

Hi!

I'm Molly and a fellow writer here with the CC/MM team. I was an editor for QVC in a previous life, haha, and was asked to help out with some editing/training today. So, if you'll allow me, I'd like to go over some things with you as part of the process of getting trained on QVC copy. Just know that this is all a learning process and the purpose of it is to start everyone off on the right foot, so that you can soar on your own once you've gotten the hang of it. Based on what I've seen, you're off to a good start!

H341373

Young's **Woodcut** Flower Fall Wreath with Pumpkins

Bring in the spirit of fall with this festive **woodcut** flower wreath, ~~accented~~ ~~nestled~~ with ~~plastic pumpkins~~ and ~~artificial~~ realistic pumpkins and berries. ~~This deep orange display will thrill~~ Place it on your door, mantel, or shelf for a charming accent that's sure to delight you and your guests alike! From Young's, Inc.

Wood and plastic construction

Measures 13.39" x 3.35" x 13.39" (removed line break, something to watch out for when copying information from PCP into PDM)

Imported

Love how you started off with an action verb and got right to the heart of the item. That will go a long way, not only in piquing a reader's interest, but for online search purposes as well, since Google tends to list the first 165 characters of an item's description. So, good job on that!

As a general rule, when you see a hyphenated word or two words that look like they might go together and you're not sure if it's correct, I would take a quick look at the Merriam Webster website (which is our go-to for proper usage) and see what it says there. In this case, "woodcut" is listed as one word. You'll also see we do this for words like multipurpose, cutout, etc.

Love that you're painting a picture of the item with your description. We definitely want to call out the construction materials of a product, so good thinking to include that. In the case of plastic, I find it's often best to note that in the bullets. By contrast, if you're working on say, jewelry, something like 14K gold would be a selling feature and something you want to include in the copy. Also, because everyone has different monitor settings and may see hues a little differently, we try to stay away from referencing colors in the vast majority of cases.

These things are all a bit nuanced, and you'll find that they will become automatic to you in time.

Your Notes/Comments looked good, so thank you for that as well! Overall, I thought your approach to this item was great. Just a few tiny tweaks to be aware of, and you're well on your way!

K73943

## Kinetic Glassworks 16-Piece Square 37-oz Food Storage Set

Say "yes!" to meal preparations with this ~~set of 8 glass containers and accompanying lids~~ 16-piece food storage set. ~~Simplify your storage with interchangeable lids and stackable containers. Make meal planning a breeze with clear containers, so you never forget what you left in the fridge.~~ Thanks to its clear, stackable containers and interchangeable lids, it helps make meal planning a breeze. From Kinetic Glassworks.

Includes ~~eight~~ 37-oz containers with ~~8~~ locking lids (~~we spell out all numbers nine and below; added a hyphen to 37-oz~~)

~~Made from~~ Glass, plastic, and ~~removable~~ silicone ~~seal-on-lids~~ construction

Microwave-, freezer-, and top-rack dishwasher-safe

~~BPA-Free~~

~~Stainproof and Odor-Resistant~~ (any wording such as "BPA-free, stainproof, odor-resistant" would be considered a claim and should be removed from copy – if you ever have any questions about what would fall under that category, please don't hesitate to ask; also just a note that we use initial cap in bullets unless we're denoting choices)

~~Each~~ measures 7.3" x 7.3" x 2.9"

Imported

Okay, please don't be alarmed! There's a lot that's really good here. Most of the red you see is just me explaining why I made the edits I made so that next time, you'll be armed with the information you need to write your items.

Love the energy you brought to this description and how you laid out the benefits to the customer. I just tightened up the copy a bit to remove some extraneous/repetitive info. It was all there, I just think you can get your point across in a more impactful way with a more succinct description. I really like how you took note of how helpful this would be to a customer and why (it makes meal prep easier, which is something most of us don't particularly enjoy, haha), which is really at the heart of all our copy. Good stuff!

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K74664

Young's, Inc. ~~11.8-ounce~~ 11.8-oz Stoneware ~~Hand~~ Stamped Jar ("Hand" is also one of those claims that we'll need to remove, e.g. handmade, handsewn, etc.)

