

# 10 Reasons You Should be Copywriting

## And How to Get Started

### 10 Reasons to Add Copywriting to Your Repertoire

1. Huge market
2. Potential for consistent, steady income as a freelancer
3. Lower bar to entry - learn while you earn
4. Pay per word/per minute is relatively high
5. Lower time commitment than writing a book
6. Quicker payment than writing a book
7. Product description copywriting is commissioned, not on speculation.
8. Build your skills – copywriting forces you to write creative, concise, vivid, persuasive copy.
9. Become a more well-rounded writer – top writers have done this kind of commercial writing to start
10. Build your resume

#### Example of poor product description:

##### Strawberry Jam

This is really good jam. You'll think its really yummmie.

#### Example of better product description:

##### Strawberry Jam

Experience the simple goodness of Cooper's Mill! Our delicious products are made in Bucyrus, Ohio in small batches so that the best flavor and consistency is obtained every time. We never use artificial colors, sweeteners or preservatives. Only simple, natural ingredients go into every jar.

#### Example of even better product description:

##### Simply Scrumptious Strawberry Jam – Seedless

Make every morning a Sunday brunch delight with this mouthwatering, all-natural jam, made from garden-fresh sun-ripened strawberries handpicked at the peak of sweetness. You'll get a spoonful of simple deliciousness in every bite. Handcrafted in small batches — just like Grandma used to make. Great for toast, but also makes a spectacular ice cream topping too. We never use artificial colors, sweeteners, or preservatives — just natural, down-home ingredients.

### What Product Description Copywriting Is and Isn't

### The Need for Good Product Description Copywriting

### Find Wholesalers Through Wholesale Shows

### The Market for Product Description Copywriters

## How to Find Potential Job Leads

These are just four of the dozens of wholesale markets and show in the United States.

- **AmericasMart** ([www.americasmart.com](http://www.americasmart.com))
- **Las Vegas Market** ([www.lasvegasmart.com](http://www.lasvegasmart.com))
- **NY NOW** ([www.nynow.com](http://www.nynow.com))
- **Dallas Market Center** (<http://dallasmartcenter.com>)
- To find more, here are two sites with lists:

-[www.skipmcgrath.com/articles/wholesale-trade-show-calendar.shtml](http://www.skipmcgrath.com/articles/wholesale-trade-show-calendar.shtml)

-[www.wholesalecentral.com/trade-shows/trade-show-calendar.html](http://www.wholesalecentral.com/trade-shows/trade-show-calendar.html)

(Hint: Choose general consumer product categories (like gifts) and avoid those that require specialized knowledge.)

-Each major wholesale show website has a link to exhibitors who are showcasing their products.

-Visit the sites and find ones with weak descriptions.

-Generally, the best person to contact in each company would be the marketing director or at least someone in the marketing department. Go to the wholesaler's website and find an email to start with, such as customer service and ask for your email to be forwarded to the marketing director. Or call customer service and ask for the email (or phone number) of the marketing director.

-Send an email with an example of one of their poor descriptions compared to your revised version. Nothing will be more convincing than seeing a weak description transformed into a powerful, engaging one.

-Your response rate may be small. You *might* get a response after just a few queries, or you may have to contact 10, 25, or more before you get a response. But this is no different than magazine or book publishing. However, with product description copywriting, once you land a job and the client is happy with your work, you will likely have long-term repeat business. The more clients you add to your stable, the more consistent your workload will be.

## Writing Product Descriptions

### Features vs. Benefits

A feature is a description of what something *is*.

*Example* – A certain candle has a fresh citrus scent. That's a feature.

A benefit is a description of what something *does* and *why it helps*.

*Example* – A citrus scent creates a warm, tropical atmosphere in a room. That's a benefit. Appeal to the senses to create sizzling copy. A famous marketing adage is that "you're not selling the steak, you're selling the sizzle." If you're writing sales copy for Omaha Steaks, for example, you want the reader to experience the sight, sound, and aroma of a juicy, two-inch-thick juicy steak sizzling on the grill and have them imagine cutting off a tender hunk that will melt in their mouths.

### Sample generic benefit info that could be added to rug caption:

Greet guests with an eye-catching carpet design featuring a warm greeting and cheerful colors.

Gorgeous entryway rugs not only create a warm ambience but help keep floors clean and protected.

*Weak Example:*

#### **American Burlap Placemat Set of 2**

American Burlap Placemat Set with navy print on soft natural burlap features vintage mailing stamps, distressed five-point stars, and nostalgic postcards. Trimmed with fringed edges.

