

SL:

Hey Hannah,

I found your website through a friend of mine who recommended it while I was searching for candles as a gift.

And I have to say...

I really like the vibe and aesthetics of your brand. I love that if I ever need anything candle-related I can depend on your site to give me that.

Just know that I will be recommending your site to others 😊.

However...

While I was cruising through your product description I noticed how you mostly describe the product content instead of painting the dream state of the reader...

However, if you were to highlight the benefits of your product, and how it will help the reader achieve "Ultimate peace" or a "Guaranteed relax state" let's say, the reader will feel much more compelled to buy...

To show you exactly what I mean, I went ahead and created an improved product description as a free gift.

Let me know if you want me to send it over.

I made this gift as a "jump-off" that could lead to us brainstorming more ideas you can test out for your business.

Best,

Jonathon