The Product Page Copy Template

The CPG DTC Playbook | Prepared by Dumo Digital Strategies

For specialty CPG brands

How we write product pages that sell to strangers, and a workbook to write yours. Problem first, proof second, product third.

Nobody Buys Features. They Buy What It Does for Them.

Your brand means the world to you. To a new visitor it means nothing yet. They land on your product page from an ad with three worries: what does it do for me, can I trust it, and what if I hate it. The copy has to answer all three, fast, in words they already use.

Most CPG product pages are written from the inside out. They open with the founder story, the sourcing and the ingredient list, because that is what the brand is proud of. The shopper is asking a different question. **Write from the outside in:** start with the problem they have, prove you solve it, then tell them what is inside.

Inside out (how most brands write)	**Outside in (how shoppers read)**
"Crafted with adaptogenic lion's mane and organic cacao."	"Focus all afternoon, without the 2pm crash."
"Our family recipe, made in small batches since 2019."	"The snack your kids actually finish."
"Cold-pressed, single-origin extra virgin olive oil."	"The oil you drizzle on everything once you taste it."

Step 1: Find Their Words Before You Write Yours

The best copy is rarely written. It is found. Nobody says "we're out of the adaptogenic mushroom blend." They say "we're out of the coffee that doesn't make me crash." Your customers have already written your product page for you, in reviews, emails and DMs. Your job is to collect it.

Where to look	**What you're listening for**
Your reviews	The problem they had before, the result they got, and the doubt they had before buying.
Customer emails and DMs	The questions people ask right before they buy. Each one is a missing line on your page.
Competitor reviews on Amazon	The 3-star reviews. They tell you what the category gets wrong, and what you can promise instead.
Reddit and TikTok comments	How people talk about the problem when no brand is listening.

Write down the exact phrases, word for word. The AI Prompt Pack has a prompt that does this for you from a list of reviews.

The problem, in their words	
The result they got, in their words	
The doubt they had before buying	
A phrase that keeps coming up	

Step 2: Know Who It's For and When They Use It

A product for everyone is a product for no one. Picture one person and one moment: the parent packing a lunchbox at 7am, the runner after a long run, the person at their desk at 3pm. The moment is what turns your product into a habit, and naming it lets the right shopper see themselves on the page.

Who it's for	
The moment they use it	
What they used before you	

Step 3: The Title

Keep the title as the product name, and make sure it says what the product is. "The OG" tells a stranger nothing. "Peanut Butter Protein Bar" tells them exactly what they are buying, and it is what they search for, on Google and in ChatGPT.

Your product title	

Step 4: The Line Under the Title

This is the most important line on the page. It is the first thing they read after the name, and it is where the problem goes. **Formula: [the outcome they want] without [the pain they have].** Write three versions, then pick the one a customer would say out loud.

Weak	Strong
"Delicious, nutritious and made with love."	"10g of protein, without the chalky aftertaste."
"The future of hydration."	"Hydrate faster than water, without the sugar of a sports drink."

Step 5: Three or Four Benefit Lines

Shoppers scan before they read. Three or four short lines or icons above the fold do more than a paragraph ever will. Every feature you are proud of needs translating into what it does for them. Ask "so what?" until you reach something they feel.

Feature	So what?	Benefit line
Lion's mane	It supports focus	Focus without the jitters
0g added sugar	No spike and no crash	Steady energy all afternoon
Single-serve packets	Nothing to measure	Ready in 30 seconds

Feature → benefit 1	
Feature → benefit 2	
Feature → benefit 3	
Feature → benefit 4	

Step 6: Proof Where They Decide

People trust other customers more than they trust you. Put the star rating and review count right at the title, and one proof line near the add to cart button: a real customer quote, a review count or a number. A product with just 5 reviews is about 270% more likely to sell than one with none (Spiegel Research Center).

Your proof line near the button	

Step 7: Take Away the Risk

The third worry is "what if I hate it?" For food and drink, taste is the biggest risk a first-time buyer takes. Answer it on the page: a taste guarantee, a variety pack so they can find their favorite, or "pause, skip or cancel anytime" under the subscribe option.

How you take away the risk	

Step 8: Then the Features

Ingredients, nutrition, certifications, how it is made and where it comes from. They matter, especially for the shopper who reads labels. They just come after the problem, the proof and the benefits, not before.

Step 9: Five Product FAQs

On a shelf they would flip the box over. Online, your FAQs are the back of the box. Answer the questions people ask right before they buy: taste and texture, how to use it, what is in it, how it feels, how long it lasts. Keep each answer to 40 to 60 words, with the direct answer first. This is also what AI search reads when someone asks ChatGPT what to buy.

Question 1	
Question 2	
Question 3	
Question 4	
Question 5	

Before You Publish

	Read your page out loud
☐	A stranger knows what it is and who it is for from the title and the line under it.
☐	Every benefit line is something they feel, not something in the ingredient list.
☐	The words on the page are words a customer actually used.
☐	There is proof right at the title and near the button.
☐	The biggest risk, usually taste, is answered on the page.
☐	You could read it to a friend without sounding like an ad.

Want us to write it with you? Book a strategy call at dumodigital.com.