

The AI Product Description Prompt Template

A copy-and-paste system for writing product descriptions with AI that actually sounds like your brand, speaks to your customer, and doesn't read like every other store on the internet.

Built on the *Description* skill from the AI Fluency framework (developed by Anthropic). Description breaks into three parts, and a strong prompt covers all three:

- **Product description:** what you want the output to be (the format, length and structure)
- **Process description:** how you want the AI to approach the job (what to reference, who to write for, what to avoid)
- **Performance description:** how you want the AI to behave (the persona, tone and rules it writes under)

If you miss any one of the three, you leave the result to chance. This template covers all three every time you need to write a product description for your store.

How To Use It

1. Copy the master template below into ChatGPT, Claude, Gemini or whichever tool you use.
2. Fill in every [PLACEHOLDER]. They are marked clearly. Anything in square brackets is yours to replace.
3. Write it once, then reuse it. You do not write a fresh prompt for every product. Set your store type, audience, voice and format once, save that as your template, and for each new product you only change the product-specific lines (the name, the details, the URL and the link). That is the whole trick to doing this at scale.

Before you publish anything: check the diligence list at the end. AI will state specifications with total confidence even when it has invented them. Always verify.

The Master Template

Copy everything inside the block below:

I need you to write a product description for my [STORE TYPE, e.g. Shopify designer menswear] store.

PRODUCT

The product is [PRODUCT NAME] in [COLOUR OR VARIANT]. Key details: [MATERIAL, KEY FEATURES, ANYTHING THAT MAKES IT DISTINCT].

Use this product page as a reference: [PRODUCT URL]. Use it only to understand the product. Do not copy the existing description. The output must be original and unique to this product.

AUDIENCE

Write for [AUDIENCE: age range, who they are, what they care about, and how much they already know about this product or brand].

VOICE

Write as [PERSONA, e.g. a knowledgeable menswear copywriter who knows this brand well]. Tone should be [THREE OR FOUR WORDS, e.g. confident, direct, no corporate language].

Use British English spelling throughout.

Do not use generic filler. Avoid words like "elevate", "premium quality", "seamless", "game-changing" and "iconic".

Do not invent or guess any specification (material, dimensions, fit, care). If you are unsure of a detail, leave a clearly marked note like [CHECK: fabric composition] rather than making something up.

FORMAT

Write around [WORD COUNT] words of main copy.

[Then include / Do not include] a bulleted list under the subheading "[SUBHEADING, e.g. Key Details]" covering [SPECS TO LIST, e.g. colourway, material, fit, care].

CLOSE

End with the anchor text "[ANCHOR TEXT, e.g. Shop all Nike Air Max]" so I can link it to [WHERE IT LINKS, e.g. the Nike collection page].

What Each Placeholder Maps To

- Product description (what you want): STORE TYPE, the PRODUCT block, the FORMAT block, the CLOSE
 - Process description (how to approach it): reference the URL but do not copy, write for the AUDIENCE, never invent specs
 - Performance description (how to behave): the PERSONA, the tone, British English, no filler
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Two Worked Examples

These show the template filled in properly. They are ready to paste, you only need to add the URL.

Example one: streetwear, younger audience

I need you to write a product description for my Shopify store, which sells designer and streetwear trainers.

PRODUCT

The product is a Nike Air Max 90 in black and white. Key details: black upper, white midsole, and the visible Air unit in the heel.

Use this product page as a reference: **[PRODUCT URL]**. Use it only to understand the product. Do not copy the existing description. The output must be original and unique.

AUDIENCE

Write for men aged 18 to 30 who are into trainer culture and streetwear. They already know what the Air Max 90 is, so do not over-explain it. Speak to them like they already get it.

VOICE

Write as a copywriter who lives in trainer culture. Tone should be confident, cool and direct, with no corporate language.

Use British English spelling throughout.

Do not use generic filler. Avoid words like "elevate", "premium quality" and "iconic".

Do not invent or guess any specification. If you are unsure of a detail, leave a note like **[CHECK: upper material]** rather than making it up.

