



E-Commerce Copy Machine: 500 Product Descriptions, Ads & Email Templates

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TEMPLATE 1: Primary Outreach / Introduction Template

Subject: Unlocking New Sales Potential for [Company Name]

Dear [Recipient's Name],

I hope this message finds you well. My name is [Your Name], and I am a professional e-commerce copywriter with [X years] of experience specializing in crafting compelling product descriptions, emails, and ad copy that drive sales and engage audiences. I recently came across [Company Name] and was impressed by [specific mention of something you noticed about their business or products]. Given your commitment to [specific value or mission of their company], I believe that the right copywriting strategy could significantly enhance your customer engagement and boost conversions.

To give you an idea of the kind of results I have produced in the past, I have successfully helped brands similar to yours, including [notable past clients or industries]. My approach combines data-driven insights with creative storytelling to create messages that resonate and convert.

I would love the opportunity to discuss how I can contribute to [Company Name]'s growth. Are you available for a short call this week to explore how we could work together? Thank you for your time, and I look forward to your response.

Warm regards,

[Your Name]

[Your Contact Information]

[Your Website/Portfolio]

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TEMPLATE 2: Proposal Template

Proposal for E-Commerce Copywriting Services*

Prepared for:* [Client's Name]

Prepared by:* [Your Name / Company Name]

Date:* [Date]

Executive Summary

This proposal outlines the e-commerce copywriting services that [Your Company Name] will provide to [Client's Name]. Our goal is to enhance your online presence through tailored copy that drives conversions and maximizes ROI.

Scope of Work

- ****Product Descriptions:**** Creation of [number] engaging product descriptions.
- ****Email Campaigns:**** Development of [number] targeted email campaigns.
- ****Ad Copy:**** Writing for [number] ads.

Deliverables

- [List of specific deliverables along with descriptions and deadlines]

Timeline

- Project Initiation: [Start Date]
- First Draft Due: [Due Date]
- Final Review & Adjustments: [Due Date]

Investment Table

Service	Price
Product Descriptions	[\$[Amount]]
Email Campaigns	[\$[Amount]]
Ad Copy	[\$[Amount]]
Total	**\$[Total Amount]**

Terms

- Payment is due upon completion of the project.
- Revisions: [number] rounds included.
- Cancellation: [Specify cancellation terms].

Signature Block

*Prepared by:**

[Your Name]

[Your Title]

*Accepted by:**

[Client's Name]

[Client's Title]

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TEMPLATE 3: Service Agreement / Contract

*Service Agreement**

This Service Agreement (Agreement) is made and entered into as of [Date] by and between [Your Company Name] ("Service Provider") and [Client's Name] ("Client").

1. Services

The Service Provider agrees to perform the following services: [List of services].

2. Payment Terms

The Client agrees to pay the Service Provider a total of \$[Amount], payable [terms to include deposit and final payment].

3. Intellectual Property

Upon full payment, all intellectual property rights related to the services rendered will transfer to the Client.

4. Termination

Either party may terminate this Agreement with [number] days written notice should any terms remain unfulfilled.

5. Limitation of Liability

Service Providers liability for any claim arising out of this Agreement shall not exceed the total fees paid by Client.

Signatures

[Your Company Name]

By: _____

Name: [Your Name]

Title: [Your Title]

[Client's Name]

By: _____

Name: [Client's Name]

Title: [Client's Title]

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TEMPLATE 4: 3-Email Follow-Up Sequence

Email 1 (Day 2)

Subject: Following Up on Our Last Conversation

Hi [Recipient's Name],

I wanted to follow up on my previous email regarding potential collaboration with [Company Name]. I believe that the right copy can truly enhance your brand's visibility and sales, and I am excited to discuss this further.

Would you be available for a quick chat this week?

Best,

[Your Name]

Email 2 (Day 5)

Subject: Just Checking In

Hi [Recipient's Name],

I wanted to check in and see if you had a chance to consider my email about e-commerce copywriting services. I am keen to know your thoughts.

Please let me know if there's a convenient time for us to connect.

Sincerely,

[Your Name]

Email 3 (Day 10)

Subject: Final Follow-Up

Dear [Recipient's Name],

I hope this message finds you well. I wanted to reach out one last time regarding the e-commerce copywriting services that could benefit [Company Name]. If you're interested, I would love the opportunity to discuss how we can work together.

