

the lazy guide to better product descriptions



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It's not enough to throw up a site and expect sales...

Social media, content marketing, never mind the actual physical products...this ish is WORK. You can't just put up an Etsy site and wait for the sales to come rolling in. You gotta WERK. Or work. Depends on how much you watch **RuPaul's Drag Race**, really.

This cheat sheet is what I've learned over nearly 10 years (ugh, OLDTOWN) of making a living off of my products. I never had a store (thank you, NYC real estate prices) and never had anything someone would consider an "advertising budget" (I used to tell advertisers that "we didn't advertise" to sound cool and underground-ish, but the truth was I was terrified to turn over thousands and thousands of dollars for ads) so I had to draw attention to my brand in other ways.

I hope this workbook helps you to think of new ways to think about the story your product descriptions tell and that blows your competition out of the water. I want them to give you the "nice" smile, all the while being so jealous about how you're rocking it and they're left in the dust. Let me know on twitter [@handmadebk](https://twitter.com/handmadebk) because I would LOVE to read about your success!

Megan BF

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STEP 1: Turn your features into benefits:

Easier said than done, I know. But brainstorm here about what each feature means for your customer.

Example: You've created a painting using acrylic. Acrylic is a feature and not a benefit. So what makes acrylic so special that you chose that over, say, charcoal or watercolors? What is it about the colors you chose that creates an experience? What is the story in what you do?

So I'll get you started, but the rest are up to you

FEATURE	WHAT'S IN IT FOR YOUR BUYER?
<i>Acrylic paint</i>	<i>Highly resistant to water, making it a durable painting that lasts</i>

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STEP 2 Turn your benefits into persuasive copy

Now it's time to put all of those benefits together into a story that sells. Consider:

1. You want to put your customer into an experience where they are with your product
2. You want to eliminate as many pre-sale questions as you can

It boils down to: **Make it enjoyable, make it easy.** It might feel weird or cheesy, but creating the experience by telling the story of your product is what people remember. (J. Peterman for the win)

Your product description draft:

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