

The Product Description Copy

****Gota Earring - 18K Gold Plated****

This bracelet elegantly incorporates the essence of femininity and class, capturing the spirit of the modern woman. Featuring a delicate teardrop design and a gold finish, these earrings are a striking choice for both day and night. Perfect for those who wish to add a little extra sparkle to their look.

****Gota Necklace - 18K Gold Plated****

Featuring a delicate teardrop design and a gold finish, this necklace was crafted to embody the essence of femininity and class—the spirit of the modern woman. Pair this delicate necklace with the Gota Earring - 18K Gold Plated for an even bolder, radiant look.

****Long Stick Earring - 18K Gold Plated****

These earrings embody a sleek and elegant aesthetic. As multifaceted as it is iconic, the Long Stick Earring is a delicate and confidence-exuding earring. With a light weight and a gold finish, this earring is a striking choice for both day and night.

****Long Stick Necklace - 18K Gold Plated****

This necklace was expertly designed to strike the perfect balance between simplicity and modernity. Representing stability, maturity, and individual strength, this necklace is worn outwardly to express what's within. Let your radiance and femininity shine with the Long Stick Necklace.

****Ball Bracelet - 18K Gold Plated****

Wrapped around the wearer in a disconnected circle, this feminine bracelet was constructed with a globe-shaped ball at its center. This stark and modern piece, finished with a gold coating, means that wearing the Ball Bracelet means you feel an abundance of power and strength, blended with natural beauty and femininity. Stand out from the crowd by wearing this bracelet.

****Long Ball Earring - 18K Gold Plated****

The Long Ball Earring is elegantly subversive. Featuring an 18K gold coating with a globe-shaped ball, this earring represents equilibrium between delicacy and strength. A definite statement piece, wear these earrings to feel profoundly feminine and vigorous.

****Ball Hoop Choker - 18K Gold Plated****

A remarkable and decided choker to suit a self-assured and, above all, attractive woman. Flourishing a gold-coated finish and a profound globe-shaped ball at its center, the Ball Hoop Choker is perfect for the woman who adds depth and sophistication to any room she steps foot in. Complement your aura with this iconic statement piece.

****Small Sphere Necklace - 18K Gold Plated****

Dainty, petite, and vivacious. A tribute to femininity, this necklace is a sensitive, innocent, refined piece created for a woman whose smile warms the hardest hearts and whose presence radiates light and energy. Stack this necklace with other necklaces for a sophisticated look, or simply wear it on its own.

****Small Sphere Earring - 18K Gold Plated****

An ultra-simple and conservative pair of earrings, these earrings shed light on a woman's inner beauty. Crafted excellently to bring out what lies within, this gold-coated and timeless design represents beauty, femininity, and class. As lightweight and comfortable as they are versatile, the Small Sphere Earring is an everyday essential you'll never want to take off.

****Large Open Sphere Necklace - 18K Gold Plated****

Featuring a lustrous chain boldly wrapped in 18K gold with an open-circle at its center, this necklace symbolizes the woman who is sensible and abundant in her charm. Sophisticated and mature, this necklace is a statement look for both day and night.

****Tie Necklace - 18K Gold Plated****

Understated and graceful. With its innocent design and gold coating, the Tie Necklace is an accessory crafted for the understated and graceful woman. With a subtle but captivating aura, this necklace perfectly synergizes with a woman full of radiance and

charm. Pair this dainty necklace with other Karinay accessories for a look that's equally modern and discreet.

****Small Open Sphere Earring - 18K Gold Plated****

For those that don't want jewelry they can "feel" all the time, but still want something that encapsulates beauty. A dainty icon that expresses the beauty of simplicity, these earrings are an everlasting piece fashioned exclusively for the sophisticated woman. Add a subtle glow to your aura with the Small Open Sphere Earring.

****Short Stick Earring - 18K Gold Plated****

Dainty, petite, and vivacious. A tribute to femininity, this necklace is a sensitive, innocent, refined piece crafted for a woman whose smile warms the hardest hearts.

Modern, mature, classy. As versatile as they are stylish, the Short Stick Earring is the best choice for the delicately elegant woman. These earrings blend modernity and classiness to add an eye-catching pop to your fit. To complete your outfit, style these earrings with a simple Karinay necklace.

