

PRODUCT DESCRIPTION COPYWRITING FOR SALES PAGES



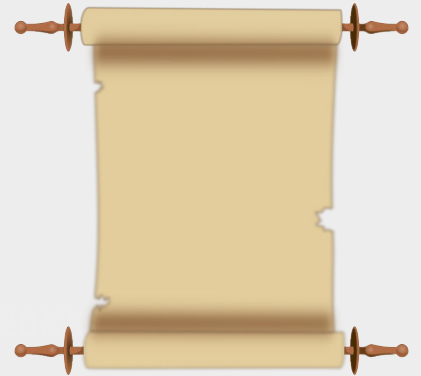
Quell Fears And Inspire Desire

- Answer potential sales objections or questions potential buyers may have
- Build from the title/subtitle: inspire desire with AIDA (Attention, Interest, Desire, Action)
- Tastefully “sprinkle” keywords in the description in a way that doesn’t look like you are doing SEO



Length

- Longer is better (depending on the typical range of where you are writing)
- Place calls to action in the beginning, middle if it's a long description, and the end
- Clearly mark sections in your descriptions for people who are skimming



Inspiring Imagination And Desire

- The words you write can create imagery in people's minds
- As a copywriter, you must inspire imagery that makes people picture something they really want
- Help them picture a life that will be so much better with the help of your product!

