

*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

## Pitch Deck

2 0 2 4

[www.amazonsaleswarrior.com](http://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

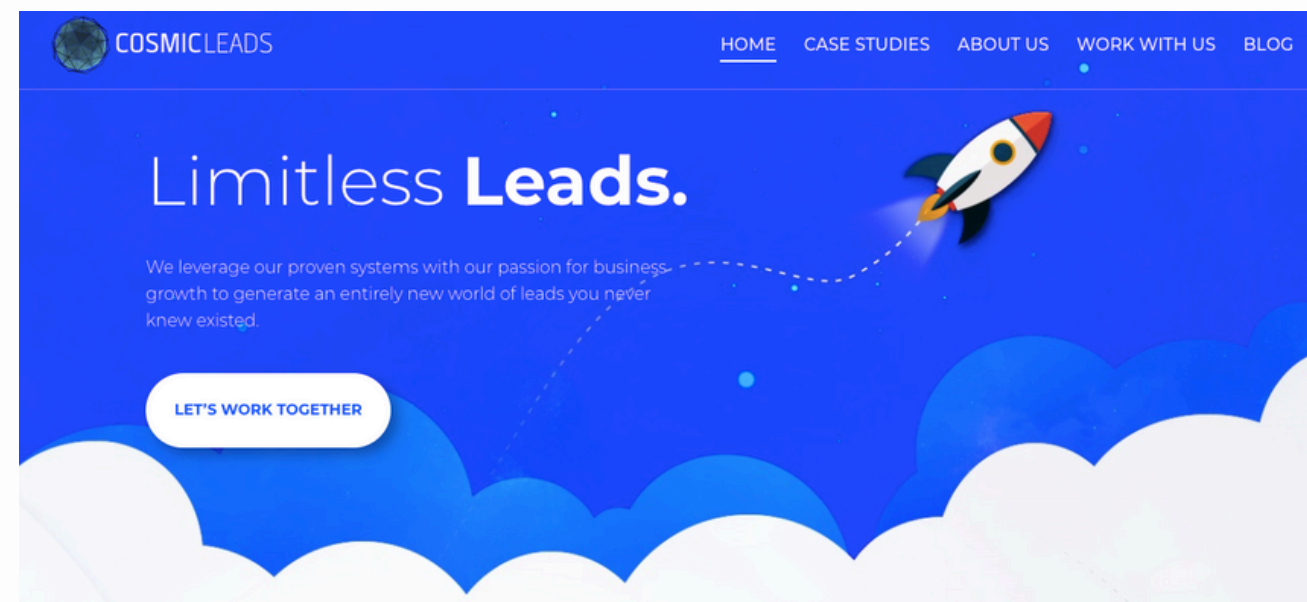
Great images that showcase your product are crucial. Great words that speak directly to the buyer are paramount. But only a Creative like myself can put the two together into a winning sales-making A+ Content Design.

## 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.

# Headlines, Blogs Taglines, E-Books, Catchphrases & Website Copy



**smirly**  
SIMPLE THINGS. MADE BETTER.

**HT** HEADS OR TALES  
COINS & COLLECTIBLES

*Sam Weller*  
**Natural  
Epsom Salt**

<https://hotco.co/pages/heads-or-tails-the-tale>

<https://www.naturalepsomsalt.co.nz/>

**BLOCKCHAIN  
MINT**

<https://blockchainmint.com/pages/manufacturing-integrity>

  
ISABELLA  
WREN

**Beautiful Clothing Begins  
As Beautiful Fabric**

Fabric is at the heart of what we do. By sourcing only the finest fabrics on earth, Isabella Wren garments fit, drape, and hold their shape exactly as you expect.

 SEWSEWYOU

Instagram · sewsewyou  
20+ likes · 7 months ago

**Fashion for life not landfill. We make all of ...**

22 likes, 1 comments - sewsewyou on September 8, 2023: "Our Mantra: Fashion for life not landfill. We make all of our clothes on-demand."

**Rare \$10,000 'Golden Bait'  
Replica To Be Released To Hungry  
Investors In 2018**

**Global Icon Destroys Bitcoin Risk  
And Finally Makes Crypto Easy  
For 'Mom-and-Dad Investors'**

Thailand, 2 February 2018- For Immediate Release

**How To Make Breakfast  
Your Healthiest Meal of the Day  
(Without Sacrificing Joy or  
Convenience)**

**Could Garlic Be the Answer to  
This Global Health Threat?**

**You Could Roll Around Going  
Nowhere, or Feel What It's Like To  
Truly Let Go...**

[Try Obie Foam Rollers Now]

**Helping Wine Get Their Wings!**

**The Only Kitchen Gloves Built with  
Cast Iron Cooking in Mind**

**Wrist Candy for the Soul!**

**Crazy Cat Lady?  
Not So Crazy Now.**

**WELLNEW** Life™

<https://wellnewlife.com/products/posturelift-ergonomic-office-chair>

**NOUHAUS**

<https://www.nouhaus.com/collections/all-products-except-extend/products/ergo3d>

**CHOOOLIP**

<https://www.choolip.com/>

# 96% of All Clients Who Launch Successive Products, Come Back For More of My Copy

We've lost official count, but Stacey has written more than 165 Amazon Product Descriptions for us, plus Walmart and website product descriptions as well as updated countless titles to improve our search results and cohesion with PPC. **I have no hesitation recommending Stacey to any Amazon Seller in the \$10m+ sales space** who needs a professional copywriter with the highest level of skill, experience and heart. Joel Mittleman, Founder & COO - JoyJolt



## We'll "stick with what's working"

Re: Need to book copy External Inbox x

Ar [redacted]  
to me ▾

Hi Stacey,

Thanks!

