

*I've worked with Stacey now for 2 products in the competitive BABY category. Her listings **convert at 20-30%** which is phenomenal! - Joey C.*

Amazon Creative Crackerjack & Product Description Copywriter

STACEY HANCOCK

SERVICES

2 0 2 4

www.amazonsaleswarrior.com



Hi! I'm Stacey Hancock

Veteran 'Short Form' Sales Copywriter & Creative Consultant

From radio ads and jingles, to product descriptions and taglines, I'm here for punchy, sales-making "short-form" copy! Since the early 90's I've been writing this style for all kinds of media including: print ads, radio and websites. In more modern times I added Facebook ads, and shopping sites like Amazon & Walmart to my repertoire.

While you could certainly hire me for lengthier pieces of copy, you're far wiser to hire me for your **2000-characters-or-less vibe**. My speciality is helping products find their best voice; saying what needs to be said in as few words as possible.

Great when your media has restricted character counts!

I come armed with a Bachelors Degree in Advertising & 29 years experience writing great copy and doing other assorted marketing-y type things. I started at the age of 17. You can peel my word-burnin' fingers off the keyboard when I'm dead.

Eric Kim

to me ▾

Hi Stacey,

We think your brand voicing is amazing.

Tue, Dec 17, 5:21 PM (22 hours ago)



1697+ Product Descriptions Written for Amazon.com



Smooth SEO & Fast Indexing!

- Keyword Research
- SEO Placement
- Backend Search Terms
- Advice on ALT Tags

I will get you indexed for as many Phrase-Form Keywords as I can, as fast as possible! All SEO is placed in your Amazon Listing in a smooth way so we don't lose the momentum of the sales pitch.

Sales-Making Copywriting

- Clickable, KW Rich Titles
- Bullet Point Features
- Plain Description
- Copywriting for A+ Content

I don't just write copy to sell the product! I also write copy that directly influences reviews, too! My secret? Sell the product *correctly* using the *right* words! It's a fine line between under and overselling. Let's sell & get great reviews at the same time.

★★★★★ Smells Great!

By [Karen E. Koch](#) on October 4, 2017

[Vine Customer Review of Free Product](#) ([What's this?](#))

In my opinion this product is worth buying just to support whoever wrote their product description! As advertised it does have a fabulously attractive clean smell and is a fairly decent beard oil also.

Stacey is Definitely The Best Copywriter for Products on Amazon

The way she writes the description the bullets and everything - it is an art that makes you smile. It is weird but you feel that you want to buy your own product. And this is not all. The copywriting triggers somehow amazon algorithm and the products get indexed super fast - **my last product got to position 2 and position 3 for my 2 main keyword in less than 10 days!** - Zhecho, Mavoro.

Consulting & Advice

- Consulting Appointments
- Free Advice (*at my discretion*)
- Mini Masterclasses
- Vision Boards For Photography

We'd gone through his Brand vision with a fine-toothed comb, and I wrote the copy with 100% adherence to what we were trying to achieve.

Then he showed me the shot list for the photos. *Nothing* was on brand, and nothing matched the product brief we'd agreed on! But, an hour of Creative Consultancy was all it took to help him and his photographer create the shot list that captured his vision and sales message in one.

Whether you're new to Amazon or a seasoned pro, it's a very small investment to pick *my* creative brain about the things you may be missing from your product or your creative.

A+ Content Design

- A+ Content Design
- Headlines & Infographics
- Brand Story
- Premium A+ Content

Great images that showcase your product are crucial. Great words that speak directly to the buyer are paramount. But only a Creative like myself can put the two together into a winning sales-making A+ Content Design.

Carousel Image Infographics

- Infographic / Text Overlays for your carousel images

These images are the first things that shoppers see - so let's add some compelling sales messages to your images so your shoppers excited and informed to buy.

