

# TERRANCE HT IP

*Expert Copywriter*

## WRITING SAMPLES

### PROJECT NOTES

The client entrusted me with writing over 200 descriptions for his eCommerce pet store. To maximize sales performance, I used a warm, friendly tone that evokes feelings of affection in the mind of the reader. The length of each description was a specific requirement defined by the client.

Overall strategies that I used include:

- Building the need/demand by highlighting the bond and caregiving relationship between owner and pet.
- Paint a picture of how the product will be used.
- Writing a CTA at the end and connect it with the warm feelings established in the beginning.

### DESCRIPTIONS

#### **Genuine Cowhide Leather Collar**

There's no better look than natural beauty. Because of the timeless yet distinctive design, this stylish leather dog collar looks great whether you're going for a rugged look or an air of sophistication. Lovingly crafted out of gorgeous, genuine cowhide leather, the collar's intricate braided design exudes casual sophistication. The polished silver hardware gives the collar a smart look, and the expert stitching gives the collar flexibility. The natural brown color works well with all tones of fur too. Leather gets better with age and grows more beautiful the longer its worn, so there's no reason to delay. Own this beautiful leash today.

#### **Cooby Dog Bed Mat**

Treat your dog to a good night's sleep every night! Your dog is going to love plopping down on this cushy bed mat. The fashionable fabric features a subtle, mottled pebble-gray texture with a playful confetti pattern and it looks great anywhere in your home. Not only is it stylish, it's also functional—the fabric is breathable, making this great all year round. You won't have to worry about replacing this just because it's dirty either. It's machine-washable and the cushion is removable. This comfy mat comes in three sizes, so you can get one whether you own a miniature Dachshund or a Great Dane.

#### **Sofa Sleeping Bed**

Hundreds of tiny little clouds to hold up your lovable dog while he or she sleeps. This cute dog bed has a lining and cushion that's as tender as sheep's wool! Your dog is going to love laying its furry head here. Plus, the fluffy cushion is removable, so you can use it as a warm blanket on cold nights. Available in a wide range of vibrant colors, and easy to care for since it's machine-washable. Get one today and your dog will doze off into La La Land with a smile on its face!

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