

COURSE 4



Product Description

Introduction

In this course you will learn about how to develop a product of value, learn how to write a product description

Learning objectives



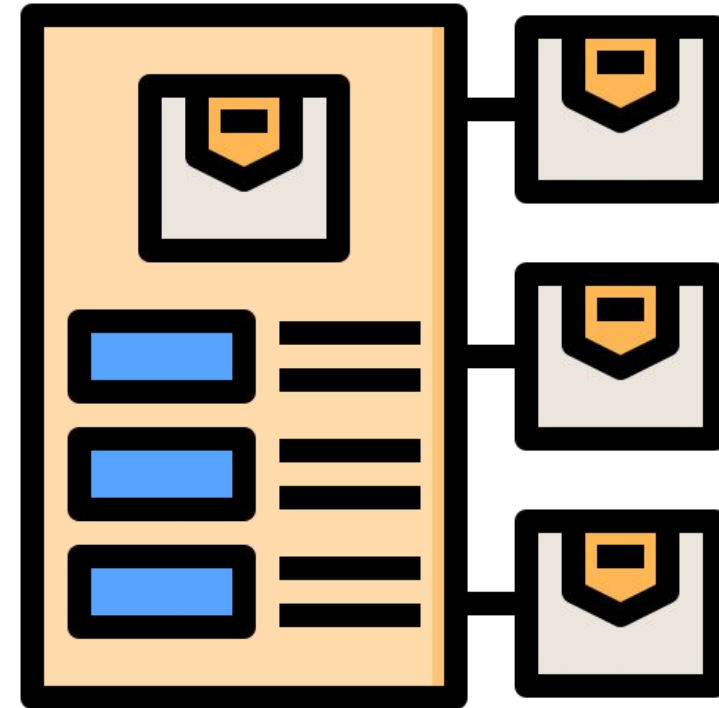
Upon completion of this course you will be able to:

1. Write a product description for your businesses or business idea
2. Understand your product/service for customer satisfaction
3. Produce a product/service that aligns with customer needs.

Lesson 1: Product description

A product description is the marketing copy used to describe a product's value proposition to potential customers.

A compelling product description provides customers with details around features, problems it solves and other benefits to help generate a sale.



Product descriptions play a huge part in creating awareness and generating product sales. But what should you say? How long should it be?

Below is a guideline to consider designing a product description.



Clearly defining your buyer will give you the information you need to design a product that will satisfy the customer.

Who is this product for? The target audience can be a gender (women or men), an age group (college kids, retirees), a lifestyle demographic (new mothers, car enthusiasts) or some other defined group of people.

1. Target customer and market segment.

1. Target customer and market segment.

Understanding who your target customer is important because it helps in the product design. Product design can be well explained using the 4Cs;

- Customer solutions, **not products**: Customers want to buy value or a solution to their problems.
- Customer cost, **not price**: Customers want to know the total cost of acquiring, using and disposing of a product.
- Convenience, **not place**: Customers want products and services to be as convenient to purchase as possible.
- Communication, **not promotion**: Customers want two-way communication with the companies that make the product.

2. Express features and benefits

Before you start writing, list all of your features and specifications, and then translate them into benefits.

A feature is a unique fact about your product, for example if its clothes; second hand or first hand is a feature about your product while a benefit is an explanation of what that feature does for your customers.

A benefit can be phrased as a positive (e.g., improves productivity) or as a problem that's avoided or reduced (e.g., decreases stress).

3. Define your tone

Your tone of voice can differentiate you from your competitors; it gives customers a strong impression of your business' culture and personality.

Lesson 2: Types of product descriptions

Design description

A conversational description engages their fans, as well as quick bullet-points on need-to-know specs for any customers just scanning the page. This sample of product description bullets is an excellent demonstration of how to concisely convey the most important information:

The screenshot shows a product page for 'Graphic Legging - Levels' priced at \$76.00. The page includes a navigation bar, a search bar, and a breadcrumb trail: HOME / SHOP / BOTTOMS / LEGGINGS / GRAPHIC LEGGING - LEVELS. The main image shows a model wearing the leggings. Below the main image are four smaller thumbnail images. The product description is as follows:

Graphic Legging - Levels
\$76.00
32 people like this. Be the first of your friends.
SKU: 229-LEV
* Size: XS SIM M/L
* Color: [Color swatch]
Quantity: 1
ADD TO CART ADD TO WISH LIST
Product Description
Sure to be one of your favorites, our Orise graphic pants are a year-round stunner. Blending art and fashion, the unique placement-printing process for our Graphic Legging is one of kind! As one of our top Orise leggings, these graphic pants are custom made and are truly a statement piece. See our [Site Guide](#) for more information. Available sizes: XS, SIM, M/L
• Inseam on size SIM (in inches): 28.5
• Hand or machine wash cold
• Tumble or hang dry
• Made in USA
Love this style? [Click HERE](#) to view more colors!