~~This stunning stamped jar and lid features goldenrod flowers and blue leaves on cream stoneware. This jar will make a beautiful accent piece on any table.~~

*We want to avoid starting our copy with "This item..." Instead, try to grab the customer's attention right off the bat with either an action verb (as you did in your previous items) or with a product benefit.*

*Also, nearly every item on the site will have a From Statement. This indicates the brand/company/manufacturer (in some cases) of the item. Unless otherwise indicated, we must always included the From Statement after our copy.*

Ideal for coffee tables, centerpieces, and countertops, this floral-inspired jar is a decorative way to store your tea bags, sweeteners, or wrapped candy. From Young's, Inc.

Includes ~~11.8-oz~~ jar with lid  
~~11.8-oz capacity~~  
Stoneware construction  
~~Stamped design~~  
Dishwasher-safe  
Measures 3.74" x 3.74" x 3.94"  
Imported

Young's, Inc. 13" Ceramic Casual Provincial Serving Platter

~~This charming server platter will be the star of your next dinner party! Featuring three colors, cream, tan, and green, and delightful ceramic embellishments, this platter is sure to be a hit. From Young's, Inc.~~

Invite inspirational charm to the table with this 13" ceramic serving platter, crafted with eye-catching embellishments and a warm sentiment of gratitude. From Young's, Inc.

~~Features green handles on sides for holding (for EA items, we can omit this type of information as long as it's clearly visible and obvious to the customer, in the interest of moving through items at a faster pace)~~

~~Filigree stamped on borders~~

~~Ceramic construction (moved up)~~

~~Microwave- and dishwasher-safe~~

~~Measures 13.19" x 9.84" x 1.18" (I'm not sure why, but sometimes, quotation marks come through PCP as two apostrophes in a row; not your fault at all, just something to look out for and adjust when crafting your copy/bullets)~~

~~Imported~~

*I dig the positivity and energy you're bringing to these items – we definitely want to keep that going! For this item, however, I would take a slightly different approach seeing as how the wording on the platter reads, "Bless This Home." It's more of a reverent tone, I think, which is why I adjusted the copy.*

K74853

Young's, Inc. ~~71-ounce~~ 71-oz Quiet Cottage Ceramic Water Pitcher

This beautiful pitcher will help you play host to your guests any day of the week. A soft cream colored base with green leaf detailing, this pitcher offers a hint of elegance to your brunch table. From Young's, Inc.

Play host to your guests any day of the week with this Quiet Cottage pitcher that offers a hint of elegance for your breakfast or lunch table. From Young's, Inc.

71-oz capacity  
Ceramic construction  
Microwave- and dishwasher-safe  
Measures 7.87" x 7.28" x 9"  
Imported

*Boom! Bullets are perfect! Great job!!! Copy-wise, I just took what you already had here and jiggled it around to fit in with the style standards I mentioned above. You had it all in there! Just need a little rearranging. And now that you can visualize the structure a bit more, I have every confidence you'll be able to apply it in your copy going forward. If you're ever not sure or would like a little inspiration, QVC's website is a great place to find existing copy and bullets you can use as an example. Just be sure to filter your search by the newest items so you can find the most updated descriptions.*

At this point, I am going to reassign the rest of the items back to you and have you apply the principles laid out here as best you can. If you don't get it all, no worries. This is a lot to digest and we're just going to chip away at it one bit at a time. When you're finished, you can reassign to me for editing and we'll go from there.

Feel free to reach out if you have any questions as you go along. Thanks so much!

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K74857

Young's Inc. 4-Piece Quiet Cottage Ceramic Measuring-Cups Set [\(cleaned up the Short Description here\)](#)

Make a statement with this beautiful set of measuring cups. Stack the smaller three measuring cups together to save space and let the easy-to-pour one-cup measuring cup stand out. From Young's, Inc.

Take the guesswork out of meal prep with this beautiful, four-piece measuring-cup set. Stack the smaller three cups together to save space and let the one-cup size stand on its own for a practical and stylish addition to your kitchen. From Young's, Inc.

