

How To Write A Review At A Commercial Website

Six Essential Reminders For Writing A Simple and Very Helpful Review

1. Begin with an anecdote that shows you know the item you are discussing. Use specific details about how you have used the item and be personable as you share your experience.

EXAMPLE:

I am one of those home artisans who crafts the gifts he gives to friends at birthdays and holidays throughout the year. Most of my projects involve collage or affixing paper or canvas to glass magnifying beads. Sometimes I will build an intricate model out of toothpicks or popsicle sticks. The one thing that all of my projects have in common is that they require me to have a strong, fast-drying glue that will be invisible when it dries.

2. Include a very specific opinion in your first paragraph or two. The item might be great, horrible, or some degree of both. The idea here is to be as specific as possible about your evaluation of the item.

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3. Before you begin writing, brainstorm a list of relevant criteria that you might use to evaluate the item. If you are reviewing a stapler, for instance, you might take into consideration some of the following:

How well does it fit in your hand?
How heavy is it?
How durable is it?
How smoothly does it press staples?
How easy is it to refill?
How much does it cost?

Most reviews that are helpful include at least five criteria.

For this review about glue that we are watching develop within these instructions, I'll brainstorm these criteria:

Question: How strong is the glue?	Criteria: Stickiness
Question: How fast does it dry?	Criteria: Drying Time
Question: How easy is it to apply?	Criteria: Application
Question: How messy does it look after drying?	Criteria: Presentation
Question: How easily does it clean up?	Criteria: Ease of Cleaning
Question: How much does it cost?	Criteria: Price

These are just the first six criteria that come to my mind in a brainstorm and they would work for a review of any kind of glue that one might choose to review.

This is the nature of criteria: similar items can be evaluated on the same criteria. Different items might require completely different sets of criteria. Example: Though some of the criteria we might use to judge a bicycle seat would be the same criteria we would use to judge a saddle, several criteria would be completely different.

4. For each criteria you have chosen, write a paragraph that describes how that criteria relates to the item. For example, if you are reviewing an ergonomically perfect stapler, you want to write a paragraph discussing how beautifully the stapler fits into your hand. You might describe the curves or how the qualities of the material the item is constructed of feel to the skin of your hand.

Example:

PRICE:

I do not usually place the discussion of price first in my product reviews, but in the world of crafting glues, price becomes very important. There are some brands of glue that craft stores sell costing ten, fifteen and even twenty dollars for just a few ounces. I have tried these overpriced brands and they are not in any way superior to Elmer's Washable Clear School Glue. The five ounce bottle of this glue can be bought for anywhere from

\$1.99 to about \$3.50 at the most expensive places and even that expensive price is a big savings over the other more costly brands that offer nothing more in terms of quality.

STICKINESS:

This is not airplane glue or super glue. It's not for affixing heavy items to other heavy item. This glue works great for putting paper onto cardboard or attaching paper onto glass, wood, or metal. I use this glue to line the boxes of my dioramas with colorful backgrounds. I use it with cotton balls all the time. It works well for toothpick and popsicle stick sculptures. I have run into some problems with this glue when I have attempted to add heavier elements to a toothpick sculpture. I once tried to add a little metal skull to a Dia De Los Muertos piece I was working on and the glue just wouldn't hold the metal skull. I found a lighter weight plastic skull and the glue worked perfectly.

DRYING TIME:

It's pretty obvious that I am raving about this product, and yet I do have to concede that this is the criteria where this glue loses a star from me. There are other faster drying glues out there. It turns out that when I am crafting, I am usually making five or ten of the same thing, and so it does not bother me that this glue can take a half an hour or an hour more time to dry than some other brands. I usually just apply my glue to the item I am working on and then I go to the next item, and then the next. By the time I get back to the first item, the glue has dried and I can move onto the next element I need to create.

APPLICATION:

We are all familiar with the tops of Elmer's glue bottles; they have the orange twisty top. This bottle does too, and it turns out that if you keep the top clean, it can be adjusted so that the thinnest line of glue can be applied to the most fragile of projects. The tapering tip actually allows a patient crafter a great deal of control over where the glue goes. I'm a big fan of this method of applying the glue.

CLEANING UP:

I am not a big fan of how tough the glue is to clean out of the orange, twisty top, applicator tip if I let the glue dry up inside of there. That's just a pain. We all remember being kids and reaching for a bottle of Elmer's and getting frustrated with how hard it was to get the glue out. There is a lot of crafter hate aimed at these bottles for that reason alone. I have to say that if a person knows how to clean the cap on these bottles after each use, the glue will never dry up inside the tip and the tip will never get stopped up.

Anyone who hates these tips just needs to remember that the cleaning up part of the crafting process is just as important as the creation part.

PRESENTATION:

This criteria is the moment of truth for me in terms of why I love this glue. This glue goes on clear and stays clear. Even the white Elmer's glues dry clear so it should be no surprise that this brand dries crystal clear. This glue dries clear even when an eighth of an inch thickness is needed for a section of a project. I am deeply impressed with this glue and I wonder where it has been all my life. I sure could have used it back in high school when I was just beginning as a crafter.

5. Label your criteria. If you are writing about an item's durability, for example, simply use the bold font and write the word **DURABILITY** above the paragraph where you will write about that criteria. Note the example above. Use this format when you craft your own reviews.

6. IMPORTANT: Choose very simple items to begin your writing practice. Simple items are like that stapler I mentioned above; they have only a few main criteria. Most office supplies are pretty simple. Other simple items are things like clothing, shoes, hair care products, Elmer's glue, and some sports equipment.

That's all you need to get started. Don't be afraid to start off badly! Your writing can only improve the more you do it, and this is a great place to practice.

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