****Flat Sphere Earring - 18K Gold Plated****

A lightweight, comfortable earring that's effortlessly wearable. An extremely versatile piece, the Flat Sphere Earring adds an extra glow to every outfit in your wardrobe—whether it be your favorite dress or your everyday clothes. These earrings are dedicated to the woman who values simplicity and is secure in her own charm.

****Flat Sphere Necklace - 18K Gold Plated****

Featuring a gold-coated finish and a circular pendant at its center, this necklace is perfect for the woman who carries an aura of quiet sophistication with her. The Flat Sphere Necklace is an easy-to-stack, dainty necklace to suit a self-assured, simple, but profound woman. Pair this necklace with a Karinay bracelet or earrings for a look that's all your own.

WINNER'S WRITING PROCESS — JEWELRY FOR WOMEN

Squats video:

<https://vimeo.com/948059589?share=copy>

Business objective:

Convert first time website visitors into paying clients. These visitors will 99% be from IG.

Background business info:

I am writing product descriptions for my **client's ecommerce jewelry store**. The average price range is 10-20 dollars a piece (translated from our local currency here in Brazil).

Link to the client's website and social media accounts:

<https://www.instagram.com/karinaysemijoias/>

Website = in progress. I am making it for her right now.

Tell us the source of your client's attention (with numbers for attention):

5.7K follower son IG - this is her main way of gaining attention... or through word of mouth.

Tell us every measurable metric the client's gotten somewhat recently.

She sells on average: 80 to 100 units per month. A rough 80% of orders are presents.

What she's tried in the past:

In-person events. Now, she wants to go 100% online but still does some events, usually once a month.

Personal analysis:

My main objective in this copy was to replicate the writing style of top jewelry brands such as Tiffany and Co. My success is that I implement a lot of identity in the copy which I learned is especially powerful for ecommerce products related to fashion. I remember Prof. Bass advised us to be careful replicating the top of the top players in our industry because it may be too big of a jump if our client is just starting out. But I thought that in terms of product descriptions, the best option would be to shine the products in the best light possible by replicating the copy structure and content of the top jewelry brands in the US.

I think the copy's biggest weakness is clarity and avoiding "fluff". I noticed that many competitors use succinct descriptions that don't reach too high of a word count, but sometimes I feel that they lack so much. E.g., they could leverage identity so much more in their product descriptions. Currently, I am trying to strike a balance between being able to FULLY showcase the USPs of my client's products with AS LITTLE WORDS AS POSSIBLE.

1. Who are we talking to?

- a. Women in our local market of São Paulo, 35-55 looking for beautiful but affordable **jewelry**. Stable income, the products are very low-ticket.

2. Where are they now?

- a. Was scrolling passively on Social Media, then they found Karinay's IG page (whether it be through reels, regular posts... not ads)
- b. Clicked on Karinay IG Account
- c. Read the bio and saw website link
- d. Scrolled through the photos for a bit, maybe even looked at highlights
- e. Clicked on the link to visit website
- f. Boom on the page

a. **Market awareness** = level 3 – solution aware.

- i. They know what jewelry is and they now that it is a solution to their desire of wanting status through a small accessory, but they don't yet know why they should buy from Karinay
 1. Now that they're on website, must convince why they should buy from us than anyone else

b. **Market sophistication** = level 5 — tired of all mechanisms and all claims

- i. Must use an identity play
- ii. Niche down (show that this is for women at 30-65 with images and copy)
- iii. Highlight the experience
- iv. Possibly "it's toasted"

c. **Will they buy?**

- i. Is it worth it? → 8/10
 1. They clicked on Karinay's IG because they had some preexisting desire for jewelry. If they have already clicked on our site, then we don't have to worry about the lever of if they want a product enough. Because we know that they are already interested because they went through resistance (clicking links) and are actively giving up their time (saying no to going back to scrolling) because they see some potential value and interest in our jewelry.
 2. We could raise this by featuring the best images possible and leveraging identity copy, as well as experience copy.
- ii. Do I believe that the mechanism will work? → 8/10
 1. People are already sold on the fact that jewelry will provide them the status they want. People know that the act of buying jewelry will fulfill that desire.
 2. We could bring this to a level 10 by showcasing the quality and the unique selling points of the jewelry products—some may not think that the

mechanism/specific product will work because they think it's low quality, especially for jewelry.

