



Product Description Copywriting Worksheet

*This is an extra resource to go along with the original article:
[Product Copywriting Tips You Need to Know](#)*

Understand the Why

List of 5 (or more) reasons why someone should buy your product:

1. _____
2. _____
3. _____
4. _____
5. _____

List of 5 (or more) reasons why someone should go with you and not the competition:

1. _____
2. _____
3. _____
4. _____
5. _____

Tell a Story

What is the buyer's story? Make a *very* short story that explains the typical problem the buyer has and how your product helps the buyer.

Tackle Objections

Make a list of between 5 - 10 objections your buyer has against buying your product:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Now, answer those objections with reasons why they should buy your product:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Make it a Quick Read

Here's a quick checklist to make sure your copy is scannable:

- Use short paragraphs
- Use bullet points
- Use bold text
- Use italics
- Use different colors

Don't Forget Your Buttons

Brainstorm different calls to action:

1. _____
2. _____
3. _____

4. _____

5. _____

Create FAQs

List 5 - 10 frequently asked questions you get (or anticipate getting) about your product:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____