



Denise McGill has written hundreds of product descriptions for both print and online catalog. She reveals her secrets in:

Bring Catalog and Web Product Descriptions to Life

Write powerful product descriptions and watch sales escalate!

This e-book takes a fun, inspiration-filled look at writing catalog and web product descriptions. Whether a company has a few items to sell or thousands, this booklet provides:

- ❖ Articles
- ❖ Tips
- ❖ 25 brainstorming ideas for creating fresh copy...every time!
- ❖ catalog samples
- ❖ and word lists to keep the juices flowing.

Below is a sample of what you will find among the pages of *Bring Catalog and Web Product Descriptions to Life*.

You will learn:

- ❖ To create an experience for the consumer
- ❖ To make a “play” on words
- ❖ To suggest multiple uses for a product
- ❖ How verbs denote action and bring product descriptions to life
- ❖ to write in a clear, conversational tone
- ❖ The importance of making every word count
- ❖ To appeal to consumer emotions
- ❖ The finer side of the thesaurus
- ❖ The importance of knowing who your customer is
- ❖ To write in an easy, conversational manner

Use this 24-page e-book as a handy, valuable resource to create sales-generating descriptions! A great value at just \$21.95 you will receive 25 description idea tips, articles with even more tips, catalog samples and idea-sparking word lists. Order now by clicking the Paypal button on the McGill Copywriting website and Denise will personally email the PDF e-book without delay.

If you have any questions or would rather receive the e-book on CD, please feel free to email Denise at denise@mcgillcopywriting.com for further information.

Your satisfaction is guaranteed. If you don't agree that *Bring Catalog and Web Product Descriptions to Life* is useful, simply request a refund within 30 days of purchase.