I'll get working on the product brief hopefully later this week.

The last listing is going well so I think we stick with what's working and it



on Amazon.com

click any link and any listing to see my copy live in action.

- [Nouhaus](#): 22 Listings
- [JoyJolt](#): 160+ Listings
- [Baby Nest Designs](#): 49+ Listings
- [Big Fudge](#): 13 Listings
- [Sweetzer & Orange](#): 51+ Listings
- [Chosen One](#): 7 Listings
- [Arcade](#): 6 Listings
- [Bluekate](#): 35+ Listings
- [GOMO](#): 7 Listings
- [Mavoro](#): 7 Listings
- [Quii](#): 7 Listings
- [Reetual](#): 4 Listings
- [Karizma](#): 21 Listings
- [Virtue Code](#): 30+ Listings
- [Idaho Jones](#): 13 Listings
- [Heartland Home](#): 15 Listings

# Case Study

## Repositioning to Revive Sales

Tanya came to me with a big sales problem! She was one of the first to market with Magnetic Blocks. However, over time she became swallowed up by the market. She lost sales to people selling larger sets at a lower price. Tanya's sales dropped to 0-2 units per day. Eek!

So how did I tackle it? How did I revive sales of a product that can't be physically changed (*she had units already in the warehouse*), against strong competitors?

**Answer:** I deployed an Advanced Product Description tactic and repositioned her product.

While everyone else was screaming about how great the large sets were, I created persuasive copy about why small sets are better. **The result?**

## A 650% increase in sales!

**You've transformed me from desperate to happy!**

After I changed my listing to your creation something awesome happened. Instead of 0 to 2 units per day the sales become 11-15 units and I could increase the price :) You are amazing:) - Tanya



# Copy Sample

THE PERFECT STARTER KIT: It's a fact kids love Magnetic Blocks, and young children aged 2 – 4yrs adore [BRAND] Blocks the most! With 41 pieces, powerful magnets, wheels, and picture tiles they'll create endless projects to be proud of, without the distraction that comes with large or weak block sets.

AS SEEN ON NBC, ABC and CBS: It's obvious [BRAND] toddler toys are newsworthy. While others fight to be cheap or huge – we focus 100% on the needs of our toddlers: magnet toys that stick properly, durable non-toxic blocks, and the right sized set to develop focus and creative problem solving skills

## Why Do Thoughtful Moms' Prefer Smaller Block Sets?

If you're like us, you'll agree that toddler toys should be fun. And if they're fun educational toys, it's even better! As you know, play creates healthy mind, and it's a fact that Magnetic Blocks help kids learn spatial skills, math and problem solving.

But perhaps not all magnetic blocks...

You've probably seen unfinished building block projects scattered around homes. Instead of solving problems in more creative ways, toddlers with large block sets can simply discard their work, and make something else. And weak magnets on some cut-price kids toys add to the trail of half-finished projects.

While large sets may seem like a great idea, **experts agree when it comes to toddlers, less is more.** We agree too, so...

# I Keep Shoppers Interested in Your Listing for Longer

## "Grab Your Golf Game by The Balls" vs "The Ultimate Training Aid"

Which one is original, personality-filled and more likely to stick in the mind of shoppers?

With Stacey writing my copy we have run out stock and I am currently waiting for a large order to hit Amazon within a couple of weeks, **we literally couldn't keep our inventory in stock!** Our product is a higher price product and with her copy we have increased our conversion rate to around 10% which we are really excited about. Casey, Pure Strike Golf Training Tool.

## WHAT'S THAT SMELL?

No one likes hearing 'those' three words. At best, they're embarrassing. And at worst, incriminating to your own private habits. So if you have things that aren't fit for the noses of others, we've got the answer to your stinky prayers!

The secret is our Double-Velcro combined with MH ActiCarbon Technology that creates a smell proof bag that lets you store those odor-rific items without any one saying *'those three words'* ever again.

## IS IT TIME TO GRAB YOUR GOLF GAME BY THE BALLS?

Ouch. Bad game.

From beginner to pro, a bad game hurts all golfers equally. That unexpected sound of a bad shot, and matching language rings out across the green, letting everyone know your self-esteem just took a hit.

Whether you're slicing your way to embarrassment, or looking to lower your handicap, [BRAND] helps you hone your swing plane. You'll learn our 2-in-1 [TECHNOLOGY] System to executing both straight and long shots with pure alignment.




# I Understand Customer Problems & Frustrations

I've collaborated with Stacey for 4 years now and I believe she's probably the best in her field. **I haven't found anyone else like her! Her copywriting is wildly original, she's smart and great at communicating, helpful, and above all my products sell like hotcakes!** She even helped me turn all my individual products into a cohesive brand using A+ content. I've been told by a well known "guru" if you want to succeed on Amazon you need to have the best possible listing, done by a professional. In my experience, Stacey is that creative professional.

**Emanuel - Reetual**

## FINALLY, GET A GRIP ON SWEAT

A person is shown in silhouette, performing a yoga pose (Padmasana) on a beach at sunset. The person's hands are raised in a prayer position (Anjali Mudra) above their head. The background features a calm sea and a sky transitioning from blue to orange and red. The person's reflection is visible in the wet sand.

