



YOUR GUIDE TO...

Writing Product Descriptions

THAT SELL 24/7 &
TRANSFORM CASUAL CUSTOMERS
INTO LOYAL, RAVING FANS

MOCHA BEE COPYWRITING
COPYWRITER | BRAND STRATEGIST

What are product descriptions and why are they so damn important?



Are you tired of lifeless, boring product or service descriptions that sound like a robot wrote them?

Have you tried writing your own descriptions but suddenly it seems like your brain is broken? You could've sworn you knew words 5 minutes ago and now it's just blank.

Did you finally get a few descriptions written only to realize everything sounds so... forced?

Okay, okay enough scenarios. You get the point.

First, a note. You'll hear me say product description throughout this guide, but don't let that scare you away if you're a servicepreneur. After all, your service is your product!

At the surface level, a product description tells customers what they get when they buy from you. But think back to a time you fell in love with a product you hadn't even touched yet. I'd bet money that the description didn't just tell you what the product was or roll out jargon-ridden features. No, they likely laid out why you should buy that item, why you should buy it from them, and how it would transform your life for the better. It's all about status, baby!

What can well-written product descriptions do for your business?

Think of product descriptions as the director of second impressions. They've seen the images (the first impression), but pictures can only do so much. This is your opportunity to paint a story of your audience's pain points and how they can save themselves, transform, or amplify their lives once they experience your amazing product or service.

So, what does this mean for business?

Greater engagement, easier sales, MORE sales. Plus, if you do it right, your product descriptions will actually strengthen your brand messaging and recognition. THIS is how you create fans out of window shoppers.

I know you want all that goodness for yourself, but how do you do it?

Yes, you can actually write product descriptions that connect + convert!

This is more than just my faith in you.

In essence, writing a product description isn't difficult. More often than not, if someone is having issues writing their descriptions, it comes down to one of a few issues...

You keep second-guessing yourself.

You're not quite sure who your audience is.

You rapid-fire features without addressing the tangible benefits.

Your writing is, well, boring.

"Boring?! Oh no! That's not nice." I can hear it now.

Look, I'm not saying you have to turn out Shakespearean prose. I'm merely suggesting you give your customers something to care about.

If you've spent any amount of time researching marketing, then you know that time and attention are the ultimate forms of currency. Give your customers a reason to give you theirs.

Keep on reading to learn how! (Oh, and for my note-takers, I've included plenty of note pages at the end of the guide.)

THE 6 ELEMENTS OF A KILLER PRODUCT DESCRIPTION (PLUS A BONUS!)

Before we begin, there's just one thing you should etch into your brain. You aren't writing for everyone.

So many of my clients are terrified by this. What if they miss a sale? What if someone feels left out? What if they pigeonhole themselves into a hyper-specific audience who never finds them?

The list of night terrors goes on and on. And I get it! I'm not just a writer, I'm a business owner too.

But, and this is a but of epic proportions, if you write for everyone then you're writing for no one.

Focusing on your ideal customer is what gives your product descriptions (and any other copy) that "Oh my god, is she living in my brain?!" edge that makes people feel seen and want to trust you with their time, attention, and \$\$\$.

Rest assured, people outside your inner-circle (target audience) will still find you, identify with you, and buy from you.

Trust me, I do this for a living.

There are several factors that go into writing a product description, but we don't have to overcomplicate things. We can pull it out of you by answering a few key questions.



But, and this is a but of epic proportions, if you write for everyone then you're writing for no one.

- KIERA (MOCHA BEE)

1) Who do you think you're talking to?

No, really! This is arguably one of the most important components of a winning product description. That ideal customer we were just talking about? That's what we're breaking down here.

It's all fun and games until you throw in verbiage that doesn't fit your people.

Like this guide, for example. If you've made it this far, you're either really determined to write the best damn product descriptions or you're a little snarky, a whole lot quirky, and you don't just want customers. You know what I mean. Customers are great but hungry, loyal fans are always ready to rally for you. Not only will they keep buying from you, they'll convert their friends and family for you, growing your customer base without you doing anything but being fantastic little you.