Includes 1-cup ~~measuring cup~~, 1/2-cup ~~measuring cup~~, 1/3-cup ~~measuring cup~~, and 1/4-cup measuring cups

~~The 1-cup measuring device includes a handle (we can see this in the photo, so in the interest of time, you can leave this out)~~

~~The 1/2, 1/3, and 1/4 cups are stackable (same as above)~~

~~Made from~~ Ceramic construction

Microwave- and dishwasher-safe

~~Measures Measurements:~~ 1-cup 6.25" x 4.25" x 2"; 1/2-cup 3.8" x 3.35" x 1.75"; 1/3-cup 0.6" x 3" x 1.5";  
1/4-cup 3" x 2.5" x 1.35"  
Imported

*Thank you so much for taking another look at these items! I think this represents real progress and I really appreciate your efforts!*

*Your second sentence helps me understand why the stackable nature of these measuring cups is so important and why you'd want to keep that one out for display, so good job on that!*

*That said, I thought your opening statement could use a little of that same benefit-laden copy. Going forward, as you're crafting your descriptions (and I've said this to many a writer over the years—myself included!), you want to always be answering the question, "what is it about this item that would make it beneficial to the customer?" or "what problem does this solve for them?" Usually that's a great jumping-off point for building your description...answering not just the question of "what," but also "why?"*

*I know the formatting for measurements in bullets can take some getting used to, so I'd like to thank you for your efforts on this! A couple of things I want to point out as you're going along: we use the word "Measures" for a single item and "Measurements:" for more than one item. I also removed the hyphens from the original (highlighted below), and separated each measurement with semicolons. Finally, when using decimals, if the number is less than 1, we use the number zero before the decimal—I'm sure there's some mathematical term that I'm forgetting here, because... math. Haha.*

1 cup 6.25" x 4.25" x 2", 1/2 cup 3.8" x 3.35" x 1.75", 1/3 cup .6" x 3" x 1.5", and 1/4 cup 3" x 2.5" x 1.35"

K74920

Young's Inc. 4-Piece Ceramic Coffee & Faith Measuring-Cups Set

Get ready for your next baking project with this set of four ceramic measuring cups. They nestle together to save precious counter space – and look good while doing it! From Young's, Inc.

Includes 1/3-cup, 1/2-cup, 1-cup, and 2-cup measuring cups

~~All cups feature a delicate lip for easy pouring~~

~~Made from~~ Ceramic construction

Microwave and dishwasher- safe

Measures 1/3-cup 2.76" x 2.56" x 1.58"; 1/2-cup 3.35" x 2.95" x 1.97"; 1-cup 3.94" x 3.44" x 2.17"; and 2-cups 4.53" x 4.14" x 2.36"

Imported

This copy looks great! Just a few tiny tweaks and you're good to go! Nice job!!!

Just a quick note: please only add your comment with your initials and the date in PDM once. (I'm sure you placed it in there because you revisited the copy – I probably would have done the same!) However, when that happens, your item numbers get counted twice on your invoice and you'll be asked to adjust it. I'll remove yours now, but just a heads up going forward. Once you've added comments to a task, they stay there unless they're removed.

H276564

Glitzhome 24"L Lighted Wooden Snowman Wall Decor (~~removed line break after Wooden; please remember to edit these Short Descriptions as well~~)

Brighten up your home with this sweet family of snowmen. Easily hang this lighted wooden sign in your home for a festive sparkle. From Glitzhome.

Features 10 warm white LED lights  
Includes hook on top for hanging  
Solid wood construction  
Requires 2 AA batteries, not included  
Measures 24"L x 0.5"W x 14"H  
Imported

Brighten up your home with this sweet family of snowmen! Highlighted by 10 LED lights, the enchanting winter scene adds a festive glow to your living room, hallway, or office. From Glitzhome.

