

S.3 Writing Task

TWGHs Sun Hoi Directors' College

English Language – S.3

Pre-writing Reading: 4 Easy Rules to Write Product Descriptions

Name: _____

Date: _____

Imagine the customer is looking for the right product on your webpage/ reading the newspaper or magazine, what can we do to convince them to buy our products?

It can all be done with an effective product description!

Here are four easy-to-follow rules that will help you sell your products.

1. Know Who Your Target Audience is

The first step to writing product descriptions is to find out who your target audience is. What do your target audience want? What are their needs? What features or benefits would draw their attention?

2. Focus on the Product Benefits

Your products may have numerous qualities that you want to share with your potential customers.

The customers, however, only want to know how it can benefit them.

A product feature is a factual statement about the product that provides technical information. A product benefit, on the other hand, tells **how the product can improve the customer's life**.

The content of your product description should convince the potential customers how your product will improve their lives.

3. Use Power Words

There are power words and phrases that can arouse emotional responses in humans. By using these words and phrases, you can convince your customers more easily to make the purchase.

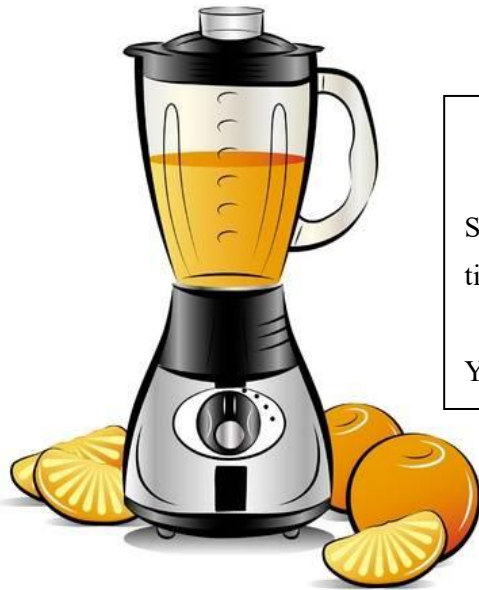
Amazing	Eye-opening	Miracle
Belief	Fearless	Spectacular
Blissful	Fulfill	Spirit
Breathtaking	Grateful	Stunning
Cheer	Happy	Surprising
Delight	Heart	Uplifting
Excited	Magic	Wonderful

4. Use Good Images

Nice and vivid images help spread your messages effectively to your customers. Why?

Because 63% of customers think that a product image is more important than the description or even the reviews.

Quality photos will show the customer all of the key features about your product. They will also allow the customers to imagine having this product in their lives.



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