

# The Arts & Sciences of Describing



Retrieved on January 11<sup>th</sup>, 2016 from <http://3.bp.blogspot.com/-y73t0MeToJI/Uy2FbmkeSUI/AAAAAAAAAIU/EvWbV-9-rk/s1600/product-services.jpg>

# PRODUCT GUIDELINE

You may use the format below to guide you in writing the product description.

- a. Firstly, identify the product.
  - This is a unique washing machine.
- b. Explain the use and who would benefit most (targeted consumer).
  - Washing is made easy with no scrubbing or effort – perfect for the busy career lady or any housewife who does not wish to toil over housework.
- c. Describe the physical attributes such as: size, color, shape, materials/ingredients used, texture, durability.
  - This machine takes a load of 3.5 kg., rectangular in shape, made of tough fibre glass and it comes in two colors – beige and white.
- d. State the strengths of the product.
  - The machine can take 5 loads a day non-stop.
- e. State price and discounts.
  - The product is currently on offer at an unbeatable price.
- f. State warranty period.
  - This machine is under warranty for one year from the date of purchase.
- g. State product outlets/and/or contact person/s. T
  - This brand of washing machine can be found in all Ace Hardware.

# INPUT VOCABULARY-1

**Some useful words used when describing a product include the following:**

- a. Range: A wide **range** of products is available at our outlets.
- b. Practical: Not only is this product stylish, it is also very **practical** and easy to use.
- c. Convenience: For your **convenience**, we have arranged for free door- to-door deliveries throughout Indonesia, especially Bandung if you place an order at our website in the next two weeks.
- d. Pamper: This product is specially designed to **pamper** you because we know that you deserve to be spoilt every now and then.
- e. Innovative: This state-of-the-art creation is available to you in a variety of **innovative** designs.

# INPUT VOCABULARY-2

**Some useful phrases used when describing a product include the following:**

- a. Value for money: At a time when we all need to be careful with our spending, this product is undoubtedly **value for money**.
- b. Too good to be true: If you think that this is **too good to be true**, come visit us at our outlets nationwide to try this amazing product for yourselves.
- c. Unbeatable bargain: This is truly an **unbeatable bargain** for anyone who is looking for an entertainment unit that does everything but find a date for you.
- d. A cut above: This newest addition to our range of cellular phones is without the slightest doubt, **a cut above** the rest.
- e. While stocks last: Our products are selling like hot-cakes. The free umbrella for the purchase of selected items will only be available **while stocks last**.

# LANGUAGE USE-1

## SIMPLE PRESENT TENSE (SP) AND MODALS (M)

- The Simple Present Tense is the most commonly used tense when **describing a product**.
- Modals are used especially when **giving options** related to the product.
- Examples:
  1. The flash disc **is** available in three sizes. (SP)
  2. You **should change** the ink in the printer once in two months. (M)
  3. The phones **come** in four colors. (SP)
  4. All dissatisfied customers **may return** goods within seven days of purchase. (M)

# LANGUAGE USE-2

- **made of / made out** of is used when we can see the original materials used for making the object. Examples:
  - i) This handbag is made of crocodile skin.
  - ii) He built a house which was made out of Lego bricks.
- **made from** is used when we cannot see the original ingredients. Examples:
  - i) This cake is made from flour, eggs butter and sugar.
  - ii) Bronze is made from copper and tin.
- **made with** is used to mention an important ingredient (but not usually the largest ingredient) in the product. Examples:
  - i) This pasta is made with fresh eggs.
  - ii) Our yoghurt is made with fresh fruit.
- **made in** is to describe the origin of the product. Examples:
  - i) This phone is made in South Korea.

# Copywriting Techniques-1

- **Command attention with one big idea.**
  - *iPhone 5 is the biggest thing to happen since iPhone.*
- **Promote readability with short and broken sentences.**
  - *iPhone 5: All-new Lightning connector. Smaller. Smarter. Durable. Reversible.*
- **Become memorable with sound bites**
  - *iPhone 5: The thinnest, lightest, fastest iPhone ever.*
- **Enhance your credibility with technical details**
  - *The back of iPhone 5 is made of anodized 6000 series aluminum — the same material used in Apple notebooks*

# Copywriting Techniques-2

## □ Fascinate your audience with stories

- *Apple engineers asked more than 600 people to test over 100 iterations of the Apple EarPods. Testers ran on treadmills in extreme heat and extreme cold. They performed various cardio workouts. They were even asked to shake their heads side to side, up and down. The result: Apple EarPods provide stronger protection from sweat and water, and they're remarkably stable in the ear. Which means they stay in, even when you're on the go.*

## □ Persuade with problems

- *New noise-canceling technology reduces background noise. So when you hold iPhone up to your ear in a loud room, you hear what matters most: the voice on the other end.*

## □ Use analogies to describe product quality

- *The quality of FaceTime video calls is so surprising, it's as if you're in the same room with whoever's on the other end.*

## □ Overcome objections one by one

- *Because even though the display is bigger, iPhone 5 is the same width as iPhone 4S. So it's just as easy to use with one hand.*



