Video:

Write Now! Persuasive Writing Prompts: Turn Benefits into Irresistible Sales Copy

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

In this Write Now! exercise, you'll discover a new way to take ordinary benefits and make them extraordinary … one of the secrets to strengthening the results of your copywriting.

Watch this video by Sandy Franks, Copy Chief at AWAI, to see how you can create irresistible benefits and get someone to say yes to your sales letter. (Or read the transcript below.)

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I'm going to give you a little exercise that probably won't take more than 15 minutes of your time to do and by the time you are done, you'll know the secret to writing irresistible sales copy. To do this exercise, all you need is a piece of paper and pen or pencil.

How do you get someone to say yes to your sales letter? It's a matter of highlighting the benefits. This Write Now exercise will help you create irresistible benefits. Let's get started. Take the paper and draw a line down the middle, to form 2 columns. At the top of one column label it Feature. On the other column, label it benefit.

For this exercise, as the product we are selling, we'll use a microwave oven. In the features column on you paper, list out as many features of a microwave oven. Let's say you put cooks food fast.

On the other column that corresponds to cooks food fast, write out the benefit. Ask yourself this question, "how does cooking food fast help the user?" The answer is, it saves them time. That's the benefit.

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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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