

Copywriting / Product Descriptions

Tailor product descriptions for specific markets — SaaS, construction, medical, legal, automotive, fashion, or B2B services — using industry-specific language and priorities.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: B2B, Niche Markets, Technical Products, Professional Services

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Why This Prompt Exists

Most product descriptions fail because they're generic — they don't speak the customer's industry language.

You get:

- SaaS descriptions that sound like they're selling shoes
- medical products described without compliance language
- construction equipment without durability specs
- fashion items without material or care details
- B2B services without ROI or implementation focus

But industry buyers have different priorities.

They speak a different language.

- SaaS buyers care about integration, security, scalability
- Construction buyers care about durability, compliance, safety
- Medical buyers care about certifications, efficacy, regulatory
- Legal buyers care about confidentiality, precedent, risk
- Fashion buyers care about materials, care, styling

Without industry tailoring, you sound like an outsider.

This framework forces AI to write descriptions that fit the industry.

The Prompt

Assume the role of a B2B or industry-specific copywriter who writes for professional buyers.

Your task is to write a product description tailored to a specific industry.

Generate:

1. INDUSTRY LANGUAGE GUIDE (for this product)
 - Key terms the audience uses
 - Their primary concerns
 - What they value most

2. TAILORED DESCRIPTION (200-300 words)
 - Uses industry-specific language
 - Addresses industry-specific priorities
 - Avoids generic marketing fluff

3. INDUSTRY-SPECIFIC BULLET BENEFITS (5 items)
 - Each benefit tied to an industry pain point

4. COMPLIANCE OR CERTIFICATION SECTION (if applicable)
 - Regulatory mentions, standards met

INPUTS:

Product Name:

[INSERT]

Industry:

[SAAS / CONSTRUCTION / MEDICAL / LEGAL / AUTOMOTIVE / FASHION / B2B SERVICES / OTHER]

Target Audience Role:

[E.G., "IT Director" / "Procurement Manager" / "Surgeon" / "General Contractor"]

Key Features:

[LIST]

Industry-Specific Priorities (if known):

[E.G., "Security, uptime, integration" / "OSHA compliance, durability, warranty"]

Regulatory or Compliance Requirements (if any):

[E.G., "HIPAA" / "ISO 9001" / "UL Certified"]

RULES:

- Use industry terminology correctly (no guessing – ask if unsure)
- Address the buyer's primary concern first (security for IT, safety for construction)
- Avoid generic benefits ("high quality") – use specific industry claims

- Compliance section is not optional for regulated industries
- If you don't know the industry language, ask for examples before generating

How To Use It

- Research industry terminology before writing — misuse destroys credibility.
- Address compliance and certification upfront — it's a deal-breaker in regulated industries.
- B2B buyers care about ROI, uptime, and support — lead with those.
- Construction and industrial buyers want durability specs and warranties.
- Test descriptions with someone in the industry before publishing.

Example Input

Product Name: Cloud-Based Document Management System

Industry: LEGAL (law firms)

Target Audience Role: IT Director at mid-size law firm (50-200 attorneys)

Key Features: Secure document storage, version control, permission-based access, audit trails, e-signature integration

Industry-Specific Priorities: Client confidentiality, compliance with ethics rules, chain of custody, ease of use for non-technical attorneys

Regulatory or Compliance Requirements: Must meet legal industry ethics rules for data security

Why It Works

Most product descriptions are generic because writers don't understand industry nuances.

This framework improves outcomes by forcing:

- industry language guide (speak their language)
- tailored description (address their priorities)
- industry-specific bullets (scannable relevance)
- compliance section (deal-breaker visibility)
- role-specific targeting (IT Director vs. Partner)

Great industry descriptions don't sound like marketing — they sound like expertise.

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