Even if you're not sweating it out on a Bikram Yoga mat the fact is, people like us just have moist clammy hands, and sweat easier than others. But a traditional sticky mat wasn't made for us! So we developed MicroGrip and fused it to our eco yoga mat. So Reetual Mats get MORE grippy, the sweatier you get! Now discover the NEW "sticky mat" built for slippery yogis.



**I Make Your  
Product  
Sound  
Different To  
Everyone Else**

I've had the pleasure of working with **Stacey Hancock (The Amazon Copy Warrior)** for the **past 5 years** bringing our large brand - JoyJolt, to life on Amazon. She has quite the skill in bringing together all the necessary parts of a product description (*SEO + features + benefits + filling in any customer query*) while wrapping it in personality. **She amazed me in how she did this with any product I gave her**, whether it was a whiskey glass or poultry shears. She knows how to "read" a product and its target audience, and then communicate it for the Amazon landscape. **Joel Mittleman, JoyJolt**



## **THE BIGGEST, MOST MANLY BEARDS NEED MORE THAN JUST AN OIL**

You're a man...  
A man with a glorious beard.

And that beard, well, he has needs. But he also has feelings. He needs a great beard oil, that's obvious. But he's petrified you'll turn him into a mouth breathing oil slick or that you'll try to control him with a lame beard oil that disrespects the glory of his thick, dense growth. And he's worried you'll make him smell like a pubescent kid drowning in cheap deodorant.

Your beard has standards. He's worked hard. And now, all he's asking is that you hear his pleas and groom him to meet his full, sexy, inspired potential.

This is *your* Call To Arms.  
Are you willing to defend your beard against his deepest fears?

## **For Anyone Who Loves Swinging a Hammer, and Getting Hammered**

So, if you have any plumbers, mechanics, sparkies, DIY dads, farmers and retired tradies in your life who love swinging tools and drinking beer, this gift obviously makes perfect sense for them

... even if it makes no sense to you.



### THE ADVENTUROUS CARRY-ON READY TRAVELLOW TOTE

EXPANDABLE TO TWO SIZES! 26L & 40L TOTE

COMPACT & PACKABLE

ZIPPER SEPARATED WET BAG / SHOE STORAGE

LUGGAGE SLEEVE

100% WATERPROOF

WITH COSMETIC BAG

TRAVELLOW

It's the extra luggage you wish for! A compartmentalized tote bag that expands and collapses on your command! From carry-on bag to heavy luggage, it's all the way up to "I shopped way too much" zipper top tote. It's the flexible tote bag for every adventure. It's fitted with a reinforced luggage sleeve, and expands to either a 26L under seat carry-on or 40L overhead carry-on. 100% waterproof for those beach-filled day trips, too.

VERSATILE LUGGAGE

100% WATERPROOF

MULTIPLE USES

MATCHING COSMETIC CASE

BACK POCKET & LUGGAGE SLEEVE

EXPANDABLE USING BOTTOM ZIPPER

DETACHABLE SHOULDER STRAP (PADDED)

CARRY HANDLE

EASY ACCESS POCKET WITH INTERNAL ZIP COMPARTMENT

MESH POCKETS EACH SIDE FOR WATER BOTTLE

REINFORCED STITCHING

FOR SHOES OR WET GEAR

INTERNAL POCKETS & ZIP SEPARATED

MATCHING COSMETIC CASE

CARRY-ON BAG, OVERSIZED LUGGAGE RESCUE, IMPROMPTU SHOPPING TRIP, OVERNIGHTER, OR BEACH BAG - DISCONNECT FROM REALITY FOR JUST A MOMENT WITH THIS MULTI-USE TOTE.

EXPANDS & COLLAPSES ON YOUR COMMAND

REINFORCED LUGGAGE SLEEVE FOR HANDS-FREE CARRYING

FULLY EXPANDED 40L TOTE 17" x 15" x 8" FOR OVERHEAD CARRY-ON

SEMI-EXPANDED 26L TOTE 17" x 12" x 8" FOR UNDERSEAT CARRY-ON

PACKABLE POUCH 12" x 8" x 12" LOW PROFILE IN LUGGAGE

NOW CHOOSE YOUR FAVORITE COLOR

RED

BEIGE

BLACK

40L / 26L TOTE	✓	✓	✓
PLUS COSMETIC BAG	✓	✓	✓
LUGGAGE SLEEVE	✓	✓	✓
PACKABLE	✓	✓	✓
WATERPROOF	✓	✓	✓
SHOULDER STRAP	detachable and padded	detachable and padded	detachable and padded
# OF COMPARTMENTS	10	10	10

### Remains cold enough for longer, so you can sleep away your migraine long before things heat up again

Gel Infused Migraine Relief Hat PLUS: 5 Reusable Gel Packs

Fitted With The 4 Migraine Must-Haves

- light blackout
- gentle pressure
- cold compress
- no strong scents

Creates a Warm or Cold Compress

Leave in fridge or freezer Ready to grab immediately for pain relief. Takes 90-120 minutes to freeze

Need heat instead? Pop your RemedyLux Migraine Hat in the Microwave for 30 seconds. Add 10sec bursts as needed.

Both cold and heat are well documented for effective pain relief. But which one should you use? Cold therapy shrinks blood vessels, slowing nerve conduction making it great for migraines or anyone suffering heat related issues like menopause hot flashes, or migraine headaches. Heat therapy is ideal for those suffering tension headaches and cervicogenic headaches and cold heads in winter! The great thing about RemedyLux Migraine Hat is you can choose what kind of thermal treatment you feel in the moment, making it versatile for those suffering with different headache patterns.