Annotations on the page:

- A red arrow points from the text 'Bullet-pointed list of need-to-knows for the scanners. Note the Made in the USA callout. Some shoppers are preferential about where and how their product are made. If your target consumers share this quality, be sure to include this type of information.' to the 'Made in USA' bullet point in the product description.
- A red arrow points from the text 'Conversational tone carries the personality of the brand and engages fans. An easy-to-find size guide answers any lingering questions.' to the 'Product Description' section.

Types of product descriptions

Storytelling description

Does your product have a backstory that's particularly special to you? Chances are it will be particularly special and endearing to your audience, too. Use that story in your product description to add more character to your item, engage your audience and win hearts and minds.

SON OF A SAILOR
JEWELRY AND SUPPLY CO.

WEAR CARRY LIVE SPECIAL OUR STORY FIND US SALE BLOG

HOME > USE > PLAYING CARD SET WITH LEATHER CASE | SON OF A SAILOR

PLAYING CARD SET WITH LEATHER CASE | KING | SON OF A SAILOR

Brand: Son of a Sailor

\$59.00

Gift Wrapping: Options Available in Shopping Cart

* Color:
-- Please Choose an Option --

ADD TO CART

ADD TO WISHLIST

Something specific or unexpected about this product's delivery timeline? Call that out!

Please allow an additional lead time of 1-2 weeks for this Fall/Winter 2016 handmade product! Please message us if you have any questions or if there is a specific deadline for receiving this item, and thank you for your patience!

Beautiful Monarch gold foil playing cards are nestled handomely in this handy leather carrying case. Each case is made from natural veg-tanned leather and secured with a solid brass Chicago screw. Choose from the classic veg-tan, tan, or black leather. Fancy a handsome pop of color? The King can also be found with a hand-painted stripe detail.

The King Playing Card Set is a part of our Supply collection where natural leather joins our classic hand-painted techniques. Supply is derived from sleek masculine pieces, earthy leather with a pop, and a focus on heritage. Drawing from Billy's Navy days, each piece in Supply has been named from a letter of the phonetic alphabet. Focused around longevity, these pieces are meant to be passed from generation to generation.

length: 2 in.
height: 4 in.
width: 1 in.

CUSTOM COLORS

Now you can customize our classic leather King Card Set by choosing your paint colors on our custom page! Wholesale accounts, email us to get your custom order started.

CARE INSTRUCTIONS Help customers make your product last its full life with helpful tidbits (it's good for SEO, too!)
The King playing card set is hand-painted with a tough wearing leather paint that will age beautifully and is very durable. The vegetable tanned leather is treated to resist dirt and moisture, and will tan with time and exposure to sun and light. Given the nature of materials like leather and the hand-painted process, each set will vary a bit from the image. No two are exactly alike, but all are made with care!

This is a great example of storytelling and description combining. Reading this, you feel the love put into the creation, and the longevity of the final product.


Types of product descriptions

Performance description

Take the product description formula above one step further, like water polo retailer Kap7. Is your product differentiated through a founder's expertise? Is your product better because of years of testing? Is it hand-crafted?

Call that out!

Tell a better story in your short product description paragraph by including tidbits of detail that prove why your product is better than rest. Don't be afraid to name drop, either.



What you include in the bullet points depends on your audience.

What is the most crucial information they need to know?

KAP7 Size 5 HydroGrip Water Polo Ball (NCAA, CWPA and NFHS Official)
\$32.95
★★★★ (3 REVIEWS)

Highlight why your product beats the competition.
Bonus points for not mentioning them!

The NCAA Men's and High Schools Boys Official KAP7 Size 5 HydroGrip Water Polo Ball has quickly become the go-to choice for amateur and elite water polo players alike. KAP7 has tapped into years of experience, proprietary technology, and the highest quality materials to develop the HydroGrip Ball. It is the best and longest lasting ball in the world. The HydroGrip has been designed to meet guidelines for local, national, and global specifications.

