

# Writing Product Descriptions

- 1. Identify your brand's core adjective & use this as your guide.
- 2. Type out the product name at the top of the page.
- 3. Paste in an emotional hook
  - 👤 From Module I. Does not need to be explicitly about the product... but it *does* need to be about the feelings and emotions behind using it.
- 4. Spell out the product description jargon you currently use underneath the emotional hook.
  - 👤 Revisit the exercise you did in Module I to spell out the jargon / ambiguous phrases from your questionnaire. Do the same exercise, but with the product description you've been using.
  - 👤 If you're writing a new description for a new product, a good exercise is to write out what you'd normally write (pre Copy Power Course) and then go back and spell it out.
  - 👤 Or find something to copy & paste from Module I work.
- 5. Paste in the specs under what you wrote out for step #4.
- 6. Pat yourself on the back. You now have an incredible product description.