

Product Description Formula

Why descriptions are important?

- Close the deal
- Create a story to engage – create desire
- Most sellers do not do this
- Overcome buying resistance to get a person to take action
- Explain why you're a premium solution

Product Description Specifics

- Max length = 2000 characters
- Can use HTML to format

Product Description Tips

- Headline (Black or Orange)
- Focus on the customer desires
- Don't need to hard sell
- Research other listings to find what customers like and don't like about the product

Upsell Method

- Consider ordering 2 bottles - for your own uninterrupted use, or for a friend. Firm First is such a big hit among Amazon buyers (check out the glowing reviews!) we sometimes run out of stock!
- Provide a coupon (Create a 10% coupon and put it on the description page)

Cellulite Cream – Bianca Ferosi

Product Description

Rub Your Cellulite Away

Thanks To Our Brand New, Effective And Powerful Proprietary Blend Of 45 Ingredients (including vitamins E, A and B5)...

Feel your skin tighten up the very first time you use our Firm First cream. Remember to take a deep breath and enjoy the pleasant, relaxing, luxurious aroma. And enjoy how quickly the luscious cream is absorbed by your skin and starts to work its magic without leaving any sticky patches.

It Just Works

Ingredients like gotu kola, cinnamon, pink grapefruit, sweet almond oil, jojoba oil, shea butter have been used by celebrities for ages to get their skin looking silky smooth. Caffeine tones your skin - and vitamins E, A and B5 keep it healthy.

We've created a perfect mixture that works - all you have to do is apply it once the morning and once in the evening. It's that simple!

So whether you have had those dimples and bumps since your teen years or developed cellulite after giving birth... We got you covered.

Enjoy Yourself

When it's time to wear that bathing suit... or your favorite pair of shorts... or that sexy dress you love so much... the last thing you need is to be self-conscious about those dimples and bumps on your skin.

After just few short weeks with Firm First, you'll be able to enjoy yourself. You'll start glowing with self confidence... because you'll know the "situation" is taken care of.

... All without putting yourself on a military regimen of diets and exercise.

Our Guarantee

Put us to the test. If within 90 days, you're not over-the-moon, 100% happy with the results, just let us know and we'll refund 100% of your purchase price - NO questions asked.

Important

Consider ordering 2 bottles - for your own uninterrupted use, or for a friend. Firm First is such a big hit among Amazon buyers (check out the glowing reviews!) we sometimes run out of stock!

Order Firm First cream now!

Cellulite Cream – Skinny Cream

Product Description

SKINNY CREAM

With its state of the art proprietary blend of potent ingredients, Skinny Cream gives you clinically proven results to reduce the appearance of cellulite, while making the body smoother and firmer. This revolutionary cream not only diminishes the appearance of cellulite while dramatically increasing the skin's smoothness, but it causes "reverse differentiation" causing fat cells and fat tissue to actually reverse its form into healthy, fibroblast-like tissue. The skin will be smoother, firmer and healthier with more suppleness and elasticity...and a dramatic reduction in the appearance of cellulite.

HOW IT BENEFITS THE SKIN:

- *Visibly reduces the appearance of cellulite (orange peel skin) after regular treatment.
- *Helps decrease fat deposits and water retention on the affected area of the skin.
- *Results in skin being firmer and smoother, with improved elasticity.
- *For all skin types.

CLINICAL TESTING PROVES:

- *Decrease in appearance of cellulite of up to 90% in 8-weeks.
- *Reduction in skin surface roughness of up to 72.9%.
- *Average decrease in the appearance of cellulite of 51.6% in 8-weeks.
- ***100%** of test subjects said there was a significant improvement in overall appearance of the skin.

Kindle Paperwhite

Whiter Screen, Darker Text

IMPROVED—Enjoy even better contrast on the latest Kindle Paperwhite. Whites are whiter and blacks are blacker, creating sharp, clear text. The high-resolution display allows for elegant typeface options including Baskerville and Palatino, and all fonts on Kindle Paperwhite have been hand-tuned at the pixel level for maximum readability and comfort.

Fast, Easy Page Turns

IMPROVED—The new Kindle Paperwhite's processor is 25% faster. Books open and pages turn faster for a seamless experience. Kindle Paperwhite also uses the latest in capacitive touch technology, more accurately responding to the smallest touches.

Flip Through Without Losing Your Place

NEW—With Kindle Paperwhite's new Page Flip feature, you can skim page-by-page, scan by chapter, or skip to the end for a sneak peek without losing your place. [Show me](#)

Take and Share Notes

Add margin notes that you can edit, delete, or even export from Kindle Paperwhite to your computer. Share highlighted sections and meaningful quotes on Facebook and Twitter, and see passages frequently highlighted by other Kindle readers.

Main Problems Everyone Wants To Solve:

- To be wealthy
- To be popular
- To look better
- Love/relationships/sex
- More freedom/time
- To be healthier
- To have more fun in their life

Copywriting Basics:

- Headline
- Describe problem/pain
- Provide solution
- Provide credibility
- Benefits then futures
- Guarantee
- Scarcity
- Call to action

What We Covered:

- Why descriptions are important
- Product Descriptions Specifics
- Product Description Tips
- Upsell Method
- Copywriting Basics