

## **5 Ways to Tell Your Handmade Product's Story**

Every handmade product has a story.

Crafted with love, a dash of sweat, and maybe a few “what have I gotten myself into?” moments.

But how do you turn that story into words that make customers fall head over heels?

In this lil’ episode of Wit & Whimsey, I’ll **share five ways** to tell your handmade product’s story through copy (wordy words that sell .... properly), and trust me, they’re as simple as your favorite DIY project (just with fewer glue gun burns).



**First TIP when taking HIGH QUALITY photos of your darling creations:** image alt tags are VERY important!

*Google loves that stuff*

Here's a good one!

*“handmade ceramic mug with a unique glaze placed on a rustic wooden table filled with a steaming hot coffee”*

*Show off that masterpiece! Whether it's a hand-thrown mug or a knitted scarf, let's make your product the star of the show.*

### **1. Create a Compelling Backstory**

Think of your product's backstory as the juicy gossip your customers didn't know they needed.

Ever had a friend who could tell a story that had everyone hanging on their every word? That's the vibe we're going for here. Share how your passion for making ceramic cats turned into a full-blown business, or how a rainy day led to the creation of your best-selling candles. Personal anecdotes and the quirks of your journey are the secret sauce.

## **2. Highlight the Craftsmanship**

Let's talk about the blood, sweat, and tears (okay, maybe just sweat) that go into your handmade products.

Detail every stitch, every glaze, and every hand-sanded edge. Customers want to know what makes your product special, so don't hold back. Bonus points if you throw in phrases like "painstakingly crafted" or "meticulously assembled"—they'll get a real feel for the love and effort behind your work.

## **3. Show the Product in Use**

Think of this as your product's moment in the spotlight—cue the dramatic music and soft lighting.

Picture this: a hand-knit blanket wrapped around someone on a chilly evening, a steaming cup of tea in one of your hand-thrown mugs. Get specific and paint the scene. And if your product has a quirky use, don't be shy—share it! (Who knew that crochet coasters could double as cat toys?)

*(P.S. Don't forget to give that image an alt tag! I showed you a good one earlier...*

*And there's plenty more where that came from!)*

## **4. Incorporate Customer Stories**

Time to let your happy customers do the talking (and bragging) for you.

Think of customer stories as the humblebrags you don't have to feel guilty about. Gather glowing reviews and testimonials that showcase your product's impact. Add a dash of humor—if

someone's favorite part of your hand-poured candles is that they finally masked the smell of their dog, go ahead and include that gem!

**Where is your “*Social Proof*” that Google is always talking about? ...it's here!**

For example: "I bought a hand-knit scarf, and it's now my favorite winter accessory! Plus, knowing the backstory made me feel like I was part of the journey—from the couch to cozy." – A Thrilled Customer

## **5. Use Emotionally Engaging Language**

Let's sprinkle in some words that tug at the heartstrings and maybe even the funny bone.

Your copy should make readers feel something—whether it's nostalgia, joy, or the urge to click "Add to Cart" faster than their morning coffee kicks in. Use vivid, playful language that connects with your audience. After all, who can resist a description that makes them chuckle while reaching for their wallet?

**Call to Action (CTA) - Because you want them to ultimately visit your Etsy Store or E-Commerce site and purchase your goodies!**

*\*everytime you purchase from a handmade store....someone does a happy dance\**

Now that you've seen how to tell your handmade product's story, it's time to craft your own tale. Need a wordsmith with a knack for humor and charm?

Seen enough for today??

**Contact me, and together we'll spin copy that captivates and converts.**

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**Let's make your product the talk of the (virtual) town!**