

Toddler Animal Colouring Book

Two short Amazon descriptions, each written for a different buyer

The product: A colouring book for ages 2 to 3: 50 large animal pictures, one per A4 page, with blank backs.

The readers: Parents buying for their own toddler, and family or friends buying a gift.

The goal: Turn a browsing shopper into a buyer, in about 100 words each.

Spec piece. Names, numbers and testimonials are illustrative.

Description 1 · For parents

Big, simple animals for little hands, ages 2 to 3

At two, colouring mostly means scribbling, and that's how it should be. Toddlers make big, happy loops long before they can stay inside a line, so this book gives them plenty of room.

Each of the 50 animals sits large and bold on its own A4 page, with nothing fiddly to get lost in. Your toddler picks the colours (expect a lot of purple) while you name the animal.

Page by page, they get steadier with the crayon. Every picture has a blank back, which matters more than you'd think once the felt tips come out.

Description 2 · For gift-givers

A present they'll keep reaching for after the wrapping paper's gone

Buying for a two- or three-year-old is harder than it should be. Most toys get five minutes, then vanish under the sofa.

This one gives them something to come back to: 50 cheerful animals, big enough for tiny hands and simple enough to finish. The pictures are printed on one side only, so felt tips won't spoil the next page.

Mum and Dad get a calm activity that isn't a screen, and the little one learns colours and animal names along the way. You'll probably be sent the first masterpiece for your fridge, too.

Notes

- The product facts (ages 2 to 3, 50 animals, one per A4 page, blank backs) are real and come from the client's brief. Both descriptions are in British English to match the book's Amazon title.

- The two descriptions target different searches and moods: practical development for parents, and a gift that gets used for grandparents and friends.
- There's no promise that the child will "keep up" at nursery. The copy names the real skills (a steadier hand, colours, animal names) and lets parents draw the link.
- The blank backs appear in both descriptions on purpose: bleed-through is the most common complaint in reviews of toddler colouring books.