

# HOW TO WRITE IRRESISTIBLE ITEM DESCRIPTIONS

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## INSTRUCTIONS

Answer the following questions and writing prompts as best as possible. When you're done, insert your answers into your item descriptions. In the case that you don't have a ton of time on your hands, you can streamline the copywriting process by focusing on the steps that best represent the item at hand.

## 1. INTRODUCTION

Write a short introduction that injects some personality into your item description. Think about why this item is awesome, what the biggest selling point is, and what you're most proud of. Four to five sentences is more than enough.

**Pro Tip:** To improve your SEO (Search Engine Optimization), include the most search-worthy words from your item title in the first line of your item description copy.

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If you're not good at writing, use this prompt to get your creative juices flowing:

“My/This [ITEM NAME] is [adjective 1], [adjective 2], and [adjective 3].”

My/This \_\_\_\_\_ is \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

## 2. WHAT ARE THE TOP FIVE FEATURES YOUR CUSTOMERS MOST CARE ABOUT FOR THIS ITEM?

To get started, think about addressing:

- Dimensions and weight
- Various color options?
- Is it safe for children?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Note: If you don't know what your customers' top concerns are, go ask five potential customers for their insights.

## 3. WHAT IS YOUR WOW FACTOR?

Do you offer free shipping? Product customization at no extra charge? Personal consultation? Outstanding customer service? Tell us about it:

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Etsy

4. DO YOU CURRENTLY HAVE A SALE OR SPECIAL OFFER GOING ON? IF SO, USE THIS COPY. ALTER FOR SEASONS, EVENTS, ETC., AS NECESSARY.

“We’re having a [SUMMER/HOLIDAY] sale. [INSERT DATES and details.]”

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5. WHAT OTHER ITEMS MIGHT YOUR CUSTOMERS BE INTERESTED IN?

Include the title and link to three of those items here:

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6. INSERT SHAMELESS SELF-PROMOTION

Were you featured in a publication or website? Did someone cool or famous wear/use your item? If so, share the details.

[AS SEEN IN: NAME, NAME, NAME]

As seen in: \_\_\_\_\_

7. TESTIMONIALS

Insert up to three awesome customer testimonials here, complete with their names if they’re cool with it.

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8. HOW ARE YOU DIFFERENT FROM YOUR COMPETITOR? WHAT UNIQUE BELIEFS DO YOU HAVE ABOUT YOUR PRODUCT, YOUR INDUSTRY, OR THE WORLD IN GENERAL?

Write *three* things you and your company stand for:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Write *one* way you are totally different from your competitor(s) or similar shops:

1. \_\_\_\_\_