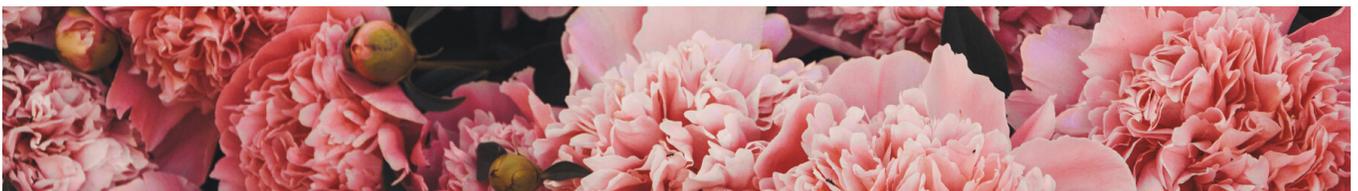
Now, I could write an entire guide on how to whittle down who that is, but that's not what we're here to do today, so I'll just do a brief overview.

Grab some coffee, tea, or a glass of wine, hit the mood music, grab a pen & paper, and hit daydream mode. Picture your ideal customer - when you created your product, who did you have in mind?

- What do they look like?
- How old are they?
- What are their dreams? Worries?
- What do they do for work?
- Are they adventurous?
- Do they shop online?
- Do they make decisions based on gut feelings, or do they do tons of research first?

Write down every detail. No detail is too small.

Don't forget to give your new best friend a name! This will inform eeeeeeevery aspect of copy from here on out.



2) MEET THEM WHERE THEY ARE



The reason you have to begin with who you're talking to is that you have to know what they want.

Namely, here we're talking about their pain points and their dreams.

This part is a bit easier if you've already been in business. *Do your customers come to you to ease their pain or to help them build a big, beautiful future?*

Admittedly, this is a bit of a tricky question.

Of course, you're always finding a solution to their problem. This is more about positioning.

Did I make that confusing? Just follow me...

Imagine you're a travel guide. Planning a trip can be so overwhelming, but that's not what we want to lead with. Your customers aren't coming to you because planning their vacation is driving them crazy. They're coming to you because they want the best vacation ever, effortlessly.

On the other hand, say you're a business coach working with entrepreneurs trying to take their business to the next level. Of course, there's a big, beautiful outcome, but many of the entrepreneurs who come to you are in turmoil. Things haven't been working, and they feel stuck. Maybe they're even dealing with imposter syndrome. They're coming to you to heal, to transform.

You can (and should) address both, but open with the positioning statement that will spark the hearts and minds of your ideal customer.

BOOM! Instant connection!



3) Benefits v. Features

Use those bullet points with caution! No one wants to read a list of vague features without context. They don't care how innovative your product is or if it's a quarter of a second faster than the competition without being told how these features directly affect them.

Customers want metrics that matter.

So ask yourself, How does my product transform a customer's life?

Transformation is the ultimate benefit. It's all about what your product or service can do for them and how they will feel as a result.

For example, the new iPhone might be roughly 33% faster than its predecessor, but we don't need to know that.

We want to know how these features affect us, you know, in real life.

So, the faster speed means you can take longer videos of your kids seeing snow for the first time without worrying about lag time. Or you can upload TikTok videos and claim your 15 minutes of fame 30 seconds faster.

See what I did there?

4) You're so special!

UVP or Unique Value Positioning is kind of like the "Personality" of your product.

In a nutshell, it's a sentence that sums up what you have to offer at a glance.

Here we're asking, What sets my product apart?

Is it organic?

Is it the first of its kind?

Was it handmade by a third-generation medicine woman?

Does it align with their values in some way?

And don't discount the power of your voice and story!

Maybe you're selling a plain Jane, yellow #2 pencil. It might be difficult to think of a way to set yourself apart from the competition. But perhaps this is your favorite type of pencil to sketch dogs in Central Park, or you had one just like it growing up and it stirs up a sense of nostalgia.