Soft, Flexible & Soothing Even When Frozen

- Stays Cold For Longer -25min
- Latex Free Materials
- No Lingering Odors
- Evenly Distributed Gel
- Thicker "Colder" Gel
- One Size Fits All 20-25.5in Circumference
- Cold or Heat
- + 5 Reusable Ice Packs!

space for a ponytail

full 360 degree coverage

hypoallergenic, stretchy Lycra

strong seams

complete sunlight blackout

contoured to fit your nose

30% Thicker Gel Coolant for Longer Cold Effect

Because It Offers Hot or Cold Therapy & Covers Eyes to Occiput, RemedyLux Migraine Relief Hat is Soothing For Headaches & So Much More!

- Migraine Relief
- Tension Headaches
- Sinus Headaches
- Hot Flashes or Fever
- Eye Strain
- Bruises
- Fibromyalgia Relief
- Chemotherapy Support
- Surgical Soothing
- TMJ Relief
- Vestibular Migraine
- Shingles Headaches
- Upper Cervical Pain
- Eye Warmer for Dry Eyes
- Cooling Puffy Eyes
- Too Hot While Sleeping
- Stress Relief
- Tension Relief
- Hangover Recovery

Whether you need to heat up or cool down fast, RemedyLux is right there soothing you.

COLDER FOR LONGER

CONToured COMFORT

NEED EXTRA GEL PACKS?

NO LINGERING ODORS

360°

RemedyLux

Your Headache Relief Remedy

RemedyLux

Your Headache Relief Remedy

360°

RELIEF HAT

# A+ CONTENT

Whether you have a whole suite of photos or only a few, I'll make your A+ content look beautiful and ready to convert into sales. There aren't many copywriters who also create A+ Design, but when you find one, keep them! Why? Because only a qualified Copywriter can create compelling headlines and sales-making copy points to go with your imagery. A graphic designer or photographer is not a wordsmith.

### The Cat Wand Pack For Exuberant Cats

Round Metal FLOOR Base & 2 Heavy-Duty Floor Wands + 6 Toys!

Plus...

- Suction Cup Mount & 2 Wands
- Door Hanging Mount

MEOW

GADGETSOLOGY

Cat wands fall into a few categories. Handheld wands require you to play at the same time EVERY DAY. Hanging toys are great until kitty pulls it down, and toys attached to suction cups seem easy to break. None of these appeal to your SHREDDER of a cat! So we added a heavy duty floor base (carpet or couch) to our cat wand attachments pack for your feisty feline to play full out like a freak! But don't worry, we still have the door hanging toy for cats who love to jump for flying things! And we have still have the suction cup toy for cats who love cruising at the fridge.

### Yay! A Cat Wand That Can Take A Beating!

FLOOR WAND Heavy duty & thick

HEAVY BASE 7.5" wide, 15oz

Won't Topple Even On The Couch!

## What's In The

### Beautiful in bathrooms Gorgeous in any room

BAMBOOSIO

### Adds a little spa luxury to every space.

Soft on feet, easy to clean, and easy to move. This all natural bamboo floor mat is the spa-ready look for homes that love tranquility both inside & outside the bathroom.

Pure Luxury

### Crafted from Sustainable Moso Bamboo

Safe for Babies & Pets

- Waterproof
- Water-resistant
- Withstands Stains
- Odor-repelling
- Easy To Clean
- Foldable & Compact
- Unique, Practical Size

With Anti-Skid EVA Foam Backing

Also Protects hard wood floors from scratches

Ideal for wet & dry areas.

Always hang your mat to dry after bathing

Don't absorb unpleasant odors. Won't create unpleasant residue. Easy to wipe up pet hair or sand. Easy to wipe up spills. Even! And safe! Easy to deep clean with soap & water.

EASY TO CLEAN AND DRY

ANTI-SKID, NON-SCRATCH

FOLDABLE & COMPACT

EASY TO MOVE AROUND!

BAMBOOSIO

### DURABLE ALL-WEATHER FIREWOOD RACK WITH REVERSIBLE KINDLING HOOK.

- thicker steel
- non slip rubber feet
- tools included

FireProof Pros

### HEAVY DUTY 2X POWDER COATED WATERPROOF STRONG & STABLE

3.6mm thick holds 30lbs

3mm thick sheet steel

20mm wide bars

175lbs log capacity

STURDY UP TO 205LBS!

FireProof Pros

### BASE AIRFLOW KEEPS LOGS BONE DRY

31.1" wide with kindling hook attached

18.5"

25.6"

13"

non slip rubber feet stops this rack sliding & scratching floors

FireProof Pros

Outdoor and Indoor Firewood Rack With 2x Waterproofing. Designed and Tested in the USA.

