

# **Module 3**

## **Your Item Description**

# Write a Great Product Description to Close That Sale!

Your customer has found your listing, has liked what they see in the pictures and now just want the final details before they make that purchase.

Of course, some customers just buy from the pictures and never even get as far as the description - but most will also look here for more info.

So this is your final chance to close the sale.

If they haven't actually made the purchase decision now is the time to help them make up their mind

They are 90% of the way to the checkout.

So what are they waiting for?

It could be any of 1,000 things.

This is where you sell the Benefits.

What problem does your item solve for them ?

Is it a gift? how will the person feel when they receive it?

Will it make their home look wonderful?

Will they feel great when they are wearing it?

You don't need to write a novel here, but a few short sentences about how the item will help them is a good start.

Then you can list the important features -

Sizes, colors, materials, washing instructions etc etc.

- \* Make your description easy to read
- \* Keep your sentences short - lots of short paragraphs is easier to read than one long block.
- \* Key points should be in a bullet list

The first 160 characters (incl spaces) will also be searched and indexed in Google, so make sure your most important keywords and long tail keywords are included - "mothers day gift" will get drowned out in Google but "Dusky Pink Mom T-shirt" is much more likely to get a match from some searchers.

See the section at the bottom of your Listing Description Block called "Preview listing as a Google search view" to see what it looks like - the main image will be shown with this on Google..



Need inspirations for Benefits?

You made/designed the item so what were you wanting when you first did it?

Do you have a personal story to tell about why you are making these.

Look at other listings for similar items on Etsy and also on Amazon, Ebay etc.

Some details about how the item is made are always good and your customer may appreciate it more when it arrives.

Then as many feature details as you can - you don't want the customer to get any unexpected surprises.

As long as you have told them everything they cannot complain that they weren't told enough.

Not all the customers will read all the details on the Description Page,

so if there is anything really important they need to know, put the details in a text box as one of the images at the top.

with the font large enough to read, but not so big that you appear to be shouting at them.

After the main important message and necessary features, it's time to add a story to your descriptions

Describe how your item feels in the hand, or to wear, etc. Think about what you would like to know if you just saw a picture but could not pick it up or smell it, or try it out.

Other details such as how it is used (t is not obvious), and how to wash or care for it,

If you made or designed it tell them any story behind that. the atmosphere you are trying to create with this item. "cause" you are supporting (with personal details if relevant).

Expand on how you think the recipient will feel, and how the giver will love that.

You can use first person ("I designed this to . . . .") creates a personal connection between you and the buyer.

BUT -

Don't write a novel. Etsy don't want huge descriptions.

Keep the important info at the top - just let the customer go further if they are interested - not because they have to.

Keep the sentences short but informative.

Leave the customer with all the info but wanting more 'entertainment'.

If it is a vintage item - tell them everything they need to know - condition, colours, materials, any history you might know (see what you can find out when you source it - when was it made, who made it - & why,

Where did you find (sorry "discover") it? Tell the story or paint the scene.

Is it a family piece - a little history about the owner.

Show any worn or damaged areas (don't give your customers any surprises),

Measurements in all three directions,

Does it smell? (or not).

If it has a worn section, add a lovely story about how it has this worn section because of the loving use it has had.

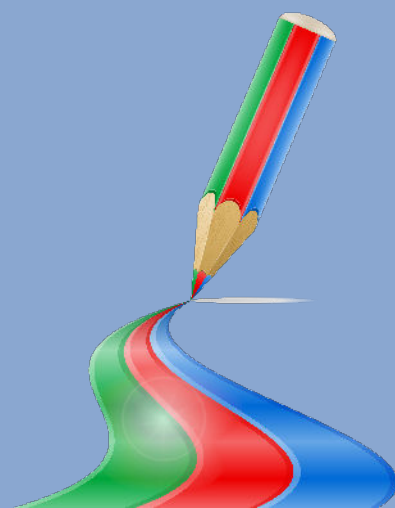
When you personalise a "problem", it can be a feature rather than a concern.

Your description should make them fall in love with the product for the story as well as the appearance.

If they love the story, they are more likely to pay more for the item.

Or  
Or the

It



Add some color to your descriptions see - <https://describingwords.io>

to find lots (sometimes hundreds) of related adjectives.

just put your main item name or category and press search.

You won't use them ALL but you WILL find inspiration.

# Internal Links

You can add a link to "see more like this" to your own store - Etsy are very happy with that - but they won't like it if you try to send them away from Etsy (so don't link to any other website).

To find your store's URL - in Shop Manager, go down the left hand side list to "Sales Channels" "Etsy" "your store name" to see the public view of your store.

At the very top find the URL - it will look like this

<https://www.etsy.com/shop/YourShopName?ref=seller-platform-mcnav>

Just copy from www to the end of your shop name (before the "?")

Try it yourself - paste it into Google to check you got it right - then add it to your listing.

Once your listing is published it is a clickable link.

