YOUR READING MAP

Make the choice easier

A useful product page acts like a helpful shop assistant.

Your mission

Pick one product. Find the questions that could stop a purchase. Answer them with verified facts, useful pictures and a clear next step.

03–04
Think like a buyer
A fictional shop story and six questions to answer.

05–06
Build the page
Place the essentials, then show the product clearly.

07–09
Write, verify and test
Copy-ready templates and a simple customer test.

10–11
Explore 10 business ideas
Useful services with a practical first test for each.

12–14
Put it into action
Seven-day plan, worksheet and source notes.

01 / UNDERSTAND IT

Meet Maya’s tote bag

Fictional example: a small shop selling everyday canvas bags.



“Will my laptop fit?”

Maya’s page says “the perfect bag for everything”. A shopper asks about size, the lining and whether the top closes. The page has lovely photos, but the answers are missing.

Replace adjectives with useful details

Maya measures the opening, photographs the inside and explains that there is no zip. She shows what comes in the parcel. Some buyers may decide it is not right for them. That is a useful outcome too.

☺ Maya’s first rule

“If a buyer has to guess, I have another answer to add.” She checks the real sample before changing the page.

02 / COLLECT THE QUESTIONS

Six things buyers ask

Use messages, reviews and real conversations as your starting point.

WHAT IS IT?	Name the product clearly. Explain its main job and who it is designed for.
WILL IT FIT?	Give dimensions, compatibility or sizing guidance. Explain how to measure.
WHAT DO I GET?	List quantity, materials, included parts and anything shown but not included.
WHAT WILL I PAY?	Show the current price and explain shipping or other charges before purchase.
WHEN WILL IT ARRIVE?	Separate dispatch time from delivery time. State the areas you serve.
WHAT IF IT IS WRONG?	Make returns, exceptions and support contact details easy to find.