



ARDENT SELLER

A FREE STARTER FROM ARDENT SELLER

Product Description & Brand Voice Starter

10 listing descriptions — each in three voices — + a voice worksheet.

Warm · Polished · Playful



Stop writing listings from a blank box

Your photos stop the scroll; your words close the sale. This free starter gives you a ready-to-paste listing description for ten kinds of handmade product — each written at three brand voices — plus a short worksheet that turns "I'm not sure how to sound" into a one-page voice guide you can keep at the top of every listing you ever write.

THE THREE VOICES

Every description comes three ways. **Warm & personal** is a maker talking to a friend. Polished & elevated is considered and editorial, for a higher price point. **Playful & quirky** turns the personality up. Read all three, paste the one that sounds like you.

ONE BLANK TO FILL, ONE LINE TO ADD

Every word in **[amber brackets]** is a blank for you — a scent, a material, a size. Replace them all, then add one true detail only your product earns (the real scent note, the actual stone). That single line is what keeps copy from sounding like a template every other shop bought too.

These 10 descriptions come from 10 categories in the full copy bank — one each. The complete Product Description & Brand Voice Copy Bank has 200 descriptions (twenty per category, every voice), 50 About-section frameworks, and 100 taglines, with a searchable index. The closing page has the details.

#01 · CANDLES & HOME SCENT

Soy Container Candle — Signature Scent

Best for: Your everyday hero candle in a glass jar, sold by scent. The flagship of the shop.

WARM & PERSONAL · LIKE A MAKER TALKING TO A FRIEND.

This one started as the candle I kept making for myself. **[Scent]** fills a room slowly, the way a good evening does — you light it, you forget about it, and then you notice you've been calmer for an hour.

Hand-poured in small batches from **[Material]** in my **[Your City]** kitchen, with a clean cotton wick and a **[Burn Time]** burn. Trim the wick before each light and it'll give you every minute. It's the candle I reach for first, and I think it'll earn a spot on your table too.

POLISHED & ELEVATED · CONSIDERED, EDITORIAL, RESTRAINED.

A clean-burning [Material] candle scented in [Scent], poured by hand in small batches. The fragrance opens softly and holds — present without filling the whole house.

Housed in a reusable glass vessel, finished with a cotton wick for an even, low-soot burn of approximately [Burn Time]. Trim to a quarter inch before each lighting. Considered, unfussy, and made to be lit often rather than saved for an occasion.

PLAYFUL & QUIRKY · BRIGHT, WITTY, A WINK IN IT.

Meet the candle that does the most while asking for nothing: [Scent], poured by hand, ready to make your space smell like you have your life together.

It's [Material], it burns clean for about [Burn Time], and the cotton wick behaves if you trim it (a quarter inch, every time — we believe in you). When it's done, the jar makes a great pen cup, paperclip home, or tiny plant pot. Light it. Take the credit.

Make it yours: Swap [Scent] for your actual fragrance and add one real note in plain words — "vanilla over warm cedar," not "notes of comfort." That single concrete detail is what makes it sound like your candle and not a template.

#02 · SOAP & BATH / BODY**Cold-Process Bar Soap — Signature Scent**

Best for: A handmade bar soap listing where the scent and lather are the selling points.

WARM & PERSONAL · LIKE A MAKER TALKING TO A FRIEND.

This is the bar I reach for first thing in the morning. I make it in small batches, cut every loaf by hand, and let each one cure for weeks before it ever goes in your cart, so the lather comes up creamy instead of slick.

It smells like [Scent] — the kind of smell that makes a quick shower feel like a few minutes that are actually yours. Made with [Ingredient] and a short list of things you can pronounce. One bar, one good morning at a time.

POLISHED & ELEVATED · CONSIDERED, EDITORIAL, RESTRAINED.

A cold-process bar, cut by hand and cured slowly so it lathers soft and lasts. Scented in [Scent], with [Ingredient] worked through for a clean, even finish.

The palette is quiet. The feel on skin is the point. No fillers, no shortcuts — only what belongs in a good bar of soap. Wrapped simply and made in measured batches at [Shop Name]. Keep it on a draining dish between uses and it will see you through the season.

PLAYFUL & QUIRKY · BRIGHT, WITTY, A WINK IN IT.

Plot twist: your bathroom can smell like [Scent] and your shower can stop feeling like a chore. This little bar does both.

Hand-cut, properly cured, and made with [Ingredient] instead of a mystery ingredient list longer than your grocery receipt. The lather is creamy, the scent is real, and the bar lasts if you give it a dish to dry on between rounds. Made in small batches at [Shop Name] — get one before this scent rotates out.