Choose an angle and lean into it!



5) What is the true cost?

Price is important. Of course, people want to know how much money they're throwing at you, but that's not the cost I'm talking about here.

What is it going to take to get your goods in their hands (whether physical or metaphorical)?

- How long will they have to wait to receive it?
- Are there any contingencies?
- Will they be able to use it right away?
- Does anything need to be assembled?
- Is there a learning curve?

Honesty is key, but there's always a way to slip those rose-colored glasses on.

For example, maybe your product is meant to be assembled. But it's so simple they can have it finished in under 10 minutes with nothing but a screwdriver! They'll break out the tools and feel like an absolute boss when it's all said and done.

Maybe there is a learning curve, but once they've navigated the how-to's, they've developed a skill they can use to make life easier or even make money.

6) Seal the deal!

If you've done any amount of research about writing product descriptions, then you've probably seen something about a CTA (call to action).

It's just what it sounds like. You're calling your customer to act. This can come in form of instructions on next steps, a form, or even simply a button. Don't overthink it, but it's a necessary part of the formula.

And this isn't just for product descriptions. This is for every single piece of copy you write.





Bonus

Take objections head on!

Part of being in your customer's head means intuiting possible objections, whether it's the price point, switching services, a time commitment, etc. Don't shy away from the objections, take them on!

Yes, you have to switch providers, but we do XYZ to make the process simple.

True, this has a higher price point, but it's an investment in you.

Okay, okay, it's a year-long program, but you can spend a year getting closer to who you want to be.

Make a list of objections and different ways to reframe, soothe, or sidestep them. You can do it! I believe in you.

Let's get formulaic!



Learning and Implementing PAS & AIDA

Or... in other words, how the hell do we put this all together? Well, there are a billion different formulas you could plug your copy into. Okay, that's a bit of hyperbole. But there are a TON.

Anyway, we're focusing on two formulas right now, PAS and AIDA. Now, these are two of the most foundational aspects of any type of copywriting. Emails, sales pages, home pages, social media captions... A-N-Y-T-H-I-N-G.

But don't mistake foundational for basic. There's a reason these are in nearly every copywriting course worth its salt.

Think back to the Meet Them Where They Are section where you answered whether customers come to you to solve a problem or to help them build a big, beautiful future. Well, here's how to put that information into action.

Problem-Agitate-Solution

Clearly, we're leading with the problem here, so I like to use this formula for businesses that focus on solving an issue.

Let's begin with getting the problem out there. It may seem obvious, but I promise you, some of your customers don't really know what their problem is. You have to make them aware of the real problem before you can sell them on a solution.

After you draw awareness to the problem, it's time to stir things up a little. Gently poke* at the issues at hand, driving home just how much it's truly affecting the happiness, success, and overall wellbeing of your customer. This is the part that makes people think, "Damn, has she been reading my journal? How does she know I think about that?!"

Then, of course, it's time for the solution.

It's important to note that you want to keep your language solution-focused, not product-focused. So, rather than saying "Buy my product to fix this problem," you'd say something like "This is the product you've been waiting for to help you fix this problem without the pain of having to XYZ."

*When I say gently, I *mean* gently. Studying copywriting and marketing places you in a unique position to tap into and manipulate thoughts and emotions. This isn't a responsibility you should take lightly. We don't believe in the sharp jabs of bro-marketing here. We're all about creating awareness, empowerment, and nurturing relationships, which ultimately lead to lifetime fans who love you.



Attention-Interest- Desire-Action

This formula will work for just about any copy project, but it comes into play (for me) mostly when trying to guide the customer's attention to the fabulous future they could be enjoying right now... if only they had your product in their lives.

Kick things off by writing a future-facing, engaging headline to capture your audience's attention. This could be a big statement promising treasures untold or a question to spark their imagination. Remember to focus on their problem, not your product. They don't care about you... yet.

