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The Description Pack

Turn product photos and a spec sheet into a listing that answers the questions buyers would otherwise ask you in chat.

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Turning product photos and a spec sheet into a description that answers the questions buyers would otherwise ask you in chat.

Step 1 — Mine your objections first

Everything in this pack depends on block four, and block four comes from your own inbox. Do this before you touch the prompt.

1. Open your marketplace chat. Filter to **pre-sale** messages only — anything before an order exists. Post-purchase questions are a different job.
2. Copy the last 100 into a scratch file.
3. **Strip personal data now, not later.** Names, phone numbers, addresses, order IDs. Find-and-replace list is at the end of this pack.
4. Read them and write down the three questions that keep recurring.

Those three are your objection block, for your products, in your market, from your actual buyers. No competitor can copy this because they don't have your inbox. It's the only genuinely defensible part of a listing.

If you're new and have no chat history: use the Q&A tab on the three best-selling competitor listings in your category. Not as good, but it works until you have your own.

Step 2 — The full prompt

You are writing a marketplace product description for Shopee / Lazada Malaysia.

PART A — look at the product photos I've attached.

List only attributes you can literally see in the images.

For anything you are inferring rather than seeing — dimensions, material, capacity, compatibility, weight — mark it UNVERIFIED and do not use it in the description.

PART B — write the description in exactly these five blocks:

1. FIT LINE (1 sentence)

Who it's for and what it works with. The single most common "will this work for me" question, answered first.

2. SPEC TABLE (3-6 rows)

Only specs a buyer filters or decides on. No factory internal codes.
Format as "Label: value" on separate lines.

3. USE CASE (2 sentences)

The actual moment this product gets used. Concrete, not aspirational.

4. OBJECTION KILLER (1-2 sentences)

Answer this specific worry: [paste your top objection from step 1]

5. TRUST BLOCK (1-3 lines)

Warranty, shipping origin, returns. Only what I've given you below.

RULES

- Never state a measurement, material, capacity or compatibility that is not in the spec sheet below. If it's not there, write UNVERIFIED and move on.
- No superlatives. No "high quality", "premium", "durable and fashionable".
- British/Malaysian spelling.
- Write at the reading level of someone shopping on a phone during lunch.

SPEC SHEET:

[paste supplier spec sheet]

MY TOP 5 PRE-SALE QUESTIONS:

[paste from step 1]

Step 3 — The five blocks, and why each one is there

BLOCK	THE QUESTION IT KILLS	WHERE IT GOES
Fit line	"Will this work with mine?"	First line, above the fold
Spec table	"Is it the right size / spec?"	Immediately after
Use case	"Is this for someone like me?"	Middle
Objection killer	The thing they'd open chat to ask	Just before trust
Trust block	"What if it's fake or it breaks?"	Last, always

The order is deliberate. Fit first because it's the fastest disqualifier — let people who can't use it leave quickly, so the buyers who stay are real. Trust last because it's what they read right before deciding.

Step 4 — The UNVERIFIED workflow

This is the part that keeps you out of disputes.

How it works: the prompt forces the model to tag every guess. Your job is to clear each tag before publishing — either by finding the real figure in the spec sheet, measuring the product yourself, or deleting the claim.

The rule: never let a flag auto-clear. Not by batching, not by a script, not by "it's probably right". A wrong dimension is a return, a dispute, a refund and a rating hit — the most expensive way to lose money on a marketplace.

Use the **unverified_flags** and **cleared_by** columns in the CSV template. If **cleared_by** is empty, the row does not publish. That one gate is the whole safety net.

What vision models guess wrong most often, in my experience:

- Internal dimensions (they estimate from the outside)
- Material composition (polyester and nylon look identical in a photo)
- Capacity in litres or mAh (pure invention)

- Compatibility ("fits all standard...") — never from a photo
 - Included accessories (if it's in the shot, they assume it ships)
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Step 5 — Batch it

Use `description-blocks-template.csv`.

1. One folder per SKU: photos + spec sheet.
 2. Run five SKUs at a time. More than five and the blocks start blurring together between products.
 3. Paste output into columns B–F, flags into G.
 4. Clear every flag, fill `cleared_by`, then publish.
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Step 6 — Reuse it three ways

The structured blocks aren't just a description. Same output, three assets:

- **Listing description** — all five blocks as written.
- **TikTok Shop copy** — fit line + objection killer, cut to two lines. That platform rewards the objection, not the specs.
- **Ad angles** — each block is a hook. The objection block usually makes the best-performing ad, because it's the only one addressing a real hesitation.

Write once, deploy three times. That's where the time actually comes back.

The anonymiser list

Run these find-and-replaces over any chat export before it touches an AI tool.

FIND	REPLACE WITH
Any 10–11 digit number starting 01	[PHONE]
Any string matching an order ID pattern	[ORDER]
Buyer usernames / display names	[BUYER]
Any address line, postcode, unit number	[ADDRESS]
Email addresses	[EMAIL]

In a spreadsheet, a regex find-and-replace does all five in about two minutes. Do it as step zero, every time, without deciding case by case — the moment it becomes a judgement call is the moment something slips through.

The one thing to remember

The description's job isn't to describe the product. It's to answer the three questions the buyer would otherwise ask you directly — and to answer them for the silent majority who would never ask at all, and just leave.

Questions? Reply to this DM — I read them all. More at [@jjwong.ai](#) — one AI play for SEA sellers, daily.