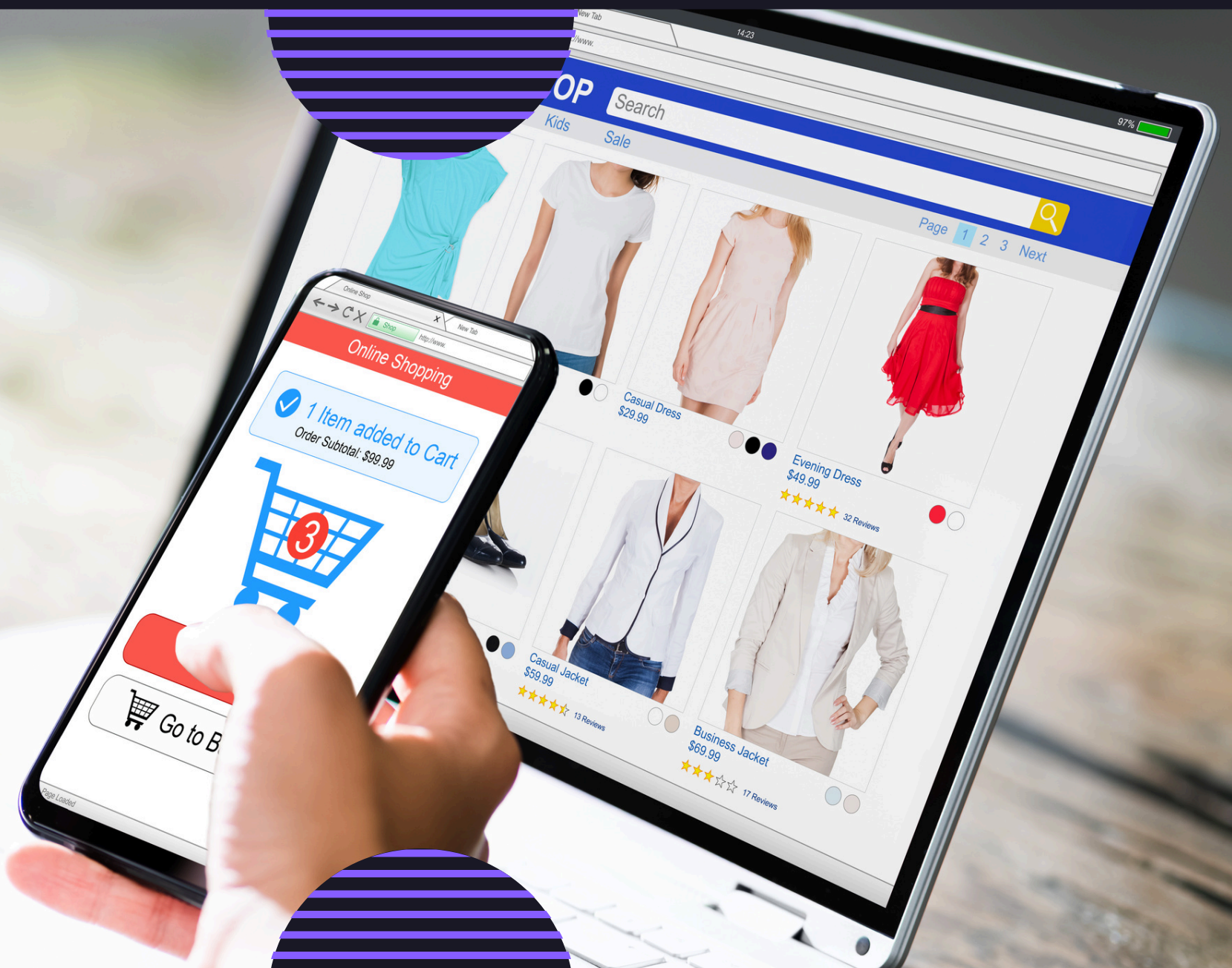


What 1,000+ Product Descriptions Taught Me

After rewriting listings for dozens of brands, clear patterns emerged in what actually drives performance.





1. Clarity Wins Every Time

Clear benefits like “Stay warm without the bulk” beat vague language every time. Tell customers what they’ll feel.





2. One Voice Builds Trust

Brands that stick to one consistent tone convert better. Wandering voices confuse, not convince.





3. Watch Out for These Pitfalls

Jargon, context-free features, and buzzwords like “ultimate” don’t persuade—they distract.





4. Buzzwords ≠ Believability

Words like “innovative” or “premium” sound impressive—but without proof, they fall flat.





5. Write for Skimmers, Not Editors

Shoppers don't read. They scan. Keep it short, structured, and focused on what they'll get.

