



WRITE PRODUCT DESCRIPTIONS THAT SELL



Welcome

Ready to level up your game and sell your coaching digital products like hotcakes? Well, I've got your back with some pro tips on crafting product descriptions that'll make your audience line up, desperate to get their hands on your irresistible digital products.

This guide will walk you through the 10 steps you'll need to take to show your customers the life-changing experience they can expect from using your products.

Then, I'll take you through some proven strategies on how to have a meaningful conversation and relationship with your customers.

Finally, I'll give you a template that you can fill in, applying everything you've learned to use in your own product descriptions.

So, let's get started...

Why Customers Buy

So, to get started - what does every customer want?

Well, one thing we know for sure – everyone wants a better, easier life!

It's the ultimate goal, right? So, embrace this universal desire and weave it into your product descriptions and you will connect with your customers on a deeper level.

Now, why do people hit that "Buy Now" button?

Simple – it's for 2 reasons:

1 to avoid pain and fear

2 to gain pleasure



1. Address Pain Points

Life can throw some curveballs, leaving people feeling stuck, lost, or overwhelmed.

Your coaching digital products are here to the rescue!

Let your potential buyers know that you understand their struggles and that your offerings can be their guiding light to overcome challenges.

For example:



"Feeling lost and unsure about your next steps? I've been there too! My coaching digital products are designed to help you find clarity, conquer self-doubt, and embrace a future full of possibilities."

2. Understand Fears

To truly establish that heart-to-heart connection, you must also understand your customers' fears and objections.

What's holding them back from reaching their dreams?

Once you know the barriers, you can swoop in as the hero with the perfect solution.

For example:



"We get it; it can be scary to take the first step towards change. But don't worry, our coaching digital products are crafted to tackle those doubts head-on, smashing through the barriers that have been holding you back."

3. Highlight Pleasure and Comfort

Beyond addressing pain, emphasise the joy and comfort your coaching can bring to your customers' lives.

Paint a picture of the amazing results they'll achieve and the happiness they'll experience by investing in your products.

For example:



"Imagine waking up each day with a spring in your step, knowing you're on the path to success. My coaching digital products will empower you to chase your dreams, achieve your goals, and live a life you absolutely love!"

4. Be Yourself

Now, here's the real secret sauce – write like you're having a friendly chat with your buyers!


Be authentic and approachable.

Formal jargon? No, we don't need that. Let your personality shine through and create a genuine connection with your audience.

For example:



"Hey, lovely soul! We're so thrilled to be a part of your journey! Our coaching digital products are like supportive friends, cheering you on and guiding you towards a brighter, better tomorrow."



Now that we've set the stage
and understand your
customers' desires, it's time to
take things up a notch and
make them fall head over heels
for your coaching digital
products!

And we're going to do it by
tapping into their **5 senses** and
painting a dreamy picture they
can't resist!

5. Know Your Customers' Wants and Needs

Your customers have both wants and needs, and they're not always the same thing!

Sure, they might want a life coach, but what they truly need is guidance, support, and a pathway to success.

Get to the heart of their desires and the underlying needs that'll truly resonate with them.

For example:



"You want a more fulfilling life, but deep down, you need someone to help you navigate the challenges, overcome obstacles, and make those dreams a reality. Our coaching digital products are here to be your trusted companions on this transformative journey."

6. Uncover Your Customers' Aspirations and Desires

Now, let's dig deeper. What are your customers' aspirations and desires?

What do they dream of achieving?

When you know their most profound wishes, you can connect with them on a soulful level.

For example:



"Imagine the exhilaration of stepping into your full potential, achieving your goals with ease, and living a life that's truly yours. Our coaching digital products are designed to turn your dreams into reality and make your heart sing with joy."

7. Visualize the Dream

Close your eyes for a moment and put yourself in your customers' shoes.

Imagine the experience they'll have when they incorporate your coaching digital products into their lives.

What do they see?

The possibilities are endless! Help them visualize **the extraordinary outcomes** and the fantastic journey that awaits them.

For example:



"Picture this: A life filled with purpose and passion, where you wake up each day excited to conquer your goals. Our coaching digital products will be your trusted compass, guiding you towards the life you've always envisioned."

8. Embrace the Emotions

Now, let's dive into the emotions your customers will feel when they use your products?

Empowered? Confident? Inspired?

Use descriptive adjectives to evoke those powerful emotions that your coaching digital products will bring to their lives.

For example:

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"Feel the rush of confidence as you break free from self-doubt and embrace your true potential. Our coaching digital products will ignite a fire within you, propelling you towards greatness!"



9. Indulge the Senses

We're not stopping there! Engage more senses to intensify the dream.

How will your customers physically experience your products?

Will they touch, hear, taste, or smell something amazing?

The more senses you tap into, the more immersive the experience becomes.