FORMAT

Write around 150 to 200 words of main copy.

Then include a bulleted list under the subheading "Key Details" covering colourway, sole unit, upper material and fit notes.

CLOSE

End with the anchor text "Shop all Nike Air Max" so I can link it to the Nike collection page.

Example Two: Premium, Mature Audience

I need a unique product description for my Shopify designer menswear store.

PRODUCT

The product is the Belstaff Roadmaster jacket in black, with a waxed cotton outer.

Use this product page as a reference: **[PRODUCT URL]**. Use it only to understand the product. Do not copy the existing description. The output must be original.

AUDIENCE

Write for men aged 35 to 55 who buy quality outerwear and understand the value of a well-made jacket. They are not looking for a fashion statement. They want something that will last and that has real craft behind it.

VOICE

Write as an authoritative menswear writer who knows this product well. Tone should be authoritative but not stuffy. Use British English spelling throughout.

Do not use generic filler. Avoid words like "iconic" and "elevate".

Do not invent or guess any specification (outer, lining, fit, care). If you are unsure of a detail, leave a note like **[CHECK: lining composition]** rather than making it up.

FORMAT

Write at least 250 words of main copy.

Then include a bulleted list under the subheading "Key Details" covering outer material, lining, fit and care instructions.

CLOSE

End with the anchor text "Shop the full Belstaff collection" so I can link it to the Belstaff brand page.

The Style Library

Here is the useful part. The "style" of a description lives almost entirely in two lines: the audience and the voice. Keep the rest of the master template exactly as it is, and drop in one of these pairs to change the whole feel. Mix and match to fit your store.

Streetwear and trend-led

- Audience: buyers who follow trends and already know the big names, scrolling quickly and easily bored by sales talk.
- Voice: confident, cool and direct, no corporate language, speaks like an insider.

Premium and heritage

- Audience: older, considered buyers who value craft, provenance and longevity over hype, and who spend accordingly.
- Voice: authoritative but not stuffy, writes as though it knows the product's history and materials.

Technical and performance

- Audience: buyers who compare specifications and want proof the product does what it claims.
- Voice: precise and plain-speaking, leads with what the product does, then why that matters to them.

Minimal and design-led

- Audience: design-conscious buyers who value restraint, quality and clean presentation.
- Voice: understated and confident, short sentences, lets the product speak for itself.

Broad and high-volume value

- Audience: time-poor shoppers scanning for the key facts and the deal, not a story.
- Voice: clear, friendly and scannable, benefit first, short paragraphs.

Beauty and wellness

- Audience: buyers who care about ingredients, results and how a product fits into their routine.
- Voice: warm, reassuring and honest, focuses on outcomes and how to use it, avoids hype and unverifiable claims.

Homeware and lifestyle

- Audience: buyers picturing the item in their own home, who care about materials, size and feel.
- Voice: evocative but grounded, helps them imagine it in the space, specific about dimensions and materials.

Doing it at scale

The worry most people have is "I cannot write a prompt this long for 500 products." You do not have to. Here is the workflow:

1. Fill in the master template once for your store: your **STORE TYPE**, your **AUDIENCE**, your **VOICE**. That is your house template. Save it.
2. For each new product, change only four things: the product name, the key details, the URL and the closing link.
3. Everything else stays exactly the same, so every description comes out consistent, on-brand and in your voice.

You can also give the AI the full details for several products in one go and ask it to write them all in the same session, as long as each product has its own complete set of details.

Before You Publish: The Diligence Checklist

AI writes confidently whether it is right or wrong. Never publish without checking:

- **Verify every specification.** Fabric, dimensions, fit, care, materials. The AI will state these with total confidence even when it has guessed. Check each one against the real product.
- **Check the British English.** Watch for "color", "customize", "personalize" and other US spellings creeping in.
- **Confirm it did not copy the source.** It should have used the reference page to understand the product, not to lift its wording.
- **Check for sameness at scale.** If you are writing lots of products, make sure the descriptions are genuinely different from each other, not the same paragraph with the name swapped.



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The AI Fluency framework and its Description methodology were developed by Anthropic.