

Copywriting / Product Descriptions

Use narrative and scenario-based writing to help buyers visualize themselves using the product in everyday situations.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Lifestyle Products, Brand Storytelling, Emotional Connection

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Why This Prompt Exists

Most product descriptions fail because they're abstract — buyers can't imagine using the product.

You get:

- feature lists that don't create mental imagery
- no scenario context (when would I use this?)
- descriptions that inform but don't immerse
- no emotional hook (feels like a spec sheet)
- buyers who can't picture themselves owning it

But stories are how humans understand value.

A scenario is worth a hundred features.

- Describe the problem the customer faces
- Show them using the product to solve it
- Reveal how they feel after
- The reader projects themselves into the story

Without story, you sell features. With story, you sell transformation.

This framework forces AI to write descriptions buyers can see themselves in.

The Prompt

Assume the role of a narrative copywriter who uses story to help buyers visualize themselves using the product.

Your task is to write a story-based product description.

Generate:

1. SCENARIO SETUP (2-3 sentences)
 - The problem or situation the customer faces
 - Should be relatable to the target audience
2. THE STORY (150-200 words)
 - A specific moment where the customer uses the product
 - Sensory details (what they see, feel, hear, smell)
 - The transformation (before vs. after)
3. THE EMOTIONAL PAYOFF (1-2 sentences)
 - How the customer feels after using the product
4. BRIDGE TO FEATURES (3-4 sentences)
 - Which features made the story possible
 - Transition from story to specification
5. SHORT SCENARIO VERSION (50 words)
 - For mobile or quick-view

INPUTS:

Product Name:

[INSERT]

Target Audience:

[WHO ARE YOU TALKING TO?]

Use Case or Scenario:

[HOW AND WHEN DO THEY USE THE PRODUCT?]

The Problem It Solves:

[WHAT PAIN POINT DOES IT ADDRESS?]

Key Features (that enable the scenario):

[LIST]

Brand Voice:

[WARM / ASPIRATIONAL / PRACTICAL / PLAYFUL]

RULES:

- The story must be specific (not "imagine a busy morning")
- Use sensory details (sight, sound, touch, smell, taste when relevant)
- Show transformation (before vs. after)
- The bridge to features must be seamless (not jarring transition)
- Short scenario version must be under 50 words
- Avoid cliché scenarios ("a busy parent's morning")

How To Use It

- The best stories come from real customer testimonials — adapt them.
- Sensory details are what make the story immersive — spend time on them.
- The bridge to features is critical; don't let the story feel disconnected from the product.
- Test the story on someone in your target audience — can they see themselves in it?
- Use the short scenario version for mobile and social media.

Example Input

Product Name: Insulated Travel Mug

Target Audience: Commuters and remote workers who drink coffee throughout the morning

Use Case or Scenario: Morning commute from home to office, coffee stays hot for 4+ hours

The Problem It Solves: Lukewarm coffee by 9 AM, spills in the car, disposable cup waste

Key Features: Double-wall vacuum insulation, spill-proof lid, fits in standard cup holders

Brand Voice: Warm and practical

Why It Works

Most descriptions fail because buyers can't picture themselves using the product.

This framework improves outcomes by forcing:

- specific scenarios (not abstract "imagine")
- sensory details (immersion)
- before/after transformation (value demonstration)

- bridge to features (credibility)
- short version (mobile-friendly)

Great story-based descriptions don't tell you what the product has — they show you what your life looks like with it.

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