For example:



"Hold our coaching digital products in your hands, and you'll feel the weight of possibility and promise. Hear the soothing guidance in our empowering audio sessions, as you take charge of your future and achieve your goals."

10. Present The Solution to The Problem

Use your customers' pain points and fears to show how your coaching digital products are THE SOLUTION they've been seeking all along. Shout it from the rooftops, and let them know that with your products, they can achieve their wildest dreams!

Show them that with your products, their dreams are within reach, not someday but right NOW!

Remind them of this transformational solution at every turn.

Promote this everywhere – from your copy to your product descriptions, social media posts, blog articles, email marketing, and even your ads. Let your customers know that you've got their back and that your coaching digital products are the magic potion they need to transform their lives.

For example:

"Your journey to success starts today! Say goodbye to uncertainty and hello to a life of purpose with our coaching digital products. You don't have to wait any longer; the life you desire is just one click away!"

In Summary

Now, you might be itching to share all the nitty-gritty technical details and features of your coaching digital products. But hold on: keep that for later. Right now, it's all about making your customers feel like they already have your products in their lives, transforming their world for the better.

Paint that dream picture with vivid emotions and sensations, and watch as your customers can't resist the pull of your coaching digital products.

You're not just selling a product; you're selling a life-changing experience that'll stay with them forever. Remember:

- Address pain points
- Understand fears
- Highlight pleasure and comfort
- Know your customers' wants and needs
- Be yourself
- Uncover their aspirations and desires
- Visualise the dream
- Embrace the emotions
- Indulge the senses
- Present the solution to their problems

Overall, it's all about building those meaningful conversations, understanding their desires, and addressing their fears. Show them that you're not just a seller; you're a partner in their incredible journey towards success! So, go ahead, make your buyers dream, make them feel it, and make them believe that your coaching digital products are the key to their extraordinary journey!



Building a Meaningful Connection

Now that you've painted a dream picture of the transformation your customers can expect, let's explore how you can truly connect with them and understand their deepest desires.

I've got some powerful strategies that'll have you winning their hearts in no time!

STRATEGIES FOR CONNECTION

Learn from Competitors' Reviews

Your competitors might be rivals, but they're also a goldmine of information.

Check out their customer reviews and learn from their experiences.

What do customers love about their coaching products, and where do they fall short?

This invaluable feedback can guide you in crafting even better solutions for your audience.

For example:



After research, we learned that one thing you would love is to have personalized progress tracking. So, we've added a new feature that helps you track your growth and celebrate your milestones!

STRATEGIES FOR CONNECTION

Talk To Your Customers

Never underestimate the power of asking questions!

Engage with your customers through surveys, polls, and social media interactions.

When they comment on your posts, don't just say thanks; delve deeper and ask follow-up questions.

Get to know them inside out, intimately, to cater to their unique needs.

For example:



"A customer recently commented on our post about time management challenges. We asked which specific time management hurdles they face and their response inspired us to create targeted resources that address those pain points directly!"

STRATEGIES FOR CONNECTION

Create Fun and Interactive Quizzes

Who doesn't love a good quiz? Create free quizzes using Google Docs and send them to your email list once a month.

These quizzes can help you better understand your customers' preferences, interests, and goals.

Reward a select number of participants to show your appreciation for their valuable input.

For example:



"We sent out a quiz on personal development goals, and the response was overwhelming! Not only did we gain insights into your aspirations, but the winners also received exclusive discounts on our coaching digital products."

STRATEGIES FOR CONNECTION

Launch Thoughtful Giveaways

Giveaways are exciting, but let's make them even more meaningful!

Instead of asking participants to tag others, request a specific answer to a question you need to know. This way, you gather valuable feedback while rewarding your loyal customers.

For example:



"Our giveaway question was, 'What area of personal growth do you struggle with the most?' We received incredible responses that helped us design targeted content and products to support their growth."

STRATEGIES FOR CONNECTION

Focus on Quality over Quantity

Remember, it's not just about growing your following; it's about nurturing and retaining your existing customers. Quality relationships lead to brand loyalty and genuine engagement. Invest time and effort in understanding your customers, and they'll become your biggest advocates.

For example:

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"By prioritizing quality interactions, our customers feel valued and heard. As a result, they're more likely to share their experiences, refer friends, and become loyal fans of our coaching digital products."



STRATEGIES FOR CONNECTION

Embrace Your Brand Voice

Your brand voice is all about how you communicate with your customers. It's about being approachable, understanding, and cheering them on every step of their way. When you communicate, you want to make your customers feel like you're chatting with a caring confidante who truly gets them.

For example:



"Hey there, beautiful souls! We are so excited to join you on this journey of growth and self-discovery. Our coaching digital products are crafted with love to help you unlock your full potential and embrace the magnificent possibilities life has to offer."

STRATEGIES FOR CONNECTION

Share The Journey

Celebrate every milestone that your customers conquer.

