

## Video:

# Write Now! Persuasive Writing Prompts: Assessing Your Assets

Practice your copywriting skills with this prompt from The Professional Writers' Alliance (PWA).

**In this Write Now! exercise, put on your thinking cap to figure out what makes your product or service unique.**

Watch this video by master marketer, Brian Kurtz, to get on your way to writing strong copy. *(Or read the transcript below.)*

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For today's prompt, I want to talk about what I call assessing your assets. Assessing your assets. And what I mean by that is that if you're ready to write for a client or you're thinking about a subject area today, write down, all of the assets that that client or subject or product or service possesses.

And what I mean by that is, is there a guru? Is there a villain? Is there some institution that you want to rail against, which would be like a villain? Are there testimonials? Are there people that have said great things about this product?

But just make a list. I do what I call a sprint for like a minute, two minutes, and assess your assets. Write down everything that you can think of that would be an asset that you might want to use in the copy whether you do or not. And I think that will get your juices flowing and it might even motivate you to start writing the copy when you see all of these incredible assets that you have at your fingertips to write for this client.

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**Write Now! persuasive writing prompts are presented by the Professional Writers' Alliance (PWA) — a professional association just for direct-response industry writers. [Learn about the many benefits of a PWA membership.](#)**

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# 3 Responses to "Write Now! Persuasive Writing Prompt: Assessing Your Assets [video]"

assess assets villain guru testimonial, institution, relie against, just to mention a few I would of never thought to go about writing in this way my life story expands 50 +YEARS when telling family friends strangers my story there comments are exactly the same (dang BABO U should write a book or U could make a movie) I've told people by the hundreds and the reactions are the same what's held me back is not knowing or having any knowledge of writing or wear and how to began until now thanks

*Guest (BABO)* – over a year ago

Interesting concept. Thanks for sharing.

*Guest (Kendrick )* – over a year ago

Assets:

Learning to be a better writer Varieties of templates Better communication skills Persuasive copy Good marketing skills Good social media skills Good customer service skills Customer service Good support Quick thinking skills Better reading skills Etc.

These are all the assets I came up with. Hopefully, I did this right haha! Great article, Brian!

*Leslie Loo* – 6 months ago

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