FEATURES:

- The Official NCAA Men's Water Polo Game Ball
- NCAA, NFHS, CWPA, American Water Polo and USA Water Polo APPROVED.
- Water reactant grip for control
- Hand buffed for added grip
- Precision wound nylon carcass
- Color options to represent your team with pride

Types of product descriptions

Technical description

If you have a more technical product, don't be afraid to get in the weeds with your product description. Prove to your customer your brand's expertise in the industry by providing all possible details they'd need to know — before they ever even have to ask.

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CATEGORIES
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AKG C12VR LARGE DIAPHRAGM TUBE CONDENSER MICROPHONE

\$4,999.00

SKU: C12VR
See Other Items By:
AKG
Weight: 15.40 LBS
Availability: Usually ships in 7-14 business days

Quantity: 1

ADD TO CART | REQUEST QUOTE

For more technical products, a more technical product description is appropriate and can build trust with your audience.

PRODUCT DESCRIPTION

Production of the legendary C 12 ceased in 1963, and over the years, it became a highly sought after collector item and prized recording instrument because of its exquisite sound. The new C 12 VR is a reimagining of the spectacular microphone. The new C 12 VR is true to the original C 12's acoustic specifications with subtle refinements made possible by modern electronics and manufacturing technology. These refinements actually lower susceptibility to hum and noise as well as improve its response. The new 1.2 inch capsule was derived in performance to the original design with the famous AKG voice coil design. The electronics section uses the same 6E7 vacuum tube as the original to ensure the C 12 VR will deliver the trademark warmth, clarity and presence that characterized the original model. Nine different polar patterns are readily selectable from the 1/2" VR power supply. Other features include two low cut off shelves (also remotely selectable), switchable pre-attenuation pads and an internally selectable +10 dB input sensitivity switch. The large core-section output transformer minimizes low-frequency distortion and special shock-mounting protects the diaphragm and provides acoustic isolation. The C 12 VR comes in a special hard shell metal case housing the microphone, its power supply, the shock mount, windscreen and a 10' (3.0 m) connecting cable. A copy of the frequency response graph is included along with the three-year warranty. Add magic to your sound with the AKG C 12 VR.

Features

- Classic 1-inch (25 mm) condenser tube performance of the original AKG C 12
- Multiple patterns: three total remotely controlled with silent switching
- Uses the original 6E7 vacuum tube
- Uses the original 1950s dual-diaphragm design for sound that has the same warmth, clarity and presence of the original
- Internal microphone switching for pre-attenuation of +10, -20 dB and boost of +10 dB to accommodate all studio requirements
- External (in control unit) two-position bass control off

Specifications

- Transducer type: Dual diaphragm, 1 in. (25 mm) diameter
- Diaphragm material: Gold-plated mylar foil
- Frequency response: 30 Hz - 20 kHz (± 6 dB from published curve)
- Polar patterns: Cardioid, cardioid, and figure 8, with 9 intermediate patterns (silent switching)
- Impedance: 200 ohms (25k)
- Recommended load impedance: 1000 ohms or greater
- Output connector (from control unit): XLR 3-pin 3-position
- Output connector (from microphone): XLR 12-pin
- Sensitivity at 1 kHz: 100 mV Pa @ all patterns; -40 dB (± 2 dB) as 1 V/Pa
- Equivalent noise level (A-weighted): 25 dB (DIN 45412)
- Sound pressure level for 20% THD: 125 dB (equivalent to 50 Pa)
- Pre-attenuation: -10 and -20 dB (at microphone)
- Sensitivity increase: 10 dB (at microphone)
- Low frequency roll-off/bass cut: two-position (at control unit)
- Power requirement: 110/220 VAC
- Microphone size: 1.66 in. (42 mm) x 8.9 in. long (225 mm)
- Microphone net weight: 24.0 oz. (680 g)
- Shipping weight: 10 lb. (4.5 kg)
- Accessories included: Aluminum flight case, N 12 VR remote power supply, H 15/T elastic suspension, MK 12V R 30 ft. (10 m) connecting cable, W 42 Foam windscreen

Technical products may require both featured bullet points and additional detailed information about the product itself. Be sure to include both.

Types of product descriptions

Functionality description

Text isn't always the best way to describe your product. If you are getting too wordy, think about how you can simplify. Images carry weight and are better remembered by customers. If possible, show off your product in a visual that explain exactly what it does.