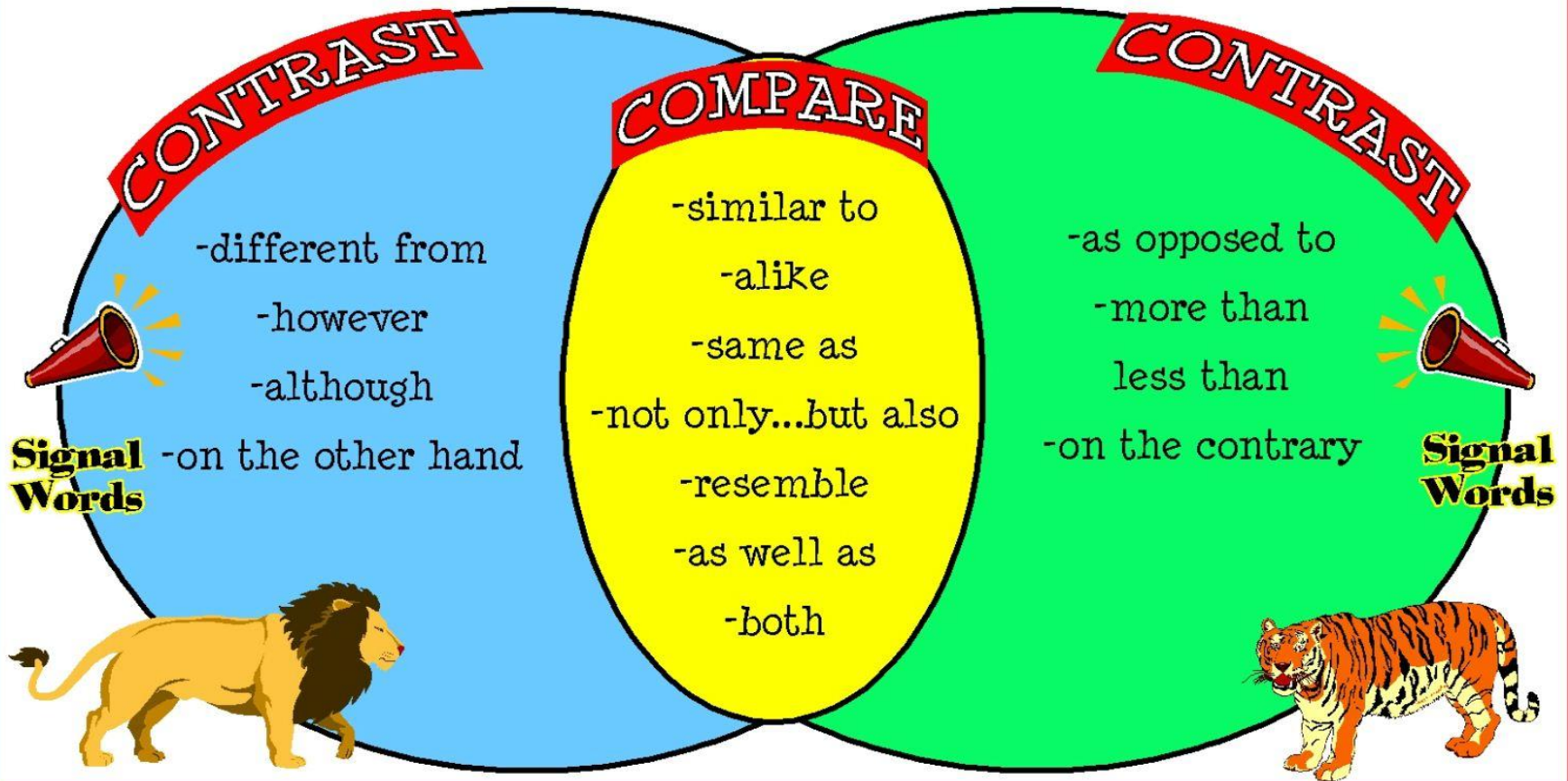
# Copywriting Techniques-3

- **Encourage trading up with product comparisons**
  - ▣ *The 8MP iSight camera has even more features – like panorama and dynamic low-light mode – yet it’s 25 percent smaller.*
- **Captivate your audience with power words**
  - ▣ *So with iPhone 5, the games **you** play, the words **you** read, the images **you** see, and the apps **you** love look and feel incredibly vivid and lifelike.*
- **Create a persuasive call to action**
  - ▣ *Compare iPhone models; Shop online; Visit a store; and Call Apple.*

## Text Structure

# Compare and Contrast

Shows how two or more things are alike and/or how they are different



# Examples

- ▣ *The 8MP iSight camera has even more features – like panorama and dynamic low-light mode – yet it's 25 percent smaller.*

# Reference

- Zamri, Noor D. M. (2013). *ENGLISH FOR BUSINESS PURPOSES (PRODUCT & SERVICES)*. Retrieved on January 11<sup>th</sup>, 2016 from <http://www.slideshare.net/darliezamri/tutorial-1-products>
- kissmetric.com. (2016). **How To Write Seductive Sales Copy Like Apple**. Retrieved on January 11<sup>th</sup>, 2016 from <https://blog.kissmetrics.com/write-copy-like-apple/>



**Now, it's your turn to  
describe your  
product or service.**