Make it yours: Swap [Scent] for your actual fragrance notes ("cedar and bergamot," not just "woody") and name the real hero oil or butter in [Ingredient] — "olive oil and shea" sells better than "natural ingredients."

#03 · JEWELRY**Dainty Birthstone Necklace — Personalized**

Best for: A delicate everyday chain with a single birthstone, sold as a personal or gift piece.

WARM & PERSONAL · LIKE A MAKER TALKING TO A FRIEND.

This is the necklace you reach for without thinking. A single [Stone] resting right at the collarbone, on a chain fine enough to forget you're wearing it. I set each stone by hand at my bench, so the one that arrives is genuinely yours and no one else's.

Tell me the birth month and I'll match the [Stone] for you. It comes ready to give in a little box, though most people end up keeping the first one for themselves.

POLISHED & ELEVATED · CONSIDERED, EDITORIAL, RESTRAINED.

A single [Stone] on a fine [Metal] chain. Nothing more, because nothing more is needed.

The stone sits at the hollow of the throat, catching light as you move. Each is hand-set and the chain finished to lie flat against the skin. Choose the month; we do the rest. It arrives boxed, ready to be worn or given, with the quiet confidence of a piece meant to stay in rotation for years.

PLAYFUL & QUIRKY · BRIGHT, WITTY, A WINK IN IT.

Meet the necklace that does the heavy lifting while looking like it isn't trying. One tiny [\[Stone\]](#), one barely-there [\[Metal\]](#) chain, zero effort required from you.

Pick a birth month and we'll match the stone — yours, your mum's, that friend who has everything. It shows up in a gift box looking far more expensive than the chaos of its origin (my kitchen-table bench). Layer it, wear it solo, or "borrow" it permanently from whoever you bought it for.

Make it yours: Swap [\[Stone\]](#) for the actual birthstone or your most-ordered color, and name your real metal in [\[Metal\]](#) (14k gold-fill reads very differently from sterling). Mention your real chain length so buyers picture the drop.

#04 · BAKED GOODS**Classic Drop Cookies — By the Dozen**

Best for: Everyday chocolate chip, oatmeal, or soft-baked cookies sold by the half-dozen or dozen.

WARM & PERSONAL · LIKE A MAKER TALKING TO A FRIEND.

These are the cookies I bake the most, because they're the ones my family asks for on repeat. Soft in the middle, just-crisp at the edges, and stacked with [\[Ingredient\]](#) in every single bite. I mix the dough in small batches so each one gets the care it deserves, then bake to order so they reach you fresh. Pull one apart while it's still a little warm — that's the way to eat them. Sold by the [\[Number\]](#), baked the day they ship.

POLISHED & ELEVATED · CONSIDERED, EDITORIAL, RESTRAINED.

A proper cookie, made the slow way. Browned butter, good [\[Ingredient\]](#), a dough rested before it ever meets the oven. The result is even, golden, and substantial — a soft center held by a clean, crisp edge. Baked in small batches and never from frozen. Each [\[Number\]](#) is portioned by hand and boxed the day it leaves the kitchen. Simple ingredients, treated with respect.

PLAYFUL & QUIRKY · BRIGHT, WITTY, A WINK IN IT.

Warning: these disappear faster than you can say "just one more." Soft middles, crisp edges, and an honestly unreasonable amount of [\[Ingredient\]](#) in every bite. We bake them to order because cookies have feelings and stale ones are sad. Comes by the [\[Number\]](#) — which, let's be real, is a suggestion, not a serving size. You'll want the bigger box. We're just saying.

Make it yours: Swap [\[Ingredient\]](#) for your signature mix-in (semisweet chips, toasted walnuts, sea salt) and set [\[Number\]](#) to your real pack size. If you brown the butter or rest the dough, keep that detail — it's the line that signals you actually care.

#05 · CERAMICS & POTTERY

Wheel-Thrown Mug — Everyday Coffee Cup

Best for: A throwing-on-the-wheel mug meant for daily coffee or tea, where the comfort-in-hand story matters.

WARM & PERSONAL · LIKE A MAKER TALKING TO A FRIEND.

I threw this one on the wheel on a quiet morning, then sat with my own coffee deciding where the handle wanted to live. That's how I size them — by holding them. It's glazed in [\[Color\]](#) and holds a proper [\[Size\]](#) pour, so you're not refilling after three sips.

