



AI-Powered Master Description Generator & Success Formula

By Tricia Belmonte

Your Description:

Use the AI prompt on pages 2-3 to create a clear, concise, and informative description that captures your main business offerings and shows how you are unique from your competition. Refer to the PDF handout “Putting Together A Master Business Description” for even more tips.

General Tips:

- **Length:** Keep descriptions within the character limit of each platform.
- **Accuracy:** Ensure your NAP (Name, Address, Phone Number) is consistent across all listings.
- **Readability:** Use short sentences, bullet points, and clear language.
- **Review Regularly:** Review and update your descriptions to reflect any changes in your business or services.

You should adapt your description slightly for different platforms – especially for high traffic platforms. For example:

- Include relevant keywords specific to the platform's audience.
- If a platform allows longer descriptions, take advantage and use some additional details to highlight what makes your products or services stand out, or add details about your experience, team, awards, media mentions, testimonials, promotions and so on. Remember, this is free advertising space!
- Consider modifying your call to action, based on what the platform allows i.e. "Visit our website," "Get a quote," or "Book your appointment."

Prompt To Create A High-Converting Master Business Description

Let's create a compelling description that showcases your business to potential customers and drives conversions!

NOTE: BE SURE TO FIRST REPLACE ALL INFORMATION HIGHLIGHTED IN YELLOW AND IN BRACKETS (...) WITH YOUR INFORMATION, THEN CUT & PASTE THE FULL PROMPT INTO YOUR AI

AI Prompt:

Craft a compelling business description that I can use for my online directory listings. Start with a strong hook that combines my primary local keyword and city served along with a power word relevant to my local audience. Alternatively, if it will improve my description, start with a potential customer pain point.

Focus on the benefits that matter most to local customers, like [benefit 1] and [benefit 2]. Emphasize my unique selling points (USPs) to stand out from the competition, such as [USP 1] and [USP 2] and anything else to make my listing stand out and convert. List my main services as bullet points and conclude with a strong call to action. Weave keywords throughout the descriptions.

Make it concise, engaging and customer oriented, using the best information from all the information I added to my details below. If I list more than one option, choose the one/ones that will best help me stand out, attract and convert customers that will want to buy my services, or offer improved options. End with a compelling call to action.

Finally, generate descriptions in three formats:

- Master Description (800 characters): This comprehensive description should highlight my key offerings, benefits, and what makes my business stand out.
- Mid-Sized Description (500 characters): This version should condense the master description while maintaining key information for directories with a character limit.
- Short Description (250 characters): This concise version should focus on the core aspects of my business for platforms with very limited space.

Here are my details:

- **My Business Name:** (insert your business name)

- **Primary Local Keyword:** (If you know your best local keyword, enter it here. Otherwise, enter your main service or role i.e. "Plumber" "Lawyer" "Consultant" "Graphic Designer" etc.)
- **Other Local Keywords:** (if you know them)
- **City or Area Served:** (enter your town, city, or region)
- **Main List of Services Offered:** (List at least 3 specific things you offer i.e., "drain cleaning" "pregnancy massage" "business taxes" "car detailing")
- **Target Neighborhoods:** (i.e., "Downtown", "The Village", "Greektown" "Greenwich Village" "Midtown")
- **Unique Selling Points (USPs):** (list one or more i.e., "fast service," "24/7 emergency service," "family-owned")
- **Ideal Customer Pain Points:** (think about some challenges your ideal customer would face related to what you can offer them. For example, are your customers struggling to lose weight/get found online/find healthy food options/stop a water leak/fix flickering lights/relocate a squirrel's nest in your attic etc.)
- **Other Differentiators:** (media mentions, community awards, personalized service, customer experiences or comments in reviews, years in business, community reputation, etc.)
- **Incorporate Power Words:** (add power words that reflect your business, i.e., "affordable," "fun," "trending," "value," "results-oriented," "reliable," "affordable," "locally owned" "guaranteed work" "experienced")
- **Special Offers:** (Optional) (describe your offer i.e. 10% off for new customers)
- **Customer Benefits:** (list things important to your customers such as "fast service," "guaranteed work," "support for local businesses," credentials, certifications, or awards).
- **Call to Action:** (list a call to action you'd like included such as "Contact us today!" "Schedule a free consultation" "Request a free quote!" "Visit our website to learn more" "follow us on _____ for free tips" "Join our community at _____" "Let's talk strategy!")