*This caption doesn't mention benefit to customers. It only describes features that are already visible in photo, so it doesn't add any useful information.*

*Better Example:*

### **Hand-Woven Braided Trivet**

Not only does this 100% cotton trivet protect table surfaces from heat and moisture, its graceful intricate braided design can be displayed as a stunning decoration in the kitchen. Guests will want to know where they can get their own. Machine washable and available in six colors. 6" x 12.5".

*This caption focuses on benefits to customers. It tells store owners why customers will want to buy the product.*

## **Pricing**

The following pricing comes from Creative Content Ninjas website

[www.creativecontentninjas.com](http://www.creativecontentninjas.com)

### **10 Custom Descriptions**

\$180

150 Words [each]

Within 5 days

Unlimited Revisions

### **100 Custom Descriptions**

\$3,600

300 Words [each]

Within 3 weeks

Unlimited Revisions

This is pricing from a professional copywriting company. You'll obviously want to charge less, but this gives you an idea of what one company charges.

## **Justifying Cost to a Wholesaler Client**

Depending on the price and profit margin of a product, a wholesaler could pay for the cost of a \$3-\$5 charge per description through the profit from just a couple of sales. Of course, the price you can charge will be dependent on the effectiveness of your writing. You should always be working on improving your skills.

## **Develop Your Copywriting Skills**

1. Study catalogs that you get in the mail.
2. Read copywriting articles like these:

- **9 Simple Ways to Write Product Descriptions That Sell**

[http://bit.ly/Shopify\\_Copywriting](http://bit.ly/Shopify_Copywriting)

- **How to Write Product Descriptions That Sell**

[http://bit.ly/NeilPatel\\_Copywriting](http://bit.ly/NeilPatel_Copywriting)

- **How To Write Product Descriptions To Grow Sales**

[http://bit.ly/BigCommerce\\_Copywriting](http://bit.ly/BigCommerce_Copywriting)

- **The Complete Guide to Writing Product Descriptions That Convert**

[http://bit.ly/ConversionXL\\_Copywriting](http://bit.ly/ConversionXL_Copywriting)

- **How to Write Epic Product Descriptions That Sell**

[http://bit.ly/Oberlo\\_Copywriting](http://bit.ly/Oberlo_Copywriting)

- **How to Write Product Descriptions That Will Make Customers Love Your Brand**

[http://bit.ly/Moz\\_Copywriting](http://bit.ly/Moz_Copywriting)

- How to Write Powerful Product Descriptions That Sell  
[http://bit.ly/TheGood\\_Copywriting](http://bit.ly/TheGood_Copywriting)
- 5 Killer Examples of How to Write Product Descriptions  
[http://bit.ly/Volusion\\_Copywriting](http://bit.ly/Volusion_Copywriting)
- 9 Tips for Writing E-commerce Product Descriptions That Sell  
[http://bit.ly/Forbes\\_Copywriting](http://bit.ly/Forbes_Copywriting)
- How to Write Product Descriptions That Actually Work  
[http://bit.ly/PixelUnion\\_Copywriting](http://bit.ly/PixelUnion_Copywriting)
- How to Write Product Descriptions That Sell  
[http://bit.ly/ShopifyNation\\_Copywriting](http://bit.ly/ShopifyNation_Copywriting)
- How To Write Product Descriptions That Don't Suck  
[http://bit.ly/CrazyEgg\\_Copywriting](http://bit.ly/CrazyEgg_Copywriting)

### **Copywriting Workshop Practice – *Before* and *After* examples**

Instructions: Revise the original blurbs to create improved “after” examples.

**Before:**

**Bowls**

Your choice of large wide, large deep or small.

**After:**

**Before:**

**Birthdays Card With Party Charm, Kitty Photo Bomb!**

Yes there is one in every crowd. The Kitty photobomb exemplifies the life of the party. I have drawn so many dogs, all my cat loving friends asked me to include some kitty cats. More to come from kitty photo bomb. I think she shows all the kitty cat snark we love. I have included some images of the stages of creation here. \$11.00

**After:**

**Before:**

**Faith and Believe Tray**

An assortment of two oval trays. One painted dark ivory and one painted brown, each with slight distressing and an inspirational message. A decorative gold key is attached to the plates, being used as the “i” in the messages:

Believe in the power of prayer

Faith will guide the way

Trays measure 15" W x 5.25" H x .25" D.

**After:**

For more information about writing for the Christian market, visit:

***Today's Christian Living's***  
**Christian Writers Resource Guide**  
<http://bit.ly/TCL-CWRG>