Okay, so you have their attention. We're going to get a bit... seductive. This is where you can lay out the benefits of your product as well as any authority-building content. Why should they be interested in you? What's in it for them? You know what we're here for, products (or services) with benefits. Wink, wink. Nudge, nudge. So show us the goods!

- If you have any testimonials, share them!
- If you've used this product or system to achieve the results they've been praying for, tell them!
- If you've been interviewed in publications, on podcasts, etc., feature them!

You've been waiting to show off. Well, here's your chance! Keep in mind, though, that even though you're tooting your horn, you want to position yourself as a part of the customer's journey. So yeah... it's still not really about you. Sorry!

Your customers are hungry now! It's time to tap into their desires - make them drool and sweat. This is where you focus on building that big, beautiful, perfect world that will exist only after they use your product.

- How will their life improve?
- What will they get to do that they couldn't before?
- How will they be more magical or transcended or saved? Consider this agitate's bubbly cousin.

You can get creative here, but N-E-V-E-R lie. Don't make false guarantees for the sake of sales. You'll get caught every time.

I'll give you a little hint if you're struggling here. Reviews! Whether you call this social listening, review mining, or good old fashion research, this is the way to go to learn what your customers want. No customers yet? No problem! Hang out where your competitor's customers do (virtually) and leverage the language, hopes, dreams, fears, and impact they use in their reviews.

You've built up the benefits and built out the fab future, so there's only one thing left. Action. Give your customer the next step. This can be anything from having them fill out to clicking a button. No matter how silly or obvious it may seem, tell them what to do next. Yes, even if the obvious next step is setting off fireworks in their face. Tell'em!

Don't make them work for it because they won't. I won't say people are lazy, but microwaveable mac & cheese isn't on every pantry shelf in America because it's a culinary revelation.

Got it? Good!

FINAL NOTES AND CONSIDERATIONS

Congratulations on making it through this down and dirty, quick guide to writing amazing product descriptions.

I do want to add a couple of things because I can hear already hear it, "But how long is it supposed to be? Does it have to be funny? I'm not a writer KB!"

Listen, I hear you! So I threw some final notes together for you...

Length

There's a lot of conflicting information out there. Some people tell you to shove every keyword possible into your descriptions and it should be at least 1000 words long. Others tell you to keep it concise, but you're always left feeling like some things are left unexplained.

My rule of thumb is always to write just as much as you need to get the point across. Cut the fluff. If you sell a necklace, you don't need half a page of text. I mean, would you read that when trying to find jewelry?

Conversely, if you have a digital product with multiple options, pricing tiers, and upsells, then you very well may (will) need an extended description to ensure allllllll the things are answered.

Voice + Tone

When it comes to throwing personality into the mix, do what feels right for your brand. I'm pretty quirky and if you've ever done a brand messaging or copy consult with me, you know we spend half the time laughing. If your brand voice is snarky, then be snarky. If it's self-love embodied, then do that! If it's serious, then get corporate with it.

Picture that ideal customer. How would you communicate with them?

Always, always, always stay in alignment with your brand voice.

Writing Skill

And as for the non-writers, well, I've found after working with hundreds of business owners that most people just aren't as bad as they think are. If you're not quite ready to invest in a copywriter, then you can borrow my ultimate litmus test - say it out loud. If it sounds like "writing" then try again. This goes for virtually every piece of copy you'll write. Many people find it easier to talk about than write about, so perhaps try taking some voice notes and write what comes out.

Thank you!

Well, that's the show! You've learned how to write killer product descriptions in this handy dandy mini-guide. Using the information here, you'll be able to start writing your own friendly, fabulous, or feisty copy!

If you have questions or want help implementing these strategies in your business, please don't hesitate to send a consultation to get you on the right track.