Thanks for considering, and I hope to hear from you soon!

Warm regards,

[Your Name]

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TEMPLATE 5: Status Report / Deliverables Template

*Status Report on [Project Name]**

*Prepared for:** [Client's Name]

*Prepared by:** [Your Name]

*Date:** [Date]

Project Overview

Summary of project goals and objectives.

Current Status

- **Progress:** [Status update in detail]
- **Upcoming Deliverables:** [List of deliverables and due dates]
- **Challenges Faced:** [Include any issues affecting progress]

Next Steps

- Outline the actions to be taken before the next update.

Conclusion

Reaffirm commitment to project success and client satisfaction.

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TEMPLATE 6: Client Onboarding Checklist & Welcome Template

*Welcome to [Your Company Name]**

Dear [Client's Name],

Welcome aboard! We are excited to have the opportunity to work with you and support [Client's Company Name] on your e-commerce projects. Below is a checklist to help you get started:

Onboarding Checklist

- Review services and expectations
- Complete client questionnaire
- Share any existing brand guidelines
- Share access to relevant accounts (e.g., CMS, Email)

We're looking forward to creating outstanding copy that drives sales for your business. If you have any questions or need assistance, please feel free to reach out!

Best,
[Your Name]
[Your Position]

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TEMPLATE 7: Social Media Content Framework (30-day plan structure)

*30-Day Social Media Content Calendar**

Day	Content Type	Post Copy
1	Promo Post	Ready to save on [Product Name]? Dive into [specific benefit]! [Link]
2	Behind-the-Scenes	Take a look at how we create [Product Name] with love! [Photo]
3	User Testimonial	"I love [Product Name] because..." - [Customer Name] [Link]
4	Educational	5 reasons why [Product Name] is a must-have for [audience]! [Details]
5	Giveaway	Were giving away [Product Name]! Tag a friend to enter! [Link]
6	FAQ	"Can I use [Product Name] for [specific use]?" Yes! [Details]
7	Tip	Pro Tip: Get the most out of [Product Name] by [advice]
8	Promo Post	Last chance to snag [discount]% off on [Product Name]! [Link]
9	Interactive Poll	"What's your favorite way to use [Product Name]? A) Option 1 B) Option 2"
10	Announcement	Were launching [New Product]! Arriving [Date]! Stay tuned!
...

(Continue similar structure for remaining days)

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TEMPLATE 8: Sales Page / Landing Page Copy Template

*[Product Name] - Your Ultimate Solution for [Pain Point]**

Headline:

Discover the Transformative Power of [Product Name]

Subheadline:

Unlock [specific benefits] with our top-rated [Product Name]!

Pain Points:

- Tired of [specific problem]?
- Searching for [specific solution]?

Features:

- **Feature 1:** Description
- **Feature 2:** Description
- **Feature 3:** Description

Benefits:

- Experience [benefit]
- Enjoy [benefit]
- Achieve [benefit]

Testimonials:

- "I never thought I'd find a solution like [Product Name]. Its changed my life!" - [Customer Name]

CTA:

Shop Now for [discount or limited-time offer] and transform your experience with [Product Name]!

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TEMPLATE 9: Case Study / Testimonial Request Template

*Case Study Request: [Specific Topic]**

Dear [Client's Name],

I hope your [business or service] is thriving! I'm reaching out to ask if you would be willing to share your experience with us regarding [specific product/service]. Your insights could help others in making their purchase decisions.

If you're willing, I'd love to schedule a brief conversation at your convenience. Thank you for considering!

Best,

[Your Name]

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TEMPLATE 10: Invoice / Pricing Sheet Template

Invoice

From: [Your Company Name]

To: [Client's Name]

Invoice #: [Invoice Number]

Date: [Invoice Date]

Due Date: [Due Date]

Description	Quantity	Rate	Total
[Description of Service 1]	[Qty]	[\$[Rate]]	[\$[Total]]
[Description of Service 2]	[Qty]	[\$[Rate]]	[\$[Total]]
Total Due			**[\$[Total]**

Payment Instructions:

Please send payments to: [Your payment details]

Thank you for your business!

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This comprehensive template pack is designed to empower e-commerce copy professionals by providing them with polished, ready-to-use tools to facilitate communications, proposals, and project management. Each template is adaptable to meet specific client needs and situations in the e-commerce landscape, ensuring a professional approach to every interaction.