Compact HD Log Holder

Reversible Kindling Rack

Mindful Construction

Easy To Assemble

3 COLORS TO MATCH YOUR FIRESIDE

classic black

rustic silver

rustic copper

	Firewood Rack Black	Firewood Rack Antique	Firewood Rack Copper
Materials	Solid Steel	✓	✓
Powder Coating	2x	✓	✓
Waterproof	✓	✓	✓
Total Capacity	200lbs	✓	✓
Thick, Wide Bars	✓	✓	✓
Stable & Strong	✓	✓	✓

# Expertly Handmade Teak Utensils With An Extra Large Spoon Rest That Doubles As A Snack Tray

**BUBUMAGIC**

## FLIP, STIR, DRAIN & SERVE EVERYTHING YOU NEED ALL IN ONE SET

- Soup Ladle - 10.6"
- Spatula - 13"
- Pasta Server - 12.8"
- Slotted Spatula - 12"
- Wok Spatula - 12.2"
- Strainer - 11.2"
- Salad Spoon - 10.2"
- Salad Fork - 10.2"
- Spurtle - 13"
- Spoon Rest - 11 x 4.7"

**LOOKS GOOD HANGING**  
Your wood kitchen utensils set all come with a convenient wood rack for hanging on any sized wall, or clamping a ring of your choice. This couldn't hang all over the wall like this, but our handmade Teak utensils will allow you to use your kitchen decor.

**HANDY SPOON REST**  
Our extra large spoon rest is 11 x 4.7" and will hold larger spoons like a ladle or multiple spoons. But perhaps the most interesting use is that it's large enough as a personal snack platter! That's plenty of room for nuts and crackers... or wine and cheese!

**KEEP THEM LIKE NEW**  
Your dishwasher is too harsh for Teak wood utensils like these. Hand wash only, and air dry well before storing in your kitchen drawer. To keep them like new by using your kitchen tool set once a month, it helps protect the wood, and makes them look stunning.

**NO PLASTIC PACKAGING**  
Our packaging comes with some bleed-through for getting the only one piece and cardboard - no plastic. You'll also get a cloth bag to store your utensils. And of course it's handy for other things if your wood utensils prefer to look in the drawer or on the wall.

## Hand Crafted Utensils 100% Teak - Durable Hardwood Hand Finished Extra Smooth Large Holes For Hanging Up Won't Scratch Cookware Extra Large Spoon Holder

## STUNNING UTENSILS FOR EVERY MEAL

**Summer Salads** **Breakfast**

**Pasta Night** **Winter Soup**

**BUBUMAGIC**  
Fill your home with love.

## ArcoL & people. Nothing else.

Comes With 2 Sets of Hook and Loop For 2 Years Installation!

**powerful magnets** **weighted base** **double stitched** **heavy duty mesh** **tools included**

### 6 REASONS WHY.

- Reinforced Stitching**  
Double machine stitched for long wearing durability - wind and sun
- 2 Sets of Fastening**  
Two sets of hook and loop - one set for this year and one for next
- 2x Side Ties**  
This set of screen doors comes with a pair of matching ties to keep it shut the way when not in use
- Powerful Magnets**  
Stays closed in gusts of wind, but easily opened just by pulling through, even pet!
- Gravity Weights**  
The weighted base keeps your door stable and still
- Fiberglass Mesh**  
120gsm HD mesh. Thick and scratch resistant for pets

**THICK FASTENINGS**  
Our hook and loop has an extra large clear coat-free 3mm top, and 2.5mm edge. This surface area makes it more robust and durable in use and heat.

**NO UNSIGHTLY LINES**  
The reinforced design on our magnetic clear coat-free 3mm top, and 2.5mm edge. This surface area makes it more robust and durable in use and heat.

**1MM GAPS**  
Our magnetic screen mesh features tiny 1mm gaps that allow fresh air to circulate freely, but it's made for bugs to get inside your home.

**EASY TO INSTALL**  
Everything is included. 2 sets of hook and loop (one for next season). Detailed instructions for fast installation.

### CHOOSE YOUR CORRECT DOOR SIZE

PLEASE TAKE ALL 4 MEASURES TO GET THE RIGHT SIZE

EXTERNAL WIDTH	WIDTH		HEIGHT		Order This Size (WxH)
	Your INTERNAL width is	Your EXTERNAL width is greater than or equal to	Your INTERNAL height is	Your EXTERNAL height is greater than or equal to	
66 - 75cm	80cm	180 - 195cm	200cm	200cm	80x200cm
66 - 75cm	85cm	230 - 235cm	240cm	240cm	85x240cm
66 - 75cm	80cm	240 - 245cm	250cm	250cm	80x250cm
75 - 85cm	90cm	180 - 195cm	200cm	200cm	90x200cm
75 - 85cm	95cm	230 - 235cm	240cm	240cm	95x240cm
75 - 85cm	90cm	240 - 245cm	250cm	250cm	90x250cm
85 - 95cm	100cm	180 - 195cm	220cm	220cm	100x220cm
85 - 95cm	105cm	230 - 235cm	240cm	240cm	105x240cm
85 - 95cm	100cm	240 - 245cm	250cm	250cm	100x250cm
105 - 115cm	120cm	230 - 235cm	220cm	220cm	120x220cm
105 - 115cm	125cm	230 - 235cm	240cm	240cm	125x240cm
125 - 135cm	140cm	230 - 235cm	240cm	240cm	140x240cm