- a. "Yes! This product will deliver the status you want! Look how beautiful and high quality it is! Of course it will!"

iii. Do I trust this brand/person → 3/10

1. Karina has already established that she is a real person—many posts of herself on IG
2. Many testimonials, eventos, and parcerias
3. THE PRIMARY REASON PEOPLE MIGHT NOT BUY RIGHT NOW, WHEN SHE IS ACCEPTING ORDERS THROUGH WHATSAPP, IS BECAUSE OF LOW-QUALITY IG CONTENT
 - a. Unprofessional product/brand presentation / Content
 - b. Images are all over the place – unbalanced blend of selfies, product photos, reels, promotional reels...
 - c. Reels are poorly edited
 - d. Incohesive brand identity/feel
 - i. Color palette all over the place
 - e. Photos/reels shot from low quality camera
 - f. Same principles should apply to website: If there is a website, it must be in a very professional, put-together format with web design on-point.

d. **Current state + Dream State:**

NECKLACES – Dream Outcome State: (current state is everything opposite of the info below):

- Durability
 - I've gone swimming in the ocean, hiking, played tennis, biked etc. in it and have not noticed any issues
 - It doesn't tarnish at all
 - It's been tugged on by my baby, and caught on things, and it is still intact
 - definitely a purchase that will stand the test of time.
 - fine but durable and catches the light so well.
 - Have worn daily for a few weeks
 - so delicate but strong.
- Shiny/Sparkly
 - shines and sparkles on my skin
 - has a great twinkle
 - fine but durable and catches the light so well.
 - perfectly glittery without being "in your face"!
 - it is so delicate and catches the light beautifully!
- Everyday wear
 - easy, everyday necklace I don't have to take off.
 - simple but elegant necklace to wear everyday
 - Lightweight

- I never wore a necklace before but since getting gifted this gem, I haven't taken it off. The amount of compliments and small boost of confidence it gives me when wearing it is priceless.
 - I don't want jewelry that I can "feel" all the time — lightweight, comfy
 - It goes with everything!
 - Enhances every outfit
- Quality - Elegant, delicate, dainty
 - The chain is delicate but not flimsy - pairs perfectly with the dainty pendant!
 - so delicate but strong.
- Layering
 - Perfect for layering!
- Adjustable lengths
- As a gift
 - Daughter
 - GF
 - Sister
 - Best friend
- Customizable with pendants
 - Looks good with any other pendent combo
 - I can mix and match any charms on it!!
 - matched it with so many charms and other necklace

Roadblocks:

The customer is not able to find jewelry that is affordable and luxurious at the same time. The avatar doesn't want to spend tons of money to look good, so they want a product that will still give them the same glow an expensive piece of jewelry would, but costs just a fraction of it. The primary reason they are in their current state is that they haven't found the right brand to commit to. Every other brand is either too expensive or doesn't have the quality she's looking for.

The solution/mechanism to the avatar is our products – as the avatar's dream desire is to feel stylish and confident at an affordable price, our products are the vehicle that will transport her to her dream state while fulfilling all the requirements on price and quality she's looking for in a jewelry product.

3. What actions do I want them to take at the end of my copy? Where do I want them to go?


- a. Purchase a piece of jewelry.

4. What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

How will I increase the 3 levels?

- Trust is the thing that needs major doing
 - Elegant [website design](#)
 - High quality visuals
 - High quality, short and succinct copy
 - Cohesive color/brand identity
 - Appropriate typography sets/font
 - Organized and immersive and engaging and continuously attention-dripping layout
- (Level 1) How will I bring down perceived costs/paint the product as “worth buying”?

$$\frac{\begin{array}{c} \text{Dream Outcome} \\ \times \\ \text{Time Delay} \end{array} \times \begin{array}{c} \text{Perceived Likelihood of Achievement} \\ \times \\ \text{Effort and Sacrifice} \end{array}}{\quad} = \text{VALUE}$$

-  in copy, amplify picture of dream state, agitate their current problems and pain state to the max.
- Show product in best light possible with VISUALS and COPY
- Imply that this copy is “just for you” by leveraging identity (images of beautiful women, images of beautiful products, copy that says “this was made for the feminine and radiant woman,” etc etc)
- Low shipping delay
- Return policy/risk reversal
- (Level 2) How to indicate this product will work:
 - Social proof
 - How closely the product/solution is tailored to the customer
 - Demonstration of results
 - Like a video of a woman easily and effortlessly putting on the necklace
- (Level 3) How to indicate they can trust our brand:
 - About us section to show we’re an actual human being running biz.
 - Give value → jewelry quiz
 - Social proof/testimonials