COURSE 4

Product Description
In this course you will learn about how to develop a product of value, learn how to write a product description
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.
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.
1. Target customer and market segment.

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.
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.
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:
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.
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.
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.
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.
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.
<table>
<thead>
<tr>
<th>What to consider before writing your product description</th>
<th>What to avoid</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The producer</strong></td>
<td><strong>Customer</strong></td>
</tr>
<tr>
<td>Research your product to find its features</td>
<td>Make me convinced that I need this product</td>
</tr>
<tr>
<td>Identify your audience</td>
<td>Leave me with zero questions or doubts after reading it</td>
</tr>
<tr>
<td>Identify benefits of the features</td>
<td>Do not put me to sleep</td>
</tr>
<tr>
<td><strong>What to avoid</strong></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Avoid Jargon</td>
</tr>
<tr>
<td>2.</td>
<td>Avoid words that sound impressive but which actually mean nothing.</td>
</tr>
<tr>
<td>3.</td>
<td>Too Much is a Bad Thing (be brief and straight to the point)</td>
</tr>
</tbody>
</table>
Lesson 3: Product description template

<table>
<thead>
<tr>
<th>PRODUCT/SERVICES</th>
<th>FEATURES</th>
<th>BENEFITS</th>
<th>CUSTOMER</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>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</td>
<td>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.</td>
<td>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</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Already existing Companies/businesses</th>
<th>You company/business</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
<td><strong>Name</strong></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Product features</strong></td>
<td><strong>Improved features</strong></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Product benefits</strong></td>
<td><strong>Improved benefits</strong></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.
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.