## Hands filled with shopping? Pets & kids can't decide if they're in or out?

**AUTO OPENING**  
Even with your hands full, you can walk right on through. Easy for kids and pets.

**AUTO CLOSING**  
Thanks to the powerful magnets, your screen door closes by itself, immediately.

### VIEW OUR ENTIRE RANGE OF SCREENS

	STYLE-A (Iron)	STYLE-A (Rein)	STYLE-B (Iron)
<b>MATERIAL</b>	120gsm Fiberglass Mesh	120gsm Fiberglass Mesh	60gsm Polyester Mesh
<b>Gravity Weights</b>	✓	✓	unweighted
<b>Side Ties</b>	✓	✓	✓
<b>4cm top, 2.5cm side Hook &amp; Loop</b>	2 Sets	2 Sets	1 Set
<b>Colors Available</b>	Black, grey or white	black, grey or white	black
<b>Instructions and Video</b>	✓	✓	✓
<b>Hook and Loop Stratcher and Tacks</b>	✓	✓	✓
<b>Screens</b>	✓	✓	✓
<b>Sizes</b>	Choose your size (H to select from)	Choose your size (H to select from)	Choose your size (H to select from) or size as desired

## WHEN AVERAGE PRINTS JUST WON'T CUT IT.

**fast drying** **waterproof & washable** **soft, flexible & stretchable** **extra strong adhesive that won't crack, warp or fade**

**Resealable Bag with Scoop Included**

### HIGH PURITY. LOW MELT POINT.

Fast Melting 10-15sec & Quick Drying 20-30sec  
High Viscosity Melt with Heat Gun, Press or Oven  
Low Melting Temp of 110-120° C (230 - 250 F)  
Finely Ground Polyurethane Adhesive 80-180um  
For Warm or Cold Peel DTF Films (we prefer cold)

- Excellent Adhesion
- Scratch Resistant, Waterproof
- Resistant to Yellowing
- Bright and Vibrant
- No Peeling or Lifting
- Breathable and Stretchable Even on Spandex
- Soft Feel & Smooth Texture
- High Flexibility
- Machine Washable - No Fading

## FOR ALL FABRICS... ..IN ANY COLOR

felt, leather, spandex, denim, cotton, nylon, canvas, silk

**MACHINE WASHABLE**  
Our strong, flexible adhesive means that you can wash your clothes as you normally would without the print lifting, stretching or fading.

**NO WARPING**  
Our adhesive is breathable and stretchable, even on spandex! So you can print with confidence knowing your design won't warp out of shape.

**NO WEEDING**  
Forget about cutting around fiddly designs. Our DTF Powder sticks only to DTF ink, and not the film, so go ahead and create your most intricate design.

**DURABLE DESIGNS**  
Enjoy creating garments for yourself, family and friends or for your store. Trendy Printing Pros DTF products create professional, durable designs.

## EASY TO USE.

instructions included

- STEP 1: PRINT**  
Print your design onto Trendy Printing Pros DTF Film. Our film is labelled clearly with the printing side to save you time and money by avoiding frustrating loading mistakes.
- STEP 2: POWDER**  
Using your preferred method (dry, automatic powder shaker etc) dust the print. The powder will stick to the ink not the film. NO WEEDING needed! Shake off excess.
- STEP 3: MELT**  
Because Trendy Printing Pros DTF Powder is high purity, it has a low melt temp. So you can use a heat gun, heat press or oven. OPTIONAL: Then re-press for 20-30sec.
- STEP 4: PRESS**  
Lay the patterned side of your film on your garment and then Heat Press for 10-15sec. Then a slow, continuous cool peel.

**Not for regular inkjet printers. You need a DTF Printer or modified Epson Inkjet, L1800 Printer, F2100 ET4700 XP15000**

### CHOOSE YOUR DTF CONSUMABLES

	500g Powder	A4 Film Sheets	A3 Film Sheets
<b>QUANTITY</b>	500g	40 Sheets	40 Sheets
<b>MACHINE WASHABLE</b>	✓	✓	✓
<b>NOTE</b>	Scoop Included	Brighter Colors	Brighter Colors
<b>INSTRUCTIONS INCLUDED</b>	✓	✓	✓

## The Small Tactical Wallet for Big Adventures

**Men's Gift Set**  
hard wallet | removable money clip | cash strap | hex screwdriver

**SLIM Minimalist Wallet for Men with RFID Blocking Tech, Money Clip and More. The TACTICAL GIFT SET for Him.**

Not just a regular minimalist wallet for men this tactically inspired full metal wallet comes with removable money clip, hex screwdriver, cash strap, and extra screen so he can tinker with it at all! Not only that - check out the super cool trapezoid cut out! Different to the regular circle shape, it makes getting your cards easy and fast. Not to mention, it looks more adventurous. This RFID Blocking Smart Wallet is available in 5 different colors.

### SLIM WALLET: 3 IN 1 GIFT!

A Gift Set for Men Who Love Tinkering with Gadgets

- REMOVABLE MONEY CLIP
- UNIQUE TRAPEZOID CUTOUT
- EXTRA SCREWS
- HARD SHELL GIFT BOX
- STRONG ELASTIC MONEY STRAP
- HEX SCREW-DRIVER

**Available in green, black, blue, gray and carbon fiber** ECHO CHARLIE

### Minimalist, Aluminum Wallet \*\*\* 3.4 x 2.1"

- Stay on Target with 5-10 Cards
- Bulk Out to 15 Cards If You Need To!
- Switch Money Clip to Strap... Depending on Mission!
- Trapezoid Cutout, Cards Easier To Remove
- RFID Blocking Technology
- Copper Free Alloy For Harsher Conditions

**A GIFT FOR MEN WHO LOVE TINKERING WITH GADGETS!**

## VETERANS HELPING FALLEN FAMILIES

**ECHO CHARLIE IS A VETERAN-OWNED SMALL BUSINESS IN THE USA & PROUD TO SUPPORT THE FOLLOWING CHARITIES:**

- First Responders Children's Foundation
- Children of Fallen Patriots
- Children of Fallen Patriots
- Children of Fallen Patriots

