

Product Worksheet

START

1

First, have a product in mind, then fill these out:

WHAT:

WHY:

WHO:



By Laser Lady

+

Bonus Points if you can answer this:

WHAT PROBLEM DOES THIS PRODUCT SOLVE?



3

Product Title: Answer the What, Why and Who

2

Descriptive Keywords & Tags from Step 1:

WHAT:

●

●

●

WHY:

●

●

●

WHO:

●

●

●

Mix and match these words and terms to get the best SEO (Search Engine Optimization) for your product tags and description.

Excellent!

4

Picture Checklist:

- ☐ White Background
- ☐ How it is Used
- ☐ Size Comparison
- ☐ Up Close
- ☐ Being Made
- ☐ In Packaging
- ☐ Multiple Angles



5

Product Description:

Be sure to add any information that customers will need to know, such as wait times, sizes and measurements, pretty much anything someone might have a question about.

How to Use this Worksheet:

First thing to figure out is the - WHAT.

What are you selling? Earrings? Coaster set? Personalized Name Puzzle?

Next thing you must know is the - WHY.

Why would someone buy this? For Graduation? BFF Birthday Gift? New baby?

The third one is very important - WHO.

Who did you make this for? Sisters? Cat moms? Party People?

Bonus points for this fourth one - What problem does it Solve?

Personalized Birthday Gift for your Kid Brother. New Mom Baby Picture Props that are Non-Toxic. Coffee Cup Tree to Declutter a Minimalist Kitchen.

1

First, have a product in mind, then fill these out:

WHAT: Hand Poured Scented Candle

WHY: Gift

WHO: Daughter to Dad

+

Bonus Points if you can answer this:

WHAT PROBLEM DOES THIS PRODUCT SOLVE?

It's a generic but thoughtful gift a daughter could give her funny dad for a birthday or holiday.

2

Descriptive Keywords & Tags from Step 1:

WHAT: ● Personalized Candle
● Funny Candle
● Pick Your Scent Candle
WHY: ● Generic Gift
● Gift for Dad
● Holiday Present
WHO: ● Dad Who Has Everything
● Dad with a Sense of Humor
● Gift from Daughter

3

Product Title: Answer the What, Why and Who

Funny Candle for Dad from Daughter, Gift for Dad's that have Everything, Hand Poured Personalized Candle

The more detailed information you have, the better your keywords, title and description will be. This will help your listings rank on any online marketplace you sell on, as well as your own website.