Show them that their success is your success, and that you stand by them through every twist and turn.

Let them know that whether they're taking baby steps or giant leaps, you're right there, clapping and cheering them on.

For example:



"Hooray for your triumphs, big and small! We take immense pride in being part of your journey, cheering you on as you embrace your superpowers and soar to new heights!"

STRATEGIES FOR CONNECTION

Spread Positivity

In a world that can sometimes feel chaotic, aim to be a ray of sunshine in your customers' lives. Make sure your words are filled with positivity, encouragement, and a dash of humour to add a sprinkle of joy to their day!

For example:

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"Let us make you happy! Our coaching digital products are designed to put a skip in your step and inspire you to embrace life with a heart full of gratitude and a smile that shines bright."

Strategies For Connecting With Your Customers

So, there are lots of ways for you to build a meaningful connection with your customers and by doing this, you can create an audience of fans desperate to get their hands on your products and services. For your reference, here is a summary of the ways to connect with your buyers:

Talk To Your Customers

Engage with your customers through surveys, polls, and social media interactions.

Create Fun Quizzes

These quizzes can help you better understand your customers' preferences, interests, and goals.

Spread Positivity

Fill your words with positivity, encouragement, and a dash of humour to add a sprinkle of joy!

Launch Giveaways

Request a specific answer to a question you need to know, so you can gather valuable feedback

Learn from Competitors

This invaluable feedback can guide you in crafting even better solutions for your audience.

Focus on Quality

Invest time and effort in understanding your customers, and they'll become your biggest advocates.

Share The Journey

Let them know that you're right there with them every step of the way, cheering them on.

Embrace Your Brand Voice

You want to make your customers feel like you're chatting with a caring confidante who truly gets them.



Product Description Template

So, you have your customers lining up, desperate to buy your products. Now, you can craft a perfect product description to give them all the information they need.

On the next few pages, make some notes in the table and then use the template to write your description.

Product Description Table

Who is your ideal customer/target audience?
What pain points do they have to face each day?
What are their biggest fears?
What goals do they have?
What is their current situation?
What transformation will they get with your product?
What keywords might they be using to search for your product?
What are the benefits of your product to your ideal customer?

Your Template For A Product Description That Sells

Let me introduce you to **[PRODUCT TITLE USING LONG TAIL KEYWORDS]**, an amazing **[DIGITAL PRODUCT CATEGORY]** that's here to bring a real revolution to how you **[SPECIFIC BENEFIT/ACHIEVEMENT]**. This **[PRODUCT TITLE USING LONG TAIL KEYWORDS]** holds the key to unlocking a whole new world of possibilities and transforming your **[AREA OF FOCUS]** like never before. Get ready to experience a remarkable shift that will elevate your **[AREA OF FOCUS]** to new heights with **[PRODUCT TITLE USING LONG TAIL KEYWORDS]**.

I know that you **[MENTION ONE OF YOUR CUSTOMER'S PAIN POINTS HERE]** and the last thing you want is to **[POINT OUT THEIR BIGGEST FEAR]**.

Are you tired of struggling with **[PAIN POINT]**? Do you find yourself frustrated by **[PAIN POINT]**?

We understand the challenges you face when it comes to **[AREA OF FOCUS]**. That's why we created **[PRODUCT TITLE]**, a groundbreaking **[DIGITAL PRODUCT CATEGORY]** designed to alleviate **[A PAIN POINT]** and provide **[THE TRANSFORMATION YOUR CUSTOMER WANTS]**.

Imagine missing out on this and **[DESCRIBE THEIR LIFE WITHOUT THE TRANSFORMATION YOUR PRODUCT PROVIDES]**.

Whether you're a **[TARGET AUDIENCE]** or someone looking to **[SPECIFIC GOAL]**, this **[DIGITAL PRODUCT]** provides you with the tools and knowledge to succeed. Why settle for **[CURRENT SITUATION]** when you can embrace a solution that **[SPECIFIC BENEFIT]**? With **[PRODUCT TITLE]**, you'll gain the tools and resources needed to **[DESIRED OUTCOME]**. Imagine being able to **[DESIRED ACHIEVEMENT]**, **[DESIRED ACHIEVEMENT]**, and **[DESIRED ACHIEVEMENT]** effortlessly.

Special Offer/Bonus

As a thank you for your support, for a limited time only, we are also offering **[ADD BONUS HERE]** so you can **[BENEFIT OF THE BONUS]**.

What you get:

Add digital product specifications like size, what's included, options, variations, colours.

Remember this is a limited time offer. Get your **[PRODUCT TITLE AND BONUS]** today.

Thank you



Thank you for using this guide to create product descriptions that sell.
Now you have all the strategies and ideas you need to build a meaningful conversation with your audience of buyers. You'll be able to show them that you're not just a seller; you're a partner in their incredible journey towards success!