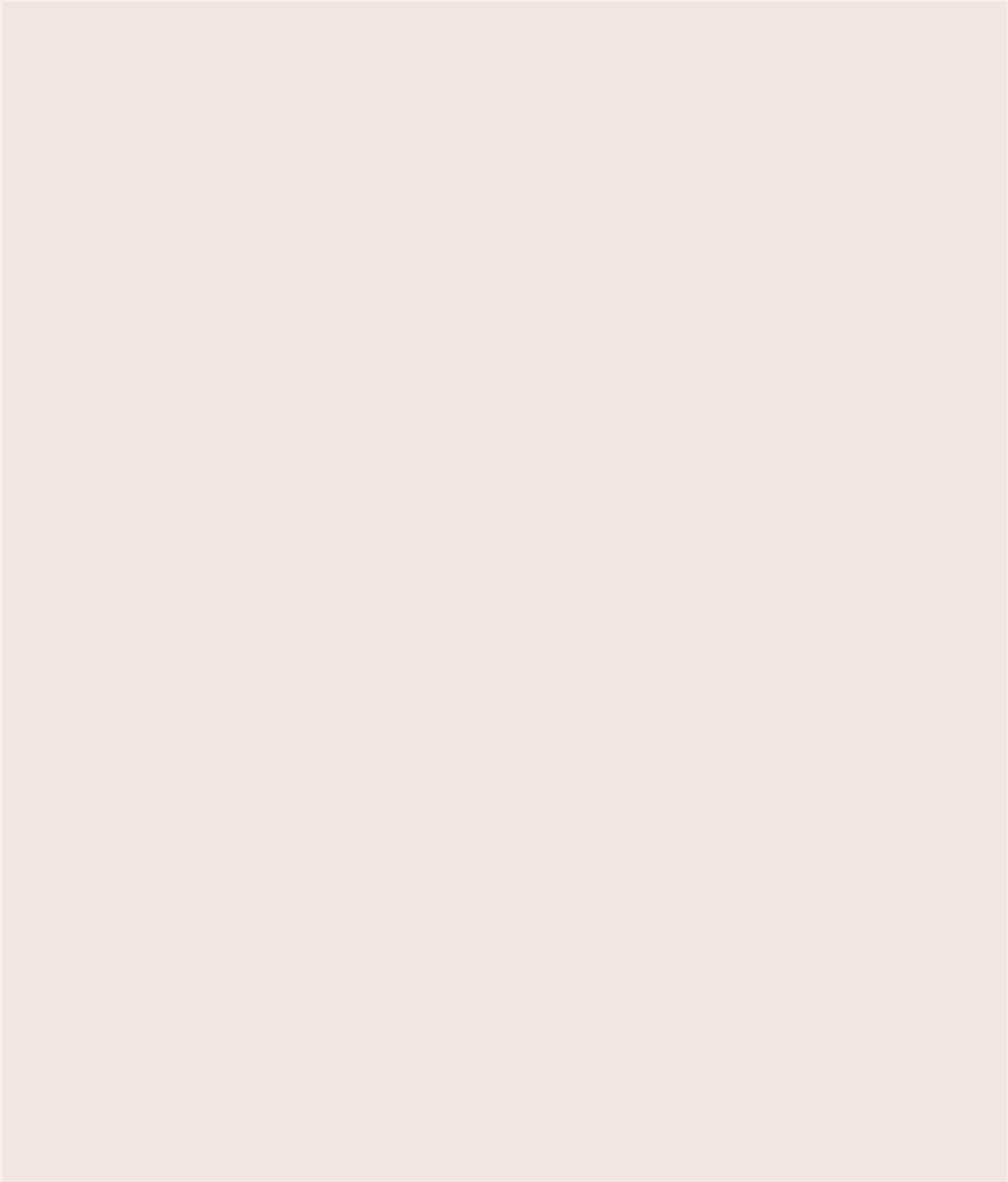
Need more help?

A copywriting and brand messaging consultation might be all you need to set you right! Or... maybe you read through this entire thing, but my mini-lessons were drowned out with your internal screaming, "I have to do this for EVERY SINGLE product/service?" Good news! YOU don't have to, but I'd love to.

