
Catalog / Product Description Samples



William Cato is a freelance Ghostwriter Specializing in Direct Response copy Which includes: Pay per click advertising, Catalog & product descriptions, email copy, slogans, Video Sales letters, Short sales letters, landing pages, Squeeze pages and much, much more!

For more information

<http://2ultra.com>

20 word product description for Tee shirts

Certified Silverback Breakout tee. No Chains will ever hold you with our exclusive design for those that can't be tamed.

Catalog Copy for a ring

Sterling Silver Diamond Cluster Ring: Brilliantly Faceted 1/3 carat Diamond Rounds set in a stunning floral pattern and nestled in .925 Silver band that's smoother than a baby's bottom.

Ring sizes 3,4,6,7,8,9,10.

Free sizing if purchased before 7/31/14 \$50.00 value.

Body Builders Nutrition Bar description (First Person)

As a lifelong bodybuilder I know some days seem to be harder than others when it comes to training. Grueling workout schedules, which can zap your energy faster than sticking a wet finger in a light socket. The only thing that you can do is reach for a protein bar to bring that energy back up so you can make it to your last set.

For decades the protein bar industry has lied to you about how great a taste they have. And for just as long we have just accepted it. With every protein bar I ever tasted was like eating a dry cardboard box. I remember my first protein bar was made with real tiger's milk and tasted like they used tiger pee instead.

That's why I have teamed up with "Famous Chef" ...

Each bar delivers the highest quality protein blend, starting with Whey Protein Isolate. With low sugar, Protein Bars eliminate the sugar spike while making it easy to stay on track with your workout goals.

Full Page descriptions in story format

Does Your Dog Suffer From "Hot Spots?"

Here's How EchoSpot™ Hot Spot Spray Can Help!

Dear dog lover,

It's not unusual to find your pet scratching and biting, especially if your dog has long hair. However, if you find your dog continuously scratching and biting in one area then it's time to take notice!

Your dog maybe suffering from Hot Spots!

Hot spots can occur anywhere on your dogs body and left untreated can cause severe bacterial infection.

Hot spots are easy to get rid of if caught quickly enough.

EcoSpot™ Hot Spot Spray is a blend of all natural extracts and oils, which kills bacteria and soothes the skin all at the same time!

A neighbor of ours has a golden retriever that scratch and bit at his rear leg continually during the hot summer months. He called me over to take a look at his "best Friend" to see if he needed to take him to the vet.

Upon inspection of the area, I determined that his dog had a hot spot. Fortunately, we had caught it early. The dog had very little hair loss and the area was just red from irritation. We treated the dog with **EchoSpot™** hot spot spray. Immediately the dog quite scratching and biting at the area and left it alone for several hours until the next treatment and within a few days the hot spot had began to diminish.

EchoSpot™ Hot Spot Spray helps relieve your best friends Discomfort

It's so easy to relieve your dogs discomfort caused by Hot Spots due to bits, and skin irritation. All you have to do is simply apply EchSpot™ Hot spot spray onto the hot spot.

That's all there is to stopping the itching and help promote healing.

EchoSpot™ Safe for all members of your family with our patented non-toxic formula will not harm your dog if ingested accidentally. We recommend placing a plastic cone collar around their head to prevent your dog from irritating affected areas.

EcoSpot™ No-rinse formula disinfects and soothes the tender skin while promoting Hot Spots to heal fast... Naturally!

EcoSpot™ contains all natural ingredients including;

- Organic Calendula Extract used for the promotion of healing wounds,
- Thyme Oil evacuates harmful bacteria that causes hot spots
- Burdock Root Extract purifies your dogs blood which helps fight off any fungus left behind
- Mullein Extract relieves the signs of eczema such as redness, swelling, itching, cracking and dryness of the skin
- And of course Peppermint Oil to soothe and relive the pain associated with hot spots.

EchoSpot™ Hotspot Spray comes with our exclusive 100% satisfaction guaranteed or your money back!

Banner copy:

STOP LOSING SALES! Keep Your Business In Front Of Prospects & Clients with a Customized Turnkey Campaign with solutions you'll Use Every Day!

Free Taylor made Guide Helps You Choose The Best Way To Leave A Lasting Impression!

Homemade banner for my FB page.



Landing Page copy:

Sustainable SEO isn't for wimps!

The best businesses already know that SEO paves the way for future online search because it is crucial for getting noticed online. With so many algorithm changes many ecommerce sites don't optimize their site properly and pay for it with each daily change.

Here at Airr Media, we look to the future of natural sustainable search and incorporate the changing trends for search engine optimization and marketing.

SEO basically helps online marketers in the following ways:

- Make your website friendly to both your visitors and search engines.
- Generate clear and quantifiable returns in terms of the quantity of visitors, their activity on the website and the total time which they spent on your website.
- Increases traffic to your website and exhibits your online business in plain view.
- Builds higher brand credibility.

