Etsy Product Description Template

Checklist + fill-in template for every listing

Open with a hook

- [ ] First sentence says what it is and who it is for, in plain words buyers search for.
- [ ] Mention the main benefit or occasion (gift for her, wedding favor, cozy home decor...).

Answer every buyer question

- [ ] Exact size and dimensions (with a size chart or comparison for scale).
- [ ] Materials and colors, plus how colors may vary on screens.
- [ ] Personalization options and exactly what the buyer needs to send you.
- [ ] Care instructions and how long it lasts.
- [ ] Processing time, shipping speed and gift wrapping options.
- [ ] What is included in the package (and what is not).

Make it persuasive (and honest)

- [ ] Add a short story: why you made it, how it is made, what makes it special.
- [ ] Quote a real review or mention how many happy buyers already love it.
- [ ] Use short paragraphs and bullet points so it is easy to scan on a phone.
- [ ] Finish with a clear call to action (add to cart, message me for custom orders).
- [ ] Re-read it out loud and fix typos before publishing.

Etsy Product Description Template

Fill-in template

What it is + who it's for

Main benefit / occasion

Size, materials, colors

Personalization + care

Shipping + what's included