~~Features 10 warm white LED lights~~  
~~Solid Wood construction (moved up in bullet order)~~  
~~10 warm-white LED lights~~  
~~Includes Hook on top~~ for hanging  
Requires 2 AA batteries, not included  
Measures 24"L x 0.5"W x 14"H  
Imported

*Love how you are inciting action and allowing the customer to visualize this item in their home. That's good stuff! Thank you!*

*It's looking a little like each sentence here can stand on its own, and as best we can, we want to create a flow from one thought to the next. While we want to begin copy with something that is action-oriented, not every sentence in the description needs to begin with an action verb. Take a look at the edited copy above to see what I mean, and of course, feel free to reach out with any questions as you go along.*

*As much as possible, we want to stay away from repeat words. So please be on the lookout for that as well.*

H340620

### Glitzhome 30"L Christmas Glittered Metal House Tree Collar

Dazzle your guests with ~~a stunning this sequined~~ metal house tree collar. The versatile holiday decoration can be used ~~in place of as~~ a tree skirt, floor decor, or hanging wall ~~decor~~ sign. From Glitzhome.

Features built-in display stand  
Metal construction, sequins  
1 LED light string with 18 bulbs  
2 pcs Lithium Battery CR2032 included  
Measures 30"L x 1"W x 14.5"W

~~Includes house and two CR2032 lithium batteries~~

~~Metal construction, sequins~~

~~Features~~ Built-in display stand (when listing the specs of an item, "features" is implied, so we can omit it)

~~1~~ LED light string with 18 bulbs

~~2 pcs Lithium Battery CR2032 included~~

~~Accommodates most 7.5'H Christmas trees (this was listed in the product info and is something we'd want to add so our customer understands the size of tree this would work with)~~

~~Measures 30"L x 1"W x 14.5"W~~

~~Imported (looks like this item was made in China; per Legal, all items not made in the USA will need to say Imported; by contrast, if you see that an item is made in the USA, you will leave that space blank, unless it's on the small list of approved brands)~~

*Nice job on the flow of this copy! LED-lighted items are little tricky if you haven't had too many of them, so thank you for tackling this! As far as the bullets go, I would encourage you to check out the Wiki pages available (there's one for each category) and study how the bullets are formatted. I think it will help continue to build on this foundation we've got going on here and set you up for even greater success. As a supplement to that, you can always, as I mentioned, look up similar items on the site and try to emulate the bullets as best you can.*

H341405

### Young's Wood Double-Sided Give Thanks Clipboard, Set of 2

Design your fall tabletop with this ~~charming~~ set of double-sided wooden clipboards. Each sign includes heartfelt sentiments on the front and back -- ~~perfect for placing in your kitchen, living room, or dining area~~. From Young's, Inc.

~~Includes 2 two~~ double-sided clipboards (please spell out numbers nine and below)

~~One white, one natural wood-colored~~ (removing mentions of color)

~~Features~~ Metal clip on front

~~Made from~~ Metal and wood construction

Each measures 9.45" x 12" x 13" (since this is a set of two, we want to note that each individual item measures the same)

Imported

I know I'm coming at you with a lot right now, but I promise, it's going to get easier! If I can arm you with some tips and tricks to optimize your copy/bullets going forward, then hopefully it help you as you move forward with success.

You're already on your way! Thank you for all your hard work! Please let me know if there's anything else I can do to help. :)

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H341077

~~BISSELL~~ Bissell MultiClean ~~Allergen~~ Pet Slim Vacuum Cleaner

Orig: Get ready to tackle pet hair and allergens with this vacuum, designed with pet-parents in mind. Easily reach tight spaces with the slim design and say "goodbye!" to messy removable bags and tangled brush rolls. From Bissell.

Includes 31269-QVC vacuum, Pet TurboEraser and 2-in-1 Dusting Brush + Crevice Tool

Features a bagless design with a one-touch easy empty dirt tank

11.75" wide cleaning pathSome assembly required

Measures 13.1" x 12" x 44.65", Cord 25'L

Imported

Edit: Get ready to tackle ~~dirt, dust, and~~ pet hair ~~and allergens~~ with the MultiClean Pet Slim Vacuum, ~~designed~~ ~~created~~ with pet parents in mind. Easily reach tight spaces with the ~~slim compact foot~~ design and ~~say "goodbye!" to messy, removable bags and tangled brush rolls once you're finished,~~ the Easy Empty dirt tank releases with just the push of a button. From Bissell.

