

## Copywriting / Product Descriptions

Generate product descriptions that proactively address common buyer hesitations — price, complexity, durability, setup difficulty, and trust.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: High-Consideration Products, Premium Pricing, Trust-Sensitive Categories

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Why This Prompt Exists

Most product descriptions ignore objections, leaving customers to talk themselves out of buying.

You get:

- price mentioned without justification (objection: “too expensive”)
- complex features without ease-of-use reassurance (objection: “too hard”)
- no durability proof (objection: “will it last?”)
- no trust signals (objection: “is this legit?”)
- no setup guidance (objection: “this looks like a project”)

But objections are not roadblocks.

They are questions your description must answer before the customer leaves.

- Price objection: address with value justification, payment options, or ROI
- Complexity objection: address with ease-of-use claims, tutorials, or support
- Durability objection: address with materials, warranty, or testimonials
- Trust objection: address with social proof, guarantees, or authority badges
- Setup objection: address with “ready to use” claims or quick-start guides

Without objection handling, you lose customers who never voiced their concerns.

This framework forces AI to answer objections before they stop the sale.

The Prompt

Assume the role of a product copywriter who anticipates objections before the customer raises them.

Your task is to write a product description that handles the top 3-5 objections.

Generate:

1. OBJECTION DIAGNOSIS (3-5 objections for this product)
  - Price
  - Complexity
  - Durability
  - Setup difficulty
  - Trust
  - Other (specify)
2. PRODUCT DESCRIPTION (200-300 words)
  - Integrates objection handling naturally (no FAQ section)
  - Each objection addressed with proof or reassurance
3. OBJECTION-BUSTER BULLETS (3-5 items)
  - Each bullet directly answers one objection
4. TRUST SECTION

- Guarantee, warranty, or social proof

#### INPUTS:

Product Name:

[INSERT]

Product Price:

[INSERT \$ OR RANGE]

Target Audience:

[WHO IS BUYING?]

Known Objections (if any, otherwise AI will infer):

[LIST OR "INFER"]

Proof Available:

[TESTIMONIALS / WARRANTY / GUARANTEE / CERTIFICATIONS / EXPERT  
ENDORSEMENTS]

Price Sensitivity:

[HIGH / MEDIUM / LOW]

#### RULES:

- Integrate objection handling into the narrative – never use an "FAQ" section
- Price objection must include value justification (not just "it's worth it")
- Trust objection must include specific proof (testimonial, guarantee,

or certification)

- Complexity objection must include ease-of-use reassurance
- Each objection-buster bullet must directly answer one objection

How To Use It

- Talk to customer support — they hear objections daily. Use their language.
- Place objection-buster bullets near the price (where objections surface).
- Price objection is best handled after you've built value, not at the beginning.
- Trust objection is best handled with a specific testimonial from a similar customer.
- If you don't know the objections, run a survey of past customers who didn't buy.

Example Input

**Product Name:** Premium Home Espresso Machine (\$899)

**Product Price:** \$899

**Target Audience:** Home coffee enthusiasts who want cafe-quality espresso

**Known Objections:** Price (too expensive), Complexity (too many buttons), Maintenance (cleaning looks hard)

**Proof Available:** 450+ 5-star reviews, 2-year warranty, "Coffee Geek" Best in Class award

**Price Sensitivity:** HIGH

Why It Works

Most product descriptions ignore the reasons people don't buy.

This framework improves outcomes by forcing:

- explicit objection diagnosis (know what's stopping them)
- narrative integration (no lazy FAQ section)

- objection-buster bullets (scannable reassurance)
- trust section (credibility)
- proof linkage (testimonials to objections)

Great product descriptions don't just describe — they reassure.

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