The screenshot shows the Solo Stove website product page for the Solo Stove Lite. The page includes a product image, pricing (\$69.99), and a navigation menu. A red box highlights the 'FEATURES' section, which includes icons for 'ECO-FRIENDLY', 'WOOD-BURNING', 'LIGHTWEIGHT', 'FAST & EFFICIENT', and 'DURABLE'. A red arrow points to the 'Airflow' section, which contains a cutaway diagram of the stove and a detailed text description of its natural convection process. Another red arrow points to a note below the diagram: 'Beyond what, what, when and where, this product description also explains the "how" in incredible detail. Illustrations help!'. The page also features a 'LIFETIME GUARANTEE' badge and a 'SIGN UP' button for exclusive coupons.

solo stove

stoves | accessories | fire it up | FREE U.S. SHIPPING WE SHIP WORLDWIDE

Welcome to our BEST SELLER — You'll Love the Solo Stove Lite

599.99 \$69.99 (the extra discount is \$30.00)

Quantity: 1

ADD TO CART

100% GUARANTEED RETURNS LIFETIME GUARANTEE

Icons are an eye-catching alternative to bullet-pointing important information.

OVERVIEW | SPECS | FAQ | REVIEWS | WORKS WELL WITH

ECO-FRIENDLY | WOOD-BURNING | LIGHTWEIGHT | FAST & EFFICIENT | DURABLE

Airflow Rising hot air, and the absence of oxygen created by the combustion process, pulls air through the bottom vent holes. This air movement fuels the fire as it rises while also providing a boost of pre-warmed air through the vent holes at the top of the burn chamber.

Designed with a double wall, the Solo Stove is a natural convection inverted downdraft gasifier stove. The air intake holes on the bottom of the stove channel air to the bottom of the fire while at the same time, channels warm air up between the walls of the stove. This burst of pre-warmed oxygen feeding back into the firebox through the smaller holes at the top of the stove causes a secondary combustion. This allows the fire to burn more complete which is why there is very little smoke during full burn. A more efficient burn also means you'll use much less wood compared to an open camp fire.

The Solo Stove doesn't just burn wood. It actually cooks the smoke out of the wood and then burns the smoke not once, but twice! The cooking ring's angled lip also increases efficiency by directing heat towards your pot minimizing heat loss. It also acts as a windbreak while still allowing oxygen to flow inward. The Solo Stove is indeed one of the most efficient wood burning stoves you'll ever own.

Beyond what, what, when and where, this product description also explains the "how" in incredible detail. Illustrations help!

Secure Payments

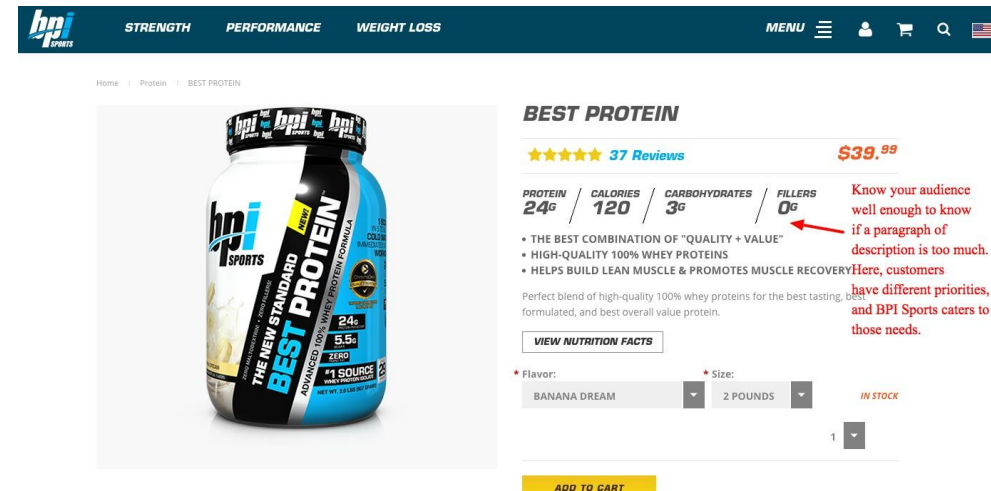
Sign Up for Exclusive Coupons & Sales

SOLO STOVE LIFETIME GUARANTEE

Types of product descriptions

Specification description

While a short paragraph description on a product page is a best practice Pull out the content that is most important to them, and find engaging, visual ways to get all the relevant information to them without any headache. Your buyer personas should inform the overall form and approach towards your product descriptions.