Includes 31269-QVC vacuum, Pet TurboEraser and 2-in-1 ~~dusting brush + and crevice tool~~ (unless an item has a specific name like "Pet TurboEraser," we want to use lowercase letters; this goes for any kind of item, except when choices are involved)

~~Features a~~ Bagless design ~~with a~~

One-touch Easy Empty dirt tank

~~11.75" wide~~ 11.75"W cleaning path (much like the measurements bullet, we can just use "W" here to denote width)

Some assembly required

Measures 13.1" x 12" x 44.65"; Cord 25'L

UL listed (saw this in PCP and added it here; anytime an item plugs into a wall, it should have an electrical listing noted in PCP – it will usually be UL listed or ETL listed; if you find that an item you're



working on doesn't have this listed and you're pretty sure it plugs into a wall, please reach out Annie or Melissa and they can help guide you through the steps of obtaining that information)

Imported

*WOW! I love this copy! It's fun, it's positive, and it gets right to the heart of why a customer would want to buy it. Great job! Also, thank you for adding the model number in the bullets.*

*This next part might be a little confusing, but ya know how it says that it's for allergens, even in the Short Description? Welllll... unfortunately, that's not something we're supposed to keep in the copy, per our Legal team. These kinds of claims (allergens, waterproof, shatterproof, etc.) require testing and proof of efficacy, and for the items that we write, it's not possible to vet all of that information, so we've been asked to leave it out altogether.*

*Speaking of claims, while words like "messy" and "tangle-free" don't really scream red flag to the untrained eye, Legally speaking, they can be considered as such. Bagless vacuums can sometimes be just as, if not more messy than their bagged counterparts, even though some like to claim that they're not. Entirely subjective. Likewise, we're unable to guarantee that hair wouldn't get tangled in a brush roll for a vacuum, so we've been advised to remove that type of claim as well. These kinds of things will become automatic to you as you write more items and see what's strictly factual versus claims that require substantiation. And, of course, you can always ask anyone on the team and they'll be more than happy to help clarify for specific items. Though, as a general rule, when in doubt, leave it out. :)*

*And let me just say that the only reason we're even to the point of talking about Legal stuff is that your copy was so great that I'm already thinking next levels of knowledge for you, and that's fantastic!!*

K75189

T-Fal Endura Forged 8" & 10" Frying Pan Set

Cooking has never been so stylish! (love!) This set of frying pans ~~have~~ boasts a granite-like interior and stunning, modern exterior -- so it looks as good as it cooks! From T-Fal.

Includes 8" and 10" fry pans

Made from ceramic

Dishwasher- and oven-safe

Imported

Includes 8" and 10" frying pans

~~Made from~~ Ceramic construction (for construction info, please strike "Made from" and add "construction after the material)

Dishwasher-safe; ~~and~~ oven-safe to 500F (per Legal, we need to include the temperature when saying that something is oven-safe; note how there's just an "F" after the number – that's because PDM doesn't recognize most special characters, and if fact, the inclusion of some of them may lead to an item not publishing to the site, so that's why we format it as such; you'll also find this to be true with words like "décor" and "pavé" – we just format as "decor" and "pave.")

Imported

*Nice job on this one! A few small tweaks, but overall, well done!*

H341081

**Bissell ReadyClean Cordless 10.8V Stick Vacuum** (if the brand name is left out of the SD, please add it)

Clean those difficult-to-reach spots **quickly and easily** with the ReadyClean cordless **stick** vacuum. **It's compact and built for handling big messes in small spaces!** From Bissell.

Includes 3190A vacuum, crevice tool, upholstery tool, and **charging** adapter

~~Features a Removable hand vacuum and 2-way~~

~~Two-way~~ folding handle

~~Requires 10.8V lithium-ion battery, included~~ (so, the thing about batteries is that we only really need to say they're required if they're not included; if they are, then we can note that in the bullets for certain items, like this one, to indicate that they're rechargeable)

Some assembly required

Measures 10" x 6" x 44"; **Cord 72"L**

UL-listed adapter

Imported

*Um, LOVE the copy! Well done!!! Just a few more notes here to arm you with the information you need to go forth and conquer!*

H341730

**Evergreen Pumpkin Stripe House Burlap Flag** ~~from Evergreen~~

Decorate your home or garden with this festive fall flag! Featuring modern stripes and a bold pumpkin, ~~this flag will~~ it adds a stylish touch to your home decor. From Evergreen Enterprises.