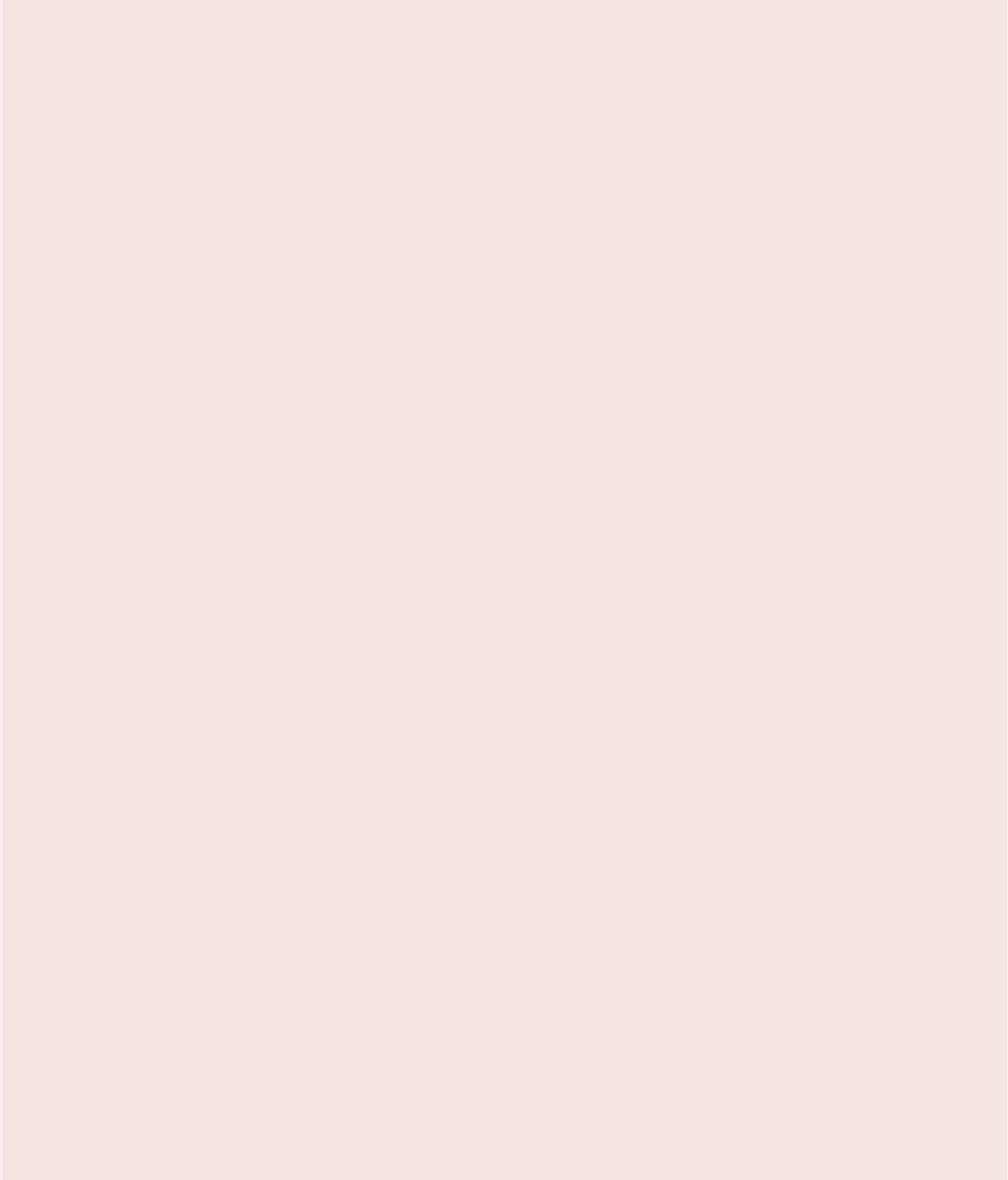
[Let's chat!](#)