The little marks where my fingers pulled the clay are still there on the inside. I leave them on purpose. [\[Care Instruction\]](#) keeps it looking good for years. Pick the mug that's going to start your slow mornings.

POLISHED & ELEVATED · CONSIDERED, EDITORIAL, RESTRAINED.

Thrown by hand on the wheel and trimmed to sit balanced in the palm. The glaze is a soft [\[Color\]](#) that pools darker where the form curves, so no two are identical. Capacity is a generous [\[Size\]](#).

The handle is pulled, not pressed — drawn from a single piece of clay and joined while wet, the way it's been done for centuries. Fired to stoneware temperatures for a surface that won't craze or stain. [\[Care Instruction\]](#). A cup made to be reached for first, every morning.

PLAYFUL & QUIRKY · BRIGHT, WITTY, A WINK IN IT.

Meet your new favorite mug, soon to be the one you guard like a dragon hoards gold. Wheel-thrown, glazed in [\[Color\]](#), and built to hold a serious [\[Size\]](#) of coffee — because three-sip cups are a personal insult.

The handle actually fits human fingers (revolutionary, I know). It's stoneware, so it laughs at your dishwasher, your microwave, and your 6am clumsiness. [\[Care Instruction\]](#) and it'll outlive your houseplants. Adopt it before someone in your house claims it as theirs.

Make it yours: Swap [\[Color\]](#) for your real glaze name ("sea-glass green," "raw umber") and set [\[Size\]](#) to the actual ounce capacity — mug buyers care most about how much coffee fits and what color they're getting.

#06 · LEATHER GOODS

Full-Grain Bifold Wallet — Everyday Carry

Best for: A slim, hand-stitched bifold meant to be used daily and age well.

WARM & PERSONAL · LIKE A MAKER TALKING TO A FRIEND.

I made my first wallet because I couldn't find one that felt right in the hand. This is that wallet, finally figured out. Cut from [\[Material\]](#) in [\[Color\]](#), saddle-stitched by hand at my bench, and built to slide into your front pocket without the bulk. It holds your cards and a few folded bills and not much else, on purpose. The leather starts a little stiff and then becomes completely yours — softer, darker at the corners, marked by where your thumb lands. Use it every day. That's the whole point. [\[Care Instruction\]](#) when it asks for it.

POLISHED & ELEVATED · CONSIDERED, EDITORIAL, RESTRAINED.

A bifold pared back to what matters. Cut from a single panel of [\[Material\]](#) in [\[Color\]](#), folded, and saddle-stitched by hand so the seams hold long after machine thread would fray. Card slots are skived thin to keep the profile close. Edges are burnished and waxed by hand, slicked smooth and sealed against wear. It carries cards and folded notes and nothing it doesn't need to. The grain will deepen with handling, taking on the quiet patina that only full-grain leather earns. [\[Care Instruction\]](#) keeps it at its best.

PLAYFUL & QUIRKY · BRIGHT, WITTY, A WINK IN IT.

Your back pocket called. It wants less. This little [\[Color\]](#) [\[Material\]](#) bifold is the wallet equivalent of cleaning out your junk drawer — cards, a couple of bills, done. Hand-stitched so it won't blow out at the seam the week after the warranty would've ended. It comes in stiff and slightly aloof, then spends the next year falling completely in love with your pocket: softer, darker, broken in exactly to your hand. Sit on it all you like. [\[Care Instruction\]](#) now and then and it'll outlast three phones.

Make it yours: Swap [\[Color\]](#) and [\[Material\]](#) for your actual hide (e.g. "chestnut veg-tan") and name the real number of card slots in your listing photos — buyers searching for a slim wallet want the exact count.

#07 · TEXTILES & FIBER

Hand-Knit Ribbed Beanie — Everyday Staple

Best for: A classic knit or crochet beanie you make in a few colorways and want a warm, friendly listing for.

WARM & PERSONAL · LIKE A MAKER TALKING TO A FRIEND.

This is the hat I reach for first when the porch gets cold and the coffee's still too hot to drink. I knit it slow, in [\[Fiber\]](#), so it hugs without squeezing and the brim folds up just enough to sit right above your eyebrows.

It comes in [\[Color\]](#), and it softens a little more every time you wear it. Toss it in your bag for the cold-handed days. To keep it happy, [\[Care Instruction\]](#). Made to be lived in, not saved for good.

POLISHED & ELEVATED · CONSIDERED, EDITORIAL, RESTRAINED.

