



How To Write Product Reviews That Convert

Template 1: Feel Your Customer's Pain

		What words are your potential customers using to describe this?
What is your customer's main problem which this specific product will help solve, or her strongest need which it will meet?		
What does your customer want to happen? What will her world look like once her problem has been solved or her need met?		



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Template 2: It's All About the Product

Product Features	What problem does this feature solve, or what need/desire does it meet?	What is the main benefit of that solution or fulfilled desire?	What is another benefit of that benefit?	Is there even another benefit of this product feature?
1.				
2.				
3.				



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4				
5.				
Any negatives?	How does this affect the product?	Are there solutions?	Is this enough to stop the purchase?	Any other comment?