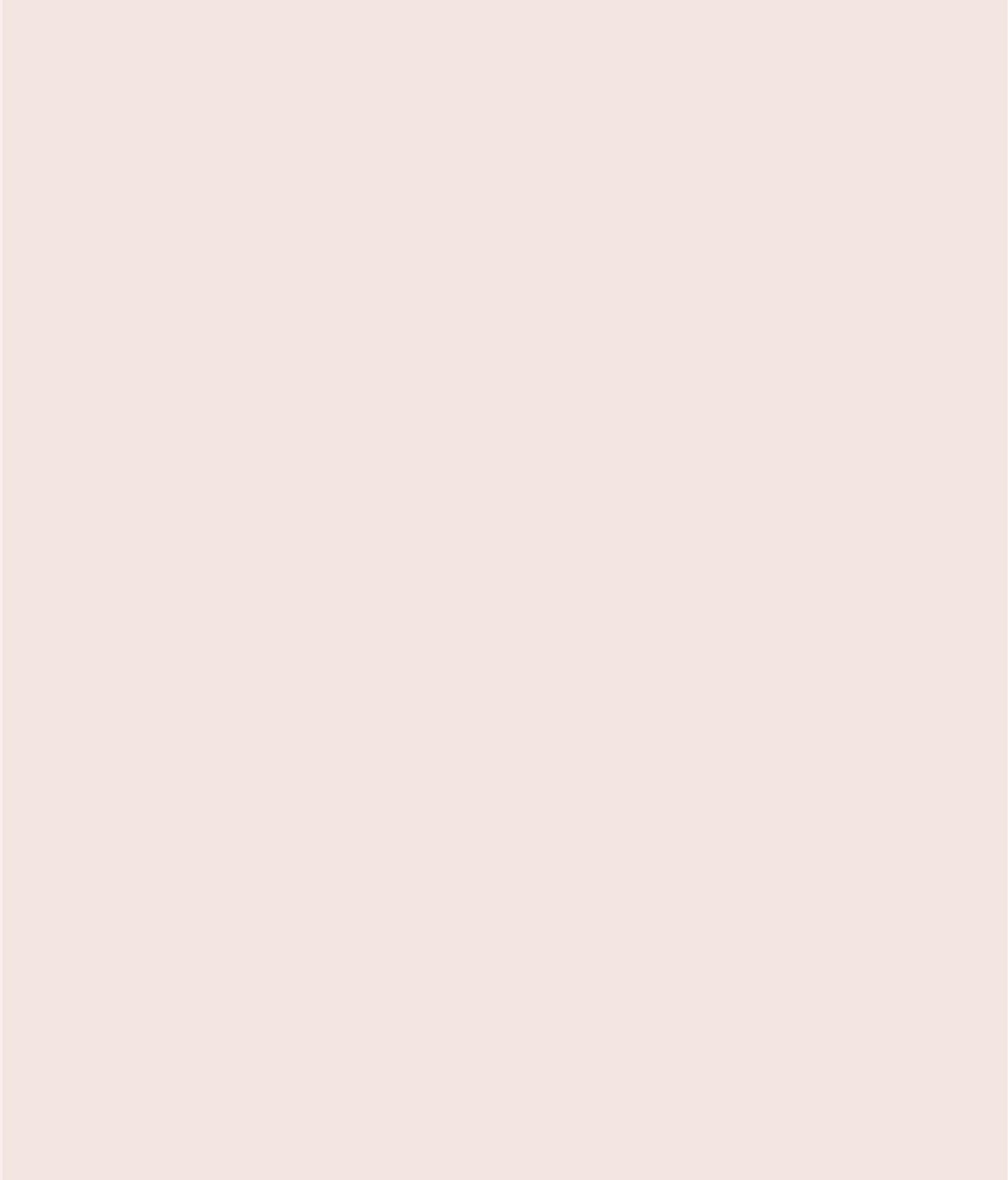
My Notes



My Notes



My Notes



My Notes



My Notes

