping.

- Now with elastic, to stay even more snug on your head
- Measure head if unsure of size .
- Circumference: 20-22" (51-56cm).
- Length: 12" (30.5cm).
- Exterior 100% cotton.
- Interior lush, protective satin.
- A collection of cool and stylish colors you can mix and match for the perfect look.
- Fun prints that complement any outfit.

See the difference? Now, honestly, which product presentation would you be more likely to explore further?

Now, let's say you're selling digital products from a store on your website. For something like this, you don't need a full-blown sales page, just a description of buyer expectations and benefits to making the investment.

## CRAFTING A COMPELLING DIGITAL PRODUCT DESCRIPTION

For example, here's the store description for one of my digital products:



## Copywriting Quickies 1.0

\$50.00

5-PART EMAIL SEQUENCE PROVEN TO WAKE UP A DEAD, UNRESPONSIVE EMAIL LIST OF SUBSCRIBERS

1

Add to cart

SKU: copywriting-quickie-10 Category: [copywriting](#)

### Description

## Description

Struggling with getting your “loyal” followers to open, read or click your emails? Wake up your unresponsive list of “zombies” with this confident, personality-infused, irresistible 4-part email series tried and tested to shock grandmas, gurus and even hard-core, can-never-be-persuaded-to-do-anything “gangstas” into immediate action.

Here’s a peak at what you get behind the curtain:

- A virtually failproof outline of when and why to send each email so you get higher open rates, more clicks and more eyeballs on your glorious products and services
- My secret email templates that work like magic in moving subscribers from uninterested to brimming with excitement whenever they see your name in their inbox
- Example emails you can copy, tweak and send to shock your own flat-line, unresponsive list into action
- Analysis of what goes on in a buyer’s head after receiving each email in the series

See how I include the title with an “anchor statement at the top of the page? From there, I include a line or two to let the buyer know I can relate to his/her struggles before diving into how the product can address those struggles.

Lastly, I use bullets to set the expectation and communicate buyer benefits.

## THE PRODUCT/SERVICE DESCRIPTION PAGE TEMPLATE

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And the moment we've all been waiting for ... the template:

**HEADLINE**

**STRUGGLE IDENTIFICATION**

**OFFER BENEFIT**

**SET EXPECTATIONS**

**CALL TO ACTION BUTTON**

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## A DEEP-DIVE INTO THE TEMPLATE ELEMENTS

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Let's take a closer look at each element:

### **ELEMENT #1: HEADLINE**

Here, your headline will either be the name of the product (if you're selling tangible products), the name of the product + an anchor subheadline (if you're selling a digital product) or a results-focused headline (if you're promoting a paid or free consultation call).

Here are a few examples:

*Write Like A B.O.S.S. Masterclass*  
**DISCOVER HOW TO SLING SPINE-TINGLING SENTENCES THAT MAKE YOU MONEY**

*Satin Lined Beanie Bundle*

*Copy Cosmetics Consultation*  
**DRESS UP YOUR DRAB, BORING WORDS WITH A COPY COSMETICS CHAT**

### **ELEMENT #2: STRUGGLE IDENTIFICATION**

Here, you want to insert up to three sentences that let the prospect know you understand his/her pain/struggles.

Here are a few examples:

*Know you need to dress up your drab copy, but not sure what to do or where to start? Let's talk copy cosmetics.*

*Struggling with getting your "loyal" followers to open, read or click your emails?*

*Tired of chasing clients down for payments? Begging for testimonials with no success? Taking on more work than you can handle because you don't know how to say "no"?*

### **ELEMENT #3: OFFER BENEFIT**

Use this section of the product/service description to communicate how your offer addresses the struggle identified in Element #2. For example:

*Wake up your unresponsive list of “zombies” with this confident, personality-infused, irresistible 4-part email series tried and tested to shock grandmas, gurus and even hard-core, can-never-be-persuaded-to-do-anything “gangstas” into immediate action.*

Now, the sweet thing about the offer benefit is you’ll likely already have the words ready to go from your planning process.

### **ELEMENT #4: SET EXPECTATIONS**

Now, this is where you’ll clearly communicate what the prospect will get from the investment of time or money. A list of about 3 to 5 bullets will do the trick here.

For example:

*All you need to do is book a copy cosmetics consultation and get:*

- *60 glorious minutes with me reviewing that one page of Ugly Betty copy or a promo post from your favorite social media platform that’s got you up all night overdosing on Google.*
- *Three profitable and actionable copywriting tips that will take your words from drab to money-making fab.*
- *Three hacks on how to infuse your writing with seductive words virtually guaranteed to propel the right people to smack the “buy” button.*
- *An exclusive BONUS copy of my Copy Kit where you’ll find a few of my best secrets on writing spine-tingling sentences that serve and sell.*

### **ELEMENT #: CALL TO ACTION**

As in previous weeks, you’ll use the call to action to tell folks what to do so you can offer a solution to their problem.