Add a "call to action" - 'See my store here', 'Visit my store for more great .....!' 'Come and look at my other ...!' to encourage them to browse in your store, rather than lose you when they go back to their Etsy search results page.

Do you have another item that would go with this item?

If it's a candle do you have a holder or diffuser,

If it's a "Mom" T-shirt does it have a matching "Kid" or "Dad" T-shirt?

Do you have that 'phrase' on another item?

Do you have a sample set of other fragrances so the customer can try more out and come back for the one they like best?

Do you have earrings that match the necklace? etc.

If so, tell them - and add a link to your store or the related item.

URL for the related item - look at your listing it in your public store - "Sales Channels" "Etsy" "your store name" - and click the listing you want.

Extract the address from the top line - it looks like this;  
<https://www.etsy.com/listing/123456789/itemname?thenmore...>

Just copy from the www to the end of the listing number, or include the item name - up to the question mark if you want.

Sometimes the customer is happier to see the item name as well.

Then just paste to your listing description - and add your call to action.



The longer you can keep the customer on your store the better your store quality rating and the more likely they are to buy from you.

Do NOT link outside Etsy from your listings.

If you take your customer away from Etsy they will not like it and this may get your store banned.

Don't even think about taking the chance.

**BUT**

You can link to your Other Sites and Social Media etc in the "About Me" Section of your store.

Don't encourage them to leave Etsy but you can say

My Instagram is

[www.....](#)

etc.

# Summary

So write your product description in these parts;

## 1) Important Info -

Title repeat or re-word. Use the main keywords and some of the other long tail keywords here. Google will index the first 160 characters (incl spaces) - but that number can be mid-sentence so make sure those keywords are in that count.

Make the first sentence readable and informative for the customer.

## 2) A bit about the Benefits (before the features)

Short informative sentences rather than a long paragraph.

What problem does it solve for the buyer?

How & why the user will love it.

How it feels to hold, wear or use it, etc

## 3) Features - Bullet list of the necessary info.

Size, materials, dimensions, colors, and other features, and care instructions, etc

## 4) All the other fun stuff - use lots of descriptive/warm words.

Story of it's design or creation or background

More about how to use it or how it feels,

More about the cause you are supporting,

More about the history of the vintage item,

Any other interesting things you tell,

and Links to similar or complimentary listings in your store,

Any Upsells you have - gift wrapping, personalisation, samples of other products, etc.

Fast shipping - if you make a profit and it's not difficult for you.

Offer to help if they need more info or have other questions

Then add a call to action to make the purchase - suggest they pop it into their cart now so they don't lose it (be polite).

Or remind them that they should get it now while stocks last,

Or they should order early to be sure to arrive in time for Christmas, etc



### To Summarise the Summary

1) Title re-write with Main Keyword and Long Tail Keywords. readable by both Google and your customer.

2) Benefits - What problems will it solve, How will people feel, etc

3) Features - All the details they "Need to Know"

4) Fun stuff - stories, links, upsells, help available, etc and a Call to Action

See - It's simple!

# How to Turn a Feature Into a Benefit

Most Sellers just list the Features

- \* It's this big and this wide
- \* its made from wood
- \* It's available in brown or green

But what you actually need to do is tell your customers the Benefits.

So how do I word that in my Description?

Download the worksheet attached to help with this.

Write down the first feature

Dimension this wide this long.

then add "So that " to this feature text

take a few tries at finishing this sentence

eg so that -

- it fits nicely on your .....
- it fits into any Letter Size Picture Frame
- it covers xyz really well

It's made from wood - 'so that' - it is extra durable in outdoor settings

- so that it won't break if the kids are a bit rough with it
- so you can easily paint it any color you want with standard paints.

It's available in brown or green - 'so that' - it will blend beautifully with any autumn tone jacket

- so that it compliments your thanksgiving decor.
- so that it looks stunning against you other .....



## Tell Them WHY

This can be the emotional effects of the features.

How will it make them Feel?

or

What Problem does it solve for them,

- or their gift recipient.

Then take it to the next level by turning the sentence around

You will probably already have a frame at home to fit because it is a standard letter size print.

Even if the kids are a bit rough it won't break because it's made from the finest strongest hardwood.

This bag blends perfectly with any autumn tone jacket with either the brown or green option.  
etc.

## How to Turn a Feature Into a Benefit - Part 2

So, If you haven't already found and opened the  
"Turn Features into Benefits Brainstorming Worksheet"  
then do that now,  
- and have a play.

Do it with other things than your own items for a start.

Have a look at some TV or magazine adverts and see if you can identify if they are showing benefits or features - see what you would put as benefits to those features - or what other benefits you could find.

Be outlandish, a bit extreme - even silly - and exercise your creativity here while you are playing.

After a while, you will find it much easier to come up with benefits for your own items.

Of course, if you are selling mostly variation of the one type of item then a few alternate benefits to mix around your listings may be all you need to do.

But look at them occasionally and see if you can improve on them.

## Module 4 - Your Listing Quality Score - is next.