

**About the Client:**

The client is a jewelry provider from United States and owns an official website about their product.

**About the Project:**

The client initiated an ad on Elance to look for a copywriter to write their product descriptions for the website. They would like the descriptions to be well written by someone with a sales background. Descriptions are to include emotional cues, product details, benefits, and calls to action. This is one kind of common requirement shown on Elance. Especially, this project is a selection used to collect some work from different candidates. It means that there are many candidates awarded to write the trial description to compete the opportunity of implementing on-going big projects.

The specific content in this trial is to submit first 5 descriptions following these requirements:

- Name suggestions if you feel it could be improved (We are open to change) – inline with our customer – stylish, 70/30 women/men buyer ratio
- descriptions – intention to entice and provide clear opening for action (purchase)
- eye catching opening
- Elicit emotional response
- enticing features and benefits
- simple call to action or visual of the future owning/wearing it
- Your own flavor from your expertise
- SEO friendly

With them the client also provided some background information of the 5 product, including the pictures, initial description and so on.

**Challenge:**

We should not only create the content in terms of the client' need totally, but also our work must be better than other candidates who carry out the same thing as well.

**Our Solution:**

We started to analyse the requirements as soon as the client gave us, discussed the work process and estimated the completion time. Finally we decided to run our usual process that refers to writing + edit to guarantee the quality. The most important we have to do before the

work begins is to make a very good communication with our writer. Besides passing the client's instruction, we also attached our suggestions as well as emphasized the importance of this project. At the deadline, we reviewed for a few times the content sent from the writer and approved it met all the needs basically. Afterwards the client gave us a positive comment for the work as very structured and well written product descriptions, very quick and responsive. However, with the comparison among many candidates, we regretfully fail to be chosen. But the client is really interested in our ability and promises to keep us in mind. In this case, I conclude that sometimes other people just do something better than us instead of we are not good. Thus I have never felt that is a negative work we do. At least we win a chance to get the client's concern and let them know our ability. That is undoubtedly we have seeded an opportunity of obtaining more projects from the client.

**About CCJK:**

Founded in 2000 and born for Internet, CCJK is a highly trusted professional e-Services company supported by more than 2,000 talented linguists, engineers, designers and programmers who work as a super organized team. From language translation, desktop publishing, graphic design, [software localization](#), website development, SEO, user guide to corporate eLearning, we provide one stop solution to help client gain competitive edge. We rely on streamlined and sophisticated process to ensure fast and quality delivery. By trusting CCJK's one stop solution, you need only focus on your core business, win market share and maximize your profit in simplest and soonest way.