**A portion of all wallet sales goes back to support kids who lost their parents in the line of duty. A worthy mission.**

	CARBON FIBER	GREEN	BLUE	BLACK	GREY
<b>MATERIAL</b>	SKINWELL WEAVE CARBON FIBER	RUSTPROOF 5052 ALUMINUM ALLOY	RUSTPROOF 5052 ALUMINUM ALLOY	RUSTPROOF 5052 ALUMINUM ALLOY	RUSTPROOF 5052 ALUMINUM ALLOY
<b>Corrosion Resistant</b>	✓	✓	✓	✓	✓
<b>Gift Set for Him</b>	Gift Based	Gift Based	Gift Based	Gift Based	Gift Based
<b>Inclusions</b>	Hard Wallet + Money Clip + Cash Strap + Hex Screwdriver + Extra Screen	Hard Wallet + Money Clip + Cash Strap + Hex Screwdriver + Extra Screen	Hard Wallet + Money Clip + Cash Strap + Hex Screwdriver + Extra Screen	Hard Wallet + Money Clip + Cash Strap + Hex Screwdriver + Extra Screen	Hard Wallet + Money Clip + Cash Strap + Hex Screwdriver + Extra Screen
<b>RFID Blocking</b>	✓	✓	✓	✓	✓
<b>SIZE</b>	3.4 x 2.1"	3.4 x 2.1"	3.4 x 2.1"	3.4 x 2.1"	3.4 x 2.1"
<b>MONEY CLIP</b>	✓	✓	✓	✓	✓
<b>CASH STRAP</b>	✓	✓	✓	✓	✓

## North Star Compass Necklace Gift Set

**\$925 & Premium CZ Simulant Diamonds**

**I'd Be Lost Without You Necklace, 925 Silver, White-Gold Aesthetic With Premium CZ Simulant Diamond**  
Our premium version of the beloved Lost Without You Necklace. Available in 12 different jewelry colors, presented in luxury gift for her packaging.

**5 THINGS THAT MAKE THIS PENDANT NECKLACE SHINE BRIGHT**

- Unique North Star: Every compass directs us home to our True North. So we added a delicate North Star to your beloved's necklace.
- Thick Premium Chain: The necklace chain has a luxury link, something you may not have seen on your search today. A sturdy necklace for women without the bulk.
- Large, Professional Inscription: This is not costume jewelry. Our engraving is deep, large and extra clear. We don't expect it to fade, and neither should you.
- Hand Selected Premium CZ Gems: Notice the sparkle of our gems. Our Grade SA CZ Simulant diamonds are all hand-sorted to find the most perfect cuts.
- Bright Rhodium Plating: For extra strength and luster we plated your 925 necklace in Rhodium. This gives it a crisp white-gold aesthetic that lasts for years.

### A DRESSY & CASUAL NECKLACE FOR WOMEN THAT WON'T IRRITATE

- 3 inch, 3 Ring Extender for More Wearing Options
- Extends from 16.75 - 19.75 inches
- Hypoallergenic 925 Sterling Silver (Rhodium Plated)
- 1 inch Pendant (Silver Dollar Size)

It can be hard choosing a gift for women. Well she likes IT WE'LL BE IT!  
Well it do that weird "skin thing" that her other women's jewelry has done in the past!  
The WTHN Compass Necklace is crafted from genuine 925 Sterling Silver, so she can wear it without irritation. The necklace chain extends by 3 inches, so she can wear it high or low depending on her outfit. The compass pendant is the size of a silver dollar (1"). A popular versatile pendant size.

**PROFESSIONAL ENGRAVING**  
Large, deep and clear. Each Lost Without You Necklace is engraved. Nothing professional!

**MAGICAL GIFT PACKAGING**  
Gems with packaging, gift bag and jewelry box! The necklace is separately wrapped to present marking.

**GENUINE 925 SILVER**  
This is a genuine 925 Silver Necklace, Rhodium Plated for that white-gold aesthetic that lasts for years.

**12 BIRTHSTONE COLORS**  
Our Class CZ Simulant Diamonds is a popular choice. But in Aquamarine, March there are 12 to choose.

## Anniversaries to Birthdays

The any-occasion gift for the North Star in your life.

**See Of Our Popular Colors & Their Meaning**

BIRTHSTONE	JANUARY	SEPTEMBER	FEBRUARY	APRIL	MAY	OCTOBER
<b>OTHER OCCASION</b>	Valentine's Day Anniversary Gift 15th Anniversary 40th Anniversary Gift	5th Anniversary 45th Anniversary	Mother's Day Gift 6th Anniversary	All Occasion, 10th Anniversary 25th Anniversary	20th Wedding Anniversary Gift	Mother's Day Gift, Quinceanera Gift, Best Friend Gifts and Sweetheart Gifts
<b>GIFT SET FOR WOMEN</b>	✓	✓	✓	✓	✓	✓
<b>INCLUSIONS</b>	Pendant, Chain, Gift Bag, Jewelry Box, Publishing Cloth, Care Instructions	Pendant, Chain, Gift Bag, Jewelry Box, Publishing Cloth, Care Instructions	Pendant, Chain, Gift Bag, Jewelry Box, Publishing Cloth, Care Instructions	Pendant, Chain, Gift Bag, Jewelry Box, Publishing Cloth, Care Instructions	Pendant, Chain, Gift Bag, Jewelry Box, Publishing Cloth, Care Instructions	Pendant, Chain, Gift Bag, Jewelry Box, Publishing Cloth, Care Instructions
<b>1 INCH PENDANT</b>	✓	✓	✓	✓	✓	✓
<b>GRADE SA PREMIUM CZ SIMULANT DIAMOND</b>	✓	✓	✓	✓	✓	✓
<b>RHODIUM PLATED FOR WHITE-GOLD AESTHETIC &amp; DURABILITY</b>	✓	✓	✓	✓	✓	✓