A ribbed beanie knit by hand in [\[Fiber\]](#), shaped to hold its form and soften with wear. The fold-over brim is doubled for warmth at the ears; the crown is finished without bulk.

Offered in [\[Color\]](#). Each piece is worked in a single sitting, so the tension stays even from brim to crown. Care: [\[Care Instruction\]](#). Quiet, well-made, and built to be worn through more than one winter.

PLAYFUL & QUIRKY · BRIGHT, WITTY, A WINK IN IT.

Bad hair? Never met her. This ribbed beanie shows up, covers the evidence, and keeps your ears toasty while it's at it.

Hand-knit in [\[Fiber\]](#), stretchy enough for big-bun and bald-head energy alike, and available in [\[Color\]](#). The brim folds for hipster, unfolds for grandpa-on-a-boat — your call, no judgment. Keep it living its best life: [\[Care Instruction\]](#). Warning: you will lose this to a roommate within the week.

Make it yours: Swap [\[Color\]](#) for the exact shade names you dye or buy ("oatmeal," "forest") and name the fiber blend specifically — "100% merino" reads very differently from "acrylic blend," and buyers searching for one won't settle for the other.

#08 · PAPER GOODS & STATIONERY

Single Greeting Card — Hand-Lettered Front

Best for: A standalone folded card with original lettering or illustration, sold blank inside for any message.

WARM & PERSONAL · LIKE A MAKER TALKING TO A FRIEND.

Some words are easier to write by hand than to say out loud, and a good card gives you the excuse. I drew this one for the [Occasion] kind of moment — the one where you want the person to feel chosen. It's printed in [Color] on soft, slightly toothy paper that holds a pen beautifully, so your note looks as deliberate as the front. Folds to [Dimensions] with a matching envelope tucked behind. Blank inside, because the best part should be yours.

POLISHED & ELEVATED · CONSIDERED, EDITORIAL, RESTRAINED.

A folded card, printed in [Color] on heavyweight uncoated stock with a quiet, tactile finish. The face is drawn by hand and reproduced cleanly; the interior is left blank for your own words. Pairs with a kraft envelope and arrives flat-protected. Finished at [Dimensions]. Made for the [Occasion] that deserves more than a text — a small object worth keeping in a drawer long after it's read.

PLAYFUL & QUIRKY · BRIGHT, WITTY, A WINK IN IT.

Texting "happy [Occasion]" is fine. This is better. A folded card with a hand-drawn front in [Color], printed on paper thick enough to feel like you meant it, blank inside so your terrible handwriting can shine. Comes with an envelope (revolutionary, I know). Measures [Dimensions]. Send it, prop it on a shelf, take all the credit. The person you give it to will absolutely keep it on their fridge for a year.

Make it yours: Swap [Occasion] for the exact moment your card suits (birthday, sympathy, just-because) and name the actual paper or finish — the specific stock is what tells buyers you didn't print this at the drugstore.

#09 · DIGITAL PRODUCTS

Printable Wall Art — Single Print

Best for: A downloadable art print the buyer prints at home or at a local shop, sold in multiple sizes.

WARM & PERSONAL · LIKE A MAKER TALKING TO A FRIEND.

I made this one for the wall by my desk, the spot that needed a little something but nothing fussy. It's [Color] and quiet and easy to live with, and the best part is you get it the second you check out. Download it, send it to your home printer or the photo counter down the street, and have it framed by the weekend. Comes ready to print in [Number] sizes so it fits whatever frame you already own. No shipping, no waiting, just the file and a wall waiting for it.

POLISHED & ELEVATED · CONSIDERED, EDITORIAL, RESTRAINED.

An instant-download print in [Color], composed to sit calmly on a wall and ask for nothing. The file is supplied at high resolution in [Number] standard sizes, ready for home printing or a professional lab. Trim to your frame, mount, and the room is finished. Nothing arrives in the mail; the artwork is yours at checkout. Considered enough for a quiet corner, restrained enough to repeat across a gallery wall. Print on matte for softness or a cotton stock for depth.

PLAYFUL & QUIRKY · BRIGHT, WITTY, A WINK IN IT.

Empty wall? Solved before your coffee gets cold. This is a [Color] printable that lands in your inbox the moment you buy it, no shipping, no "out for delivery" suspense. Send it to your printer at home, or be fancy and use the photo counter, then pop it in [Number] sizes' worth of frames you definitely already have in a closet. Decorating, minus the part where you wait nine days for a tube to show up dented. You're welcome, blank wall.

Make it yours: Swap [Color] for the print's actual dominant tone and confirm the real list of print sizes you've exported. If you only offer one ratio, drop the [Number] sizes line entirely.

