Video:

Write Now! Persuasive Writing Prompts: A Surefire Way to Improve Your B2B Writing Skills

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

In this Write Now! exercise, you'll learn a simple technique to get your creative juices flowing.

This video by industrial manufacturing and safety copywriter, Steve Maurer, is useful to all copywriters and not strictly B2B. Steve introduces you to a great web resource and offers a fun way to practice your writing. *(Or read the transcript below.)*

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Here's a quick and easy writing prompt you'll enjoy. And if you're looking at writing in the B2B industries, you'll find these extremely helpful. Press releases are powerful marketing tools when written effectively. Many aren't. So this prompt helps you improve your B2B writing skills.

First go to www.prweb.com. Click into the "find releases" textbox. Now, enter a word or a phrase related to an industry you'd like to write for or for which you already write. For example, warehouse management. Click "enter" on your keyboard to start the search. Don't worry. It just takes a second.

Click on one of the press releases shown and give it a quick read. Now using your sales copy training, rewrite the headline and the first paragraph or lead to make them more compelling or interesting. This is a great way to start your day or writing sessions especially when the creative juices just aren't flowing.

View Our Full Library of Persuasive Writing Prompts

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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1 Response to "Write Now! Persuasive Writing Prompt: A Surefire Way to Improve Your B2B Writing Skills [video]"

Thank you for this great prompt to learn/improve b2b copywriting.
I'm learning copywriting thru the Accel. program.
My search at www dot prweb dot com for "books & publishers" brought up all kinds of PR, from company acquisitions to "best-selling categories" to individual book releases, etc.
This is great: I can continue to use "books & publishers" as a focus for learning about a particular business and the PRs for applying what I'm learning.

lisa25 – over a year ago

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