The screenshot shows the product page for BPI Sports' 'BEST PROTEIN'. The page features a navigation bar with 'STRENGTH', 'PERFORMANCE', and 'WEIGHT LOSS' categories. The product is displayed as a blue and black tub. Key specifications are highlighted: 24g Protein, 120 Calories, 3g Carbohydrates, and 0g Fillers. The price is listed as \$39.99. The page includes a 'VIEW NUTRITION FACTS' button and a 'Flavor' dropdown menu set to 'BANANA DREAM'. A red arrow points to the '0g' fillers value, with a note: 'Know your audience well enough to know if a paragraph of description is too much. Here, customers have different priorities, and BPI Sports caters to those needs.'

PROTEIN	CALORIES	CARBOHYDRATES	FILLERS
24g	120	3g	0g

BEST PROTEIN
★★★★★ 37 Reviews **\$39.99**

- THE BEST COMBINATION OF "QUALITY + VALUE"
- HIGH-QUALITY 100% WHEY PROTEINS
- HELPS BUILD LEAN MUSCLE & PROMOTES MUSCLE RECOVERY

Perfect blend of high-quality 100% whey proteins for the best tasting, best formulated, and best overall value protein.

VIEW NUTRITION FACTS

* Flavor: BANANA DREAM * Size: 2 POUNDS **IN STOCK**

1

ADD TO CART

What to consider before writing your product description

The producer

Research your product to find its features

Identify your audience.

Identify benefits of the features

Customer

Make me convinced that I need this product

Leave me with zero questions or doubts after reading it,

Do not put me to sleep

What to avoid

1. Avoid Jargon
2. Avoid words that sound impressive but which actually mean nothing.
3. Too Much is a Bad Thing (be brief and straight to the point)

Lesson 3: Product description template

PRODUCT/SERVICES	FEATURES	BENEFITS	CUSTOMER
What are you offering customers? (Be specific, if its clothes don't just say clothes, which kind of clothes are you selling, is it men's clothes, women's clothes, children's clothes, or is it dresses, shirts, beach wears, trousers among others. Be specific on What exactly are you offering to a customer.	What are those facts about your products that are unique and could be of customer's interest? For example if you're offering ladies' dresses, are your dresses first class or second hand clothes, are they of cotton material, chiffon, floral among others, what would interest a customer on your dresses? That is the feature	Using the ladies' dresses as an example what is the benefit of the feature that you mentioned? Let's say second hand dresses – the dresses are second hand which makes them more durable or not common. In this case you should specify the added advantage of your feature to a customer.	When you think about your product/service, which buyer comes to mind, who do you think will benefit more from your product, then that's your target customer

Activity 1



1. Who are your target audience?
2. In your community, research about businesses that are already producing your kind of product or service. Study their features and benefits. State your improved version.

Activity 2



**Already existing
Companies/businesses**

Name

.....

.

Product features

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.....

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Product benefits

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You company/business

Name

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Improved features

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Improved benefits

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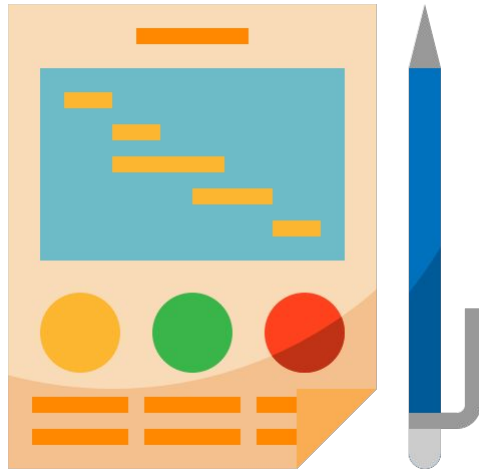
Activity 3



3. We've heard it said that "a picture is worth a thousand words."

- Go to Google images
- In the search engine type in the name of your product
- Select a suitable image that best illustrates your product.
- Save the image.
- Open Microsoft word
- Insert your image on the page and then following the template above type your product description in not more than five lines.

Course Summary



Well done on Course 4!

In all, it is important to first know your audience in order to determine what kind of content will best speak to them to increase desire.