PRICING

2 0 2 4

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Stacey significantly increased our conversions on some of our products. Here are few examples: Forscoline: 16.2% to 19.2%. Colon Detox virtually doubled from 7.6% to 13.30%. Turmeric: 18.70% to 21.5%. L-Arginine: 13.7% to 18.4%. There were more, this are just few I found in our tests. - Vladimir, Potent Organics & Other Brands

*I was blown away with the copy for the first product she did for me. I didn't expect to sell so many units without reviews and without a giveaway. **Now we're on the third product working together.** I would definitely recommend, worth every penny. Thank you Stacey!! - Nesha*

Between Stacey and I, we NAILED IT! Stacey's copywriting, combined with my water-tight Value Prop achieved an increase in conversion from 10% to 30%! - Hiro



Amazon Product Description Pricing

	\$550 BASIC PLAIN TEXT	\$695 BASIC x A+ COPY	\$995 BASIC x A+ DESIGN	\$1195 FULL SUITE	SINGLE ITEM ONLY
Keyword Research	✓	✓	✓	✓	\$95
Title/s	✓	✓	✓	✓	\$50 each
Feature Bullets	✓	✓	✓	✓	\$100 each
Plain Text Description	✓	✓	✓	✓	\$100
A+ Copywriting Only	✗	✓	✗	✗	\$100
A+ Design + Copy	✗	✗	✓	✓	\$450
Carousel Design	✗	✗	✗	✓	\$300

Backend Search Terms / Generic Keyword List Included

In 2024 Amazon increased the character count from 250 to 500bytes and renamed this section "Generic Keywords"

INCLUSIONS

KEYWORD RESEARCH/SEO

In collaboration with you, I identify the most relevant Keywords and Phrase Match items you need your product to be found for and place them in prime positions for indexing and ranking.

TITLE/S

Your title/s are written according to our collaborative SEO strategy. Titles are designed to work with your PPC for indexing, ranking + clicks

FEATURE BULLETS

Your products best features and benefits written with SEO for rapid indexing and personality.

PLAIN DESCRIPTION

A 500-2000 character plain text description written to showcase your product as well as adding extra SEO for indexing. Your description will be formatted according to whether you have A+ Content vs A+ Premium, or whether you're simply using it as a standalone piece of copy. For example, it is a good idea to create a 550 character description (without too much keyword stuffing) for clients who are using A+ Premium as this description is visible

A+ CONTENT COPYWRITING

Before infographics, all A+ content was text underneath images. But guess what? This style still sells like hotcakes! If your service includes A+ copywriting, I will create your text blocks and as a BONUS I will suggest the best types of images you should use with the copywriting.

A+ CONTENT DESIGN

Send me the best & final images from your photographer with your logo and I'll create a beautiful A+ Display of your product. You will receive your "Amazon-Ready" images in the highest resolution possible. **DESIGN DISCLAIMER:** *Your original images need to be high resolution for a high resolution output. I work with finished professional photography only to create A+ Advertising Display. I don't do photoshopping, graphic design manipulation or photo retouching.*

CAROUSEL DESIGN

150.6 Million Amazon Shoppers use the App each year. These shoppers will see your carousel images before anything else, so this is prime real estate that needs not only images, but also a sales pitch! I create a suite of 7 carousel images (including your main white background image) with infographics or overlay text that helps deliver the sales message.



I hired Stacey to write my Amazon Product Description for a chopping board set I was launching. In the first 3 weeks of selling I had over £4,000 of sales, which accumulates to around 150 units! Needless the say, the launch was success. *Doug Sneddon - Chopahok*

I worked with Stacey on my first Amazon listing and pleased to say, I sold \$700 in my first week while other new sellers make \$1000 in their first month! And, my listing is converting at 35%! Needless to say, it completely exceeded my expectations for a new seller! - *Andy S*

I was blown away with the copy for the first product she did for me. I didn't expect to sell so many units without reviews and without a giveaway. Now we're on the third product working together. I would definitely recommend, worth every penny. Thank you Stacey!! - *Nesha Camille*

Exceeds Expectations.

And Earns +5 Star Upwork Reviews Consistently.

- *"Just UNREAL. An absolute expert in all things Amazon who went beyond the scope of our work"*
- *"Already we're seeing an increase in sales and ranking"*
- *"Stacey did amazing work ... she also significantly increased our conversions... She was one of the best people I worked within the last 5 years"*
- *"Awesome creative work that never fails to boost or generate sales."*
- *"Stacey exceeded my expectations"*
- *"Best freelancer I've ever worked with!"*

https://www.upwork.com/freelancers/~01e5805338d82e275e?mp_source=share

info@staceyhancock.co.nz

CONTACT

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