- Increase your conversion counts and percentages.
 - Gain a competitive edge over competitors not doing SEO
 - Better long-term ROI than normal pay-per-click advertising
- So what is sustainable SEO all about?

Sales Copy:

Fact: You're Customers are mobile- Why aren't YOU! It's time to go Mobile...

It's Easier than You Think to Get Your Website Mobile and slaughter your competition before they have a chance to see this Advertisement

If you missed the Dot Com Craze 15 Years ago-You're not going to want to miss "The World Wide Mobile Web Craze-Today!"

15 years ago- there was a push in the market place to get your Brick & Mortar store on the Internet. Many existing business and possibly your competition made millions of dollars their first year when they did.

Where were **You** in this equation?

Today there is another push. It's called the Mobile Web. Just look out your shops window and you'll see people walking down the street holding their cell phone-clicking away. These little machines are connected to the world wide mobile web.

Did you know that there are 5 times more smart phones online than there are computers in the world? These machines do almost everything:

- Take Pictures
- Make to do lists
- Shopping lists
- Check email
- Social media and many other things that make most folks more productive

Can you guess what else your customers are doing with these machines?

Many are conducting local searches in your area. They are looking for your business. They aren't carrying around a 5 pound yellow page book in their back pocket. They are using a mobile web browser on their smart phone to find an automobile repair shop, best places to buy shoes, searching for the best real estate agent in your neighborhood.

They are doing all of this inside and outside of your place of business. Just look around.

Even if you have a website the hard fact is *It probably isn't mobile compatible*

Here's a little good news for you. 82% of business websites in your local area aren't either. Now is your chance to get mobile today and snuff out your competition before they even read this advertisement.

Google stated, "If your mobile website is hard to read 61% of your customers will leave your site and 40% of them will end up on a competitor's website that has a good interactive mobile web presence."

Going mobile today will reduce costs, save time and increase your business

Mobile friendly websites have ease of use registration forms, tap to call, tap to map, service listing, reputation management and other organizational tools that will reduce no shows, increase clientele and improve your local reputation.

Are You Ready To Go Mobile?

Re-wind back to 2010, just as smart phones began to hit the market. I helped a local plumber connect his website to Google's "Maps." In less than six months that same plumber saw me in the local supermarket and came over and shook my hand. He told me that his plumbing business was taking off! And that he had made over \$60,000 dollars extra from people searching for a local plumber on their phones.

Today, mobile technology is a little different. Having a website connected to Google's maps, is just half the battle. Your customers demand more! They need an intense experience, clean, quick loading easy to read website.

Here at Ebizpromo, we deliver cost effective mobile website technology that not only looks great and has the interactivity your customers demand.

- ✓ Your Menus
- ✓ Live Map directions to your place of business
- ✓ Click to call a must for mobile users
- ✓ Photo & video galleries
- ✓ Mobile Coupon Apps
- ✓ Local and National news feeds
- ✓ Bios

And that's just the tip of the iceberg when it comes to features for your new mobile website.

You'll be mobile in a Week ... Or I'll buy you a steak dinner

For a limited time Ebizpromo, is offering an exclusive package that includes complete architecture of your new mobile website. Best of all You'll be mobile and live in a week or I'll buy you a steak dinner for two at the restaurant of your choice!

Here is a Sneak peak at the Structure of Your New Mobile-Optimized Website

- ✓ **Your Current brand/logo/colors**
- ✓ **Menu module displaying your service offerings**
- ✓ **Any current photos/Video/Media**
- ✓ **Connecting your social media profiles (Facebook, Twitter, linkedin, etc.)**
- ✓ **Easy Check-ins on (foursquare, Facebook Places, Google+, etc.)**
- ✓ **Links to your Reviews (Yelp, HealthGrades, ZocDoc, etc.)**
- ✓ **Complete Technical creation and setup of m.yourwebsite.com**
- ✓ **24/7 Access to our dedicated support & Marketing teams**
- ✓ **No more worries about your website updates-We will make the changes for you- so you can keep working your business**

You will get all of this for \$997 setup plus \$100 per month

Like they say on T.V. Wait there's more!

If you act by 00/00/2014, we'll Give you

- ✓ **Your first month of Hosing Free! (\$100 Value)**
- ✓ **You'll also get a 20% discount not for 1 Month, or 2 Months but for the life time of you doing business with us. That alone will slash your hosting fee to \$80.00 monthly.**
- ✓ **Plus we'll throw in a free Goggle Places review! (\$299 Value)**

Let's re-cap of what you are getting:

Everything above plus the fast action bonuses = a total saving of \$1200 in your first year!

This is just our way of saying thank you for your patients.