#10 · FOOD (NON-BAKED)

Small-Batch Jam — Single Flavor Jar

Best for: A flagship fruit preserve sold by the jar, with a named flavor and a fruit-forward, not-too-sweet profile.

WARM & PERSONAL · LIKE A MAKER TALKING TO A FRIEND.

I cook this [Flavor] jam in small batches, a few jars at a time, so the fruit gets to taste like itself instead of like sugar. Spoon it onto warm toast, swirl it into yogurt, or eat it straight off the spoon when nobody's looking (no judgment here).

Each [Weight] jar is sealed by hand the same afternoon it's made. It keeps the bright, just-picked snap of [Ingredient] that disappears the second you cook a giant pot of anything.

POLISHED & ELEVATED · CONSIDERED, EDITORIAL, RESTRAINED.

A preserve made the slow way. [Ingredient] cooked in small batches, set softly, sugared just enough to carry the fruit and no further.

The result is a [Flavor] jam with a clean, spoonable finish — at home on a cheese board, folded through cream, or spread thin on good bread. [Weight] per jar, sealed by hand. Made in batches of [Number] so each one is tasted before it leaves the kitchen.

PLAYFUL & QUIRKY · BRIGHT, WITTY, A WINK IN IT.

This [Flavor] jam has a problem: it disappears. One jar, gone by Tuesday. We've made peace with it.

Real [Ingredient], cooked low and slow, sweetened just enough to behave. Brilliant on toast, sneaky-good on a grilled cheese, and frankly excellent eaten with a spoon at 11pm. Each [Weight] jar is hand-sealed and a little bit dangerous. You've been warned.

Make it yours: Swap [Flavor] and [Ingredient] for your actual fruit and any standout add-in (vanilla bean, a splash of bourbon, a pinch of chili). The specific note is what makes the jar feel real instead of generic.

Bonus: find your brand voice in five minutes

The descriptions above give you the words. This worksheet helps you decide which voice is yours, so you pick the right one every time. Grab a pen, answer honestly, then copy your answers into the one-page voice guide at the end and keep it where you draft listings.

1. Who are you actually talking to?

Picture one real buyer — not "everyone." The friend who already owns three of your things, or the exact customer you wish you had more of.

My ideal buyer is... (vibe, what they care about, why they buy handmade)

2. Three words for how you want to sound

If a stranger read your shop, what three adjectives should they reach for? "Cozy, honest, funny." "Refined, calm, exacting." "Bold, cheeky, fast."

I want to sound: 1) _____ 2) _____ 3) _____

3. Words you love — and words you'd never use

Words that feel like me:

Words I'll never use (for many makers: "luxurious," "elevate," "must-have"):

4. Your shop in one honest sentence

Say it out loud first, then write it. This one sentence is the spine every description hangs from.

I make _____ for _____ who want _____.

5. Which voice is home base?

Cozy-and-honest points to warm. Refined-and-exacting points to polished. Bold-and-cheeky points to playful. That's the voice to reach for first.

My primary voice is _____. I'll borrow _____ for _____.

Your one-page voice guide

Fill this in from your worksheet answers, then paste it at the top of wherever you draft listings — a note in your phone, the top of a doc. Read it before every listing and your whole shop starts to sound like one consistent voice: yours.

MY SHOP VOICE — in three words:

I sound like (one sentence):

I always... (first person? sensory detail? short sentences?):

I never... (the words and moves that aren't me):

My signature phrases / sign-off:

Want all 200 descriptions?

This starter is 10 descriptions and a worksheet. The Maker's Product Description & Brand Voice Copy Bank is the full set: 200 product descriptions across ten categories — each at all three voice levels — plus 50 About-section frameworks with worked examples, 100 taglines, a full Brand Voice Workbook, and a searchable index to find the right copy in seconds (PDF, Word, Excel, and plain text).

GET THE FULL COPY BANK

Available on the Ardent Workshop storefront. [See the full Copy Bank >](#)

The shop behind the listings

The blanks in these descriptions — the scent, the dimensions, the material, the price — are the details that make a listing yours. The faster you can pull them up, the faster you publish. The shops that move fastest keep that information in one place instead of in their head.

MEET ARDENT SELLER

Ardent Seller is inventory, product, and sales software built for makers. It keeps every product, variant, price, and stock count in one place — so the details you drop into a listing are already organized, and you always know what you can actually sell. There's a free plan to start. [Start free at ardent seller.app >](#)

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