Video:

Write Now! Persuasive Writing Prompts: **Paint a Vivid Picture**

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

In this Write Now! exercise, you'll discover how to paint a picture of the struggle your prospect is facing now … and then a picture of what her world will be like after she buys the product.

Watch this video by copywriter Charlotte Hicks Crockett to see how it you can paint a picture that leads to strong results.
(Or read the transcript below.)

Play Video

"Outside, even through the shut window pane, the world looked cold. Down in the street little eddies of wind were whirling dust and torn paper into spirals, and though the sun was shining and the sky a harsh blue, there seemed to be no colour in anything, except the posters that were plastered everywhere. The black mustachioed face gazed down from every commanding corner. There was one on the house-front immediately opposite. BIG BROTHER IS WATCHING YOU, the caption said, while the dark eyes looked deep into Winston's own."

Can you picture this scene? It's from George Orwell's famous book ***1984***.

He uses descriptive writing and imagery to pull the reader into the story and engage his imagination. The reader actually puts himself in the place of the character, and feels the emotions the character feels.

Good copywriters do the same thing. They paint a picture of the struggle the prospect is facing now … and then a picture of what her world will be like after she buys the product.

The writing style is a bit different, but the strategy … and the result is the same. Your prospect is drawn into the story you're telling, and becomes more receptive to your message.

Give it a try – write a description, either before or after buying a product that will create a strong visual image with the reader.

Big Brother is watching …

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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- More by Charlotte Hicks

4 Responses to "Write Now! Persuasive Writing Prompt: Paint a Vivid Picture [video]"

There ARE transferrable skills from realms of literature to persuasive writing. That doesn't mean people without a literary background can't learn to write excellent persuasive copy without study of literary classics and conventions. It may just mean I'll find a place among successful copywriters while still valuing what I learned through study of literary masterpieces.

Don McMillan – over a year ago

"page cannot be displayed, please check your internet connection"- the somewhat cold message displayed on his phone screen, aligned so perfectly with the chilli winter morning, just outside the Vancouver airport.
David wasnt happy, he had paid premium for the service that he did not had. He praised himself for being a reasonable person who doesn't let little inconveniences get to him. Yet, he felt anger starting to bubble inside. It wasn't the first time that his service provider had let him down. Something had to be done!
He took a sip of cappucino and leaned back on his comfy chair. It had been a year since he was last haggling with the internet connection at the airport. On that day he had finally changed his service provider to Telc...

Guest (Kendrick) – over a year ago

You are ready to meet and achieve your goals today. You grab your toasted slice of 12 grain organic bread, bite into it and it is perfectly toasted without any over dried edges.

Your new Brooks stainless steel, 2-slice toaster with a micro-temperature control unit is your perfect toaster to start your mornings. Without it, your days had begun with an over burnt toast…so dry your bread lost all its flavors and the burnt crumbs would taste like ashes of coal at an old campsite.

The Brooks temperature control retains the perfect taste on any bread. Its stainless steel finish fits beautifully on your counter top and embodies the style of your luxury kitchen. The Brooks toaster brings out the best of you every morning.

Dodi – over a year ago

This journal is a must-have. If you have struggles telling your closest friends your deepest thoughts, buy the Thought Journal. You can jot down anything your heart desires: prayers, worries, rants, or secrets! It takes you to a place you've never been before. A beautiful place. A place where you feel safe, a place where you won't feel judged, a place where you can fully be yourself, and a place where you can know who you truly are and what you truly want in life. You don't want to miss out on this amazing product. Unless you don't want to find better ways to express yourself, buy this journal today!

Leslie Loo – 6 months ago

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