

**PROMPT WO-058**

Write Product Descriptions

Purpose

Use this prompt to create clear, persuasive, and customer-focused product descriptions for websites, online shops, marketplaces, brochures, and marketing materials. It helps transform product features into benefits that explain why customers should choose the product.

DIFFICULTY
 **Beginner**

TIME SAVED
 **20–40 min**

BEST FOR
Ecommerce & Sales



Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



Copy & Paste Prompt

You are an experienced ecommerce copywriter and marketing specialist.

Write a professional product description using the information below.

Product Name:
[Insert product name]

Product Category:
[Insert category]

Target Customer:
[Describe the ideal customer]

Product Features:
[List key features]

Product Benefits:



[List benefits]

Materials or Specifications:

[Insert details]

Customer Problem Solved:

[Describe what problem this product helps solve]

Unique Selling Points:

[List what makes this product different]

Brand Voice:

[Premium, friendly, professional, playful, luxury, practical]

Where It Will Be Used:

[Website, Amazon, Etsy, brochure, social media, etc.]

Desired Length:

[Short, medium, detailed]

Please:

- Create an attention-grabbing product title.
- Write an engaging opening description.
- Focus on customer benefits rather than only features.
- Explain why the product is valuable.
- Include key specifications where relevant.
- Make the description easy to scan.
- Add a clear call to action.
- Optimise naturally for search where appropriate.

Return only the completed product description.



Example

INPUT

Product Name: AI Content Planner

Target Customer: Small business owners and creators.

Features:

- 90-day planning system.
- Content ideas.
- Social media templates.



- Tracking sheets.

Problem Solved: Customers struggle to stay consistent with content creation.

EXPECTED OUTPUT

AI Content Planner

Create Better Content. Save Time. Stay Consistent.

Creating content regularly can feel overwhelming. The AI Content Planner gives you a simple system to organise your ideas, plan ahead, and create content with confidence.

Designed for busy business owners and creators, this planner helps you move from random posting to a structured content strategy.

What's Included

- ✓ 90-day content planning system
- ✓ Content idea prompts
- ✓ Social media planning templates
- ✓ Progress tracking tools

Why You'll Love It

Instead of spending hours wondering what to post, you'll have a clear roadmap to help you:

- Plan content more efficiently.
- Stay consistent across platforms.
- Save time creating ideas.
- Build confidence in your marketing.

Perfect For

- Small business owners.
- Digital creators.
- Entrepreneurs.
- Anyone wanting a simpler content process.

Start Planning Smarter Today

Take control of your content and create a system that helps you show up consistently.

 **Builder's Tip:** *Great product descriptions don't just describe what something is—they explain what it helps someone achieve. Customers buy outcomes, not just features.*

Related Prompts

- WO-051 – Write a Professional Blog Post



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- WO-054 – Write Website Copy
 - WO-056 – Write a Case Study
 - WO-057 – Create a Newsletter

Tags

PRODUCT DESC

ECOMMERCE

MARKETING

COPYWRITING

SALES