~~Fabric construction~~ (I know this is confusing – I mean why would the contents of an item go one place for one item and another for a different item? Typically, for home items, we want to include it up here; conversely, when it comes to fabric *content* in say, clothing, we want to put that underneath the measurements e.g. 95% cotton/5% spandex)

~~For outdoor use~~

Measures 28"W x 0.5"H x 44"D

~~Fabric construction~~

Imported

*Very nice! The reason I struck "will" is because by putting an item in the present tense, we help a customer see it as theirs, which is a different feeling compared to, "if I had this." In doing so, we put the item in their hands so they can envision the benefits of having it.*

*Also, please be on the lookout for repeat words. It's something we like to avoid as much as we can.*

H341760

#### Evergreen Pumpkin Plaid Truck House Burlap Flag

Complete your fall porch decor with ~~a~~ **this** festive pumpkin flag. Pumpkins are playfully stacked in the back of a checkered truck for a classic harvest-season design. From Evergreen Enterprises.

Fabric construction

Design on both sides of flag

For outdoor use

Measures 44"W x 0.25"H x 28"D

Imported

*Good stuff! Added edited bullets here, which are similar to previous item, just cleaned up a bit more here.*

H278495

#### Teamson Home - Patio Chaise Lounger Set of 2

Recline by the pool with this set of **two** chaise loungers. ~~With~~ **Thanks to** six adjustable positions, you can rest easy, whether you are reading a novel or watching the kids run through the sprinkler. From Teamson Home.

Includes two chairs, two cushions, and hardware

~~Made from~~ Steel, ~~silver~~, rattan, and wicker construction (not sure why silver is in there; per Legal, we're not allowed to just say "silver," so I am going to strike it – not something to hold up an item for in this case; I have a feeling it was meant as a color anyway, and not a material)

For outdoor use

Each ~~chair~~ measures 23.5" x 76" x 12"; supports up to 400 lbs

Imported

*Looooove! I feel like a customer can really see themselves using these loungers. GREAT job on this copy!*

K75138

Denby 3.8L Cast-Iron Shallow Casserole, ~~Natural~~ Canvas

Whipping up one-pot meals ~~is~~ is a cinch with this cast-iron casserole pot! Easy to use and versatile, you won't believe you ever cooked without it. From Denby. **Fantastic!**

Includes casserole ~~pot~~ and lid

3.8L capacity (~~moved up from under the measurements~~)

Cast-iron construction

Oven-safe to 482F (~~moved up from under the measurements~~)

Measures 11.8" L x 11.8" W x 5.15" H (~~will need to remove space after quotation marks~~)

Hand wash ~~only~~

Imported

*Once again, awesome job with the copy! The bullets look pretty good as well! Good job with the formatting we talked about. Just moved things into the correct order. The Wiki is a good place to familiarize yourself a little more with that. Something you'll have an eye for once you get some more experience under your belt, so no worries. Just a lil heads up.*

H278659

Glitzhome 84" No-Tool Assembly Walk-In Greenhouse ~~W~~ with Zipper

Grow your own plants for your garden ~~with ease~~ with this ~~walk-in~~ greenhouse! ~~Lightweight and durable~~ Thanks to a PVC covering and powder-coated steel frame, ~~this greenhouse is easily moved~~ you can easily ~~move it~~ anywhere in your garden. From Glitzhome.

Includes one greenhouse, ~~3-tier~~ ~~three-tier~~ shelving unit, anchor system, and connector system

Zipper door ~~for entry and ventilation~~

~~Made from~~ PVC and powder-coated steel frame construction

Measures 56.25"L x 84.25"W x 76.75"H (~~will need to remove space after quotation marks~~)

Imported

*Another good piece of copy! Lightweight and durable are, unfortunately, words that may not scream red flag, but are hard to prove/substantiate. So that's why I reworked your second sentence. Fwiw, I really like what you had written there. :)*

Awesome leaps forward, here! Your copy looks strong and bullets are moving in the right direction. There's a lot to remember and you're doing great. Thanks so much for all your hard work!!