# Case Study 2

## Messaging Done Right = Better Reviews

As with all clients, Brook had diligently filled in his **Product Brief** form, and I was crystal clear on the messages he wanted delivered to the target market. I wrote the sales copy to convey the message, Brook approved, and it went to market as I had described it. Sales were good! But the bad reviews were coming in hot, too! Uh oh.

Brook reached out to me to make changes to the information on the Product Brief, and I changed the language in the copy. The goal was to remove those bad reviews while maintaining great sales. Or increasing them.

I softened the language and aligned the features to be more accurate, and Brook worked on a new color variation that was going to be a more popular choice. This team effort saw ...

**A 104% increase in conversions!**

**&**

**An increase of 18% in my product's review score without changing the product itself (Brook)**

## Brook's Testimonial

Stacey knows how to balance hard hitting copy that will drive conversions without overpromising or sounding too over-the-top. She is also precise in her messaging so that there are no unintended or falsely perceived product benefits.

I have found that **getting both components right is critical to ensuring your product meets customer expectations, which in return results in positive reviews.** Stacey's work was able to produce an increase of 18% in my product's review score without changing the actual product itself. This highlights how critical it is to get the messaging right, and how effective Stacey is at her craft.

Stacey's Copywriting and A+ Content doesn't just sound and look good, it produces results:

- **104% Increase in Conversion Rate!**
- **63% Increase in Click-Through Rate!**
- **18% Increase in Review Score!**

*The Product Brief is the place for clients to tell and show me all about their product in full detail. I write strong copy that sells, so all information needs to be correct and exact. In Brook's case, we had oversold the features resulting in tons of sales, but also negative reviews! Re-aligning the messaging produced a better listing performance overall.*

# Tone.

*Haha or Wah!!*

Sometimes your customers need different tonality. So while the examples you see might not be your cup of tea, it's worth chatting to me to discuss the tone you need for your next Product Description.

## FEMALE CONCERNS

**SUPER COMFORTABLE:** Just like all customers, when you open the pack you'll be surprised at how small it looks! But slip into our soft 92% cotton/ 8% spandex maternity shaper and you'll also be surprised at how stretchy, supportive and super comfy it is to fit. With sheer belly support and extra breathability, this light/medium under belly pregnancy belt delivers gentle relief from gravity.

## MALE HUMOR

**FISHING, NOT FUMBLING:** We've all seen fishermen digging around in their fishing bag like a flustered woman digging through her handbag, right? Don't be that guy. With its 11x quick access pockets, and spacious practical size, serious fishermen know the Calissa Blackstar is the only tackle backpack that keeps you organized. Because, only fish should flap around

## Soft, Yet Compelling.

You brought my products to life in a very personal way for the ladies shopping for my maternity products. The result of the new listing was a 20% increase in sales! That is amazing! You bring the text to life in a soft yet compelling manner. - Victor Aldaheff, Aldaheff Brands.

## FASHIONABLE

**ROCK YOUR HEART OUT:** Glam up, step out, and dive deep into the music with KARIZMA 24K Gold Face Glitter. Overflowing with a spectrum of gold stars, shiny speckles, shimmery dust, fun hex's and our amazing "are you sure it's not real gold" sparkle, it's decadent festival luxury for everyone.

## RELATABLE

**A CUTE MONEY SAVER:** As a new mom, the costs can really add up. From disposables like wipes and diapers, to big ticket cribs and strollers, any little saving is a welcome relief. So we created a wholesale bundle of silky soft bamboo bibs and newborn swaddle blankets to help ease that new mom burden.

## LUXURY

An Easton Marlowe Man is not the kind of man who settles for the type of adult socks that 'other men' wear. An Easton Marlowe Man wears socks that are smart and comfy - with or without shoes, and with the kind of fit and stitching that only European socks offer. Clever patterns show he's interesting and unique, but at the same time, professional and discrete.

## TECHNICAL

**LETS GET STARTED!** So, you've got a busted pull recoil, huh? Well, not only have we got a recoil pull starter with starter cup and bolts to get you back mowing, trimming, blowing or riding -- but we added an SPARE handle just in case you needed an extra one of those, too! Start off on the right foot, with WHIFQ.

**COMPATIBLE WITH:** WHIFQ is not affiliated with, but IS compatible with the following: Honda GX120 GX160 GX200 Engines - 212CC: Predator Engines - 173CC Predator - 179CC/196CC Predator and Champion Power Equipment. The Parts Number is 28400-ZE1-003ZF, 28400-ZH8-013YA. As a general small engine recoil starter, it'll work with most things. But check the parts number first!

# PRICING

2 0 2 4

[www.amazonsaleswarrior.com](http://www.amazonsaleswarrior.com)

*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](https://www.upwork.com/freelancers/~01e5805338d82e275e?mp_source=share)

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# CONTACT

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