

FREE SWIPE FILE

Product Descriptions That Sell

The 5-line formula, sensory word banks, and before/after makeovers that turn browsers into buyers — for D2C & Shopify brands.

Who we are: Virexo Media is an ecommerce growth agency for D2C & Shopify brands — web development, store design & CRO, Meta ads, SEO, and content that sells. This swipe file is for founders and marketers who want product pages that convert without hiring a copywriter for every SKU.

THE 5-LINE FORMULA

Most product descriptions fail the same way: they describe the product instead of selling the outcome. Every description in this file follows five lines, in order. Write one sentence (or short block) per line and you're done.

LINE	WHAT IT DOES	EXAMPLE (ILLUSTRATIVE)
1 — Hook	Lead with the single biggest benefit. Not the product — the payoff.	"Fall asleep faster, stay asleep longer."
2 — Feel	Make them experience it with sensory words: touch, taste, sound, sight.	"Buttery-soft bamboo that stays cool against your skin all night."
3 — Why	One concrete thing that makes it different. Specific beats superlative.	"Triple-stitched seams and a 400-thread weave — not the 180 most brands use."
4 — Trust	Proof: a review snippet, guarantee, or concrete credential.	"Machine-washable, 100-night trial, free returns."
5 — Push	A low-friction close that tells them what happens next.	"Add to cart today — ships free in 48 hours."

Length rule of thumb (per Shopify's 2026 guidance): simple products (tees, mugs, candles) need 50–100 words; complex products (electronics, skincare, software) need 150–300 to handle objections.

SENSORY WORD BANK BY CATEGORY

Sensory language activates the parts of the brain that process real physical experience — it closes the gap between browsing a screen and holding the product. Match the sense to the category:

CATEGORY	STEAL THESE WORDS
Food & drink	crisp, tangy, buttery, smoky, velvety, zesty, slow-roasted, small-batch
Apparel & textiles	buttery-soft, breathable, featherlight, cozy, stretchy, brushed, stays-cool
Beauty & skincare	weightless, silky, dewy, melts in, non-greasy, air-whipped, barely-there
Tech & gear	instant, seamless, responsive, whisper-quiet, one-tap, pocketable, all-day
Home & living	warm, sturdy, hand-finished, matte, weighty, slow-burning, sun-washed

THE FEATURE → BENEFIT CONVERTER

Customers don't buy specs; they buy what specs do for them. Translate every feature before it goes on the page:

FEATURE (WHAT YOU WROTE)	BENEFIT (WHAT SELLS)
200gsm insulated fill	Keeps you warm on 20°F mornings
10,000 mAh battery	Three full phone charges — a whole weekend off the grid
Double-walled stainless steel	Ice still clinking at 5 PM; coffee hot through every meeting
Hypoallergenic, OEKO-TEX certified	Safe on the most sensitive skin — including baby's
40-hour burn time	A month of slow evenings from one candle

Quick test: after every feature, ask “so what?” out loud. The answer is your benefit line. If you can't answer, cut the feature.

BEFORE & AFTER MAKEOVERS (all examples illustrative)

1. Scented candle

BEFORE: “Soy candle. 8 oz. Vanilla scent. High quality wax. Long lasting. Great gift.”

AFTER: “Turn any room into a slow Sunday morning. Warm vanilla and a whisper of oak, hand-poured in small batches into a 40-hour clean-burning soy blend. Reusable amber jar, cotton wick, zero soot. Add one to your cart — and one for the friend who'll steal yours.”

2. Everyday hoodie

BEFORE: “Unisex hoodie. 80% cotton 20% polyester. Available in 5 colors. Machine washable.”

AFTER: “The hoodie you'll reach for before every flight, movie night, and Monday. Brushed-fleece inside that feels broken-in from day one, heavyweight enough to skip the jacket. Pre-shrunk, double-stitched, and washer-proof — it looks new after 50 spins. Five colors. Pick yours before your size sells out again.”

3. Vitamin C serum

BEFORE: “Vitamin C serum with hyaluronic acid. 30ml. Brightens skin. Suitable for all skin types. Dermatologist tested.”

AFTER: “Wake up to brighter skin in two weeks — without the sting. A weightless, silky drop of 15% stabilized vitamin C plus hyaluronic acid that melts in and layers under makeup with zero pilling. Dermatologist-tested, fragrance-free, made for sensitive skin. 30-day empty-bottle guarantee: glow or your money back. Start tonight.”

FILL-IN TEMPLATES

Simple product (50–100 words):

[Outcome your customer wants] . [Sensory line about how it looks/feels/tastes] . [One concrete differentiator with a number] . [Guarantee / care / shipping proof] . [CTA with a reason to act now] .

Complex product (150–300 words):

[Hook: the payoff in one line] . [Mini-story: the moment they'll use it] . [3 benefit bullets — each one feature translated with the converter] . [What makes it different: 1–2 specifics] . [Proof: review snippet or certification + guarantee] . [CTA + what happens after they click] .

6 MISTAKES THAT KILL PRODUCT-PAGE CONVERSIONS

- **The spec dump.** Leading with materials and dimensions. Specs support the sale; they never open it.
- **Empty adjectives.** “High quality,” “premium,” “amazing” — words every competitor also uses cost you trust. Replace each with one specific: “triple-tested,” “hand-stitched,” “400-thread.”
- **Writing for everyone.** A description aimed at everybody moves nobody. Write to one buyer, their one moment of use.
- **The wall of text.** Shoppers scan. Break long descriptions into a hook + short bullets; bold the benefits.
- **Copy-pasting the manufacturer’s text.** Duplicate copy can’t rank on Google and reads like a warehouse label. Rewrite every SKU — even 50 original words beat 300 borrowed ones.
- **Forgetting the search engine.** Work the product’s real search phrase into the first sentence and the page title — naturally, once. Your description is also your SEO.

WHAT GOOD LOOKS LIKE

Illustrative example: a home-goods store rewrites its 12 best-selling product pages with the 5-line formula — same traffic, same prices, nothing else touched. Benefits-first hooks lift add-to-cart clicks; sensory lines cut “what does it feel like?” support questions; the trust line (guarantee + returns) rescues hesitant buyers. Result: measurably more of the visitors they already had turn into orders. That’s the point — copy is the cheapest CRO test you can run this week.

Want this done for you?

Virexo Media writes and produces conversion-first content for D2C & Shopify brands — product copy, store design, and the creative that sells it. We’ve generated **\$2.4M+ in client revenue** across **80+ clients** and **50+ Shopify stores built**.

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