

Video:

Write Now! Persuasive Writing Prompts: **Sell It Like the Evening News**

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

In this Write Now! exercise, practice writing short headlines that grab attention.

Watch this video by Pam Foster, Director of Copywriter Training at AWAI (American Writers & Artists Institute) to see how you can strengthen your copywriting and results. *(Or read the transcript below.)*

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The 10:00 local news may not be your main source of news anymore, but one way TV stations draw their viewers in is by teasing stories during prime time. If you think about it, news stories need to "sell," right?

Practice your headline writing skills learned through AWAI, by taking an interesting local story you see online and writing a variety of quick 10-second clips or teasers that could be used to grab a viewer's attention and pique their curiosity for they'll be sure to tune in (much like a headline.)

You'll find yourself getting better with each one you write.

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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3 Responses to "Write Now! Persuasive Writing Prompt: Sell It Like the Evening News [video]"

Very helpful information, and a superb, challenging two sentence writing assignment.

ChucksSchool – over a year ago

Three Portsmouth island forts go on sale for £9m Original headline

Fortastic! 3 forts,2 hotels,1 museum on sale for 9m Forget fortfun how about a real fort of your own?

Who else wants a fort of their own? What about 3?

Want to be an owner of not 1 not 2...but 3 forts?

Own your own fort or 3 if you have two friends!

Never ever suffer from noisy neighbours again! 3 forts on sale now!

The shocking truth about why these 3 forts are on sale!

Who on earth would buy these 3 forts for 9m?

Sean F – over a year ago

Headlines written for realtors:

Websites are dead, here's what's not...

Did people stop buying houses?

The housing crisis: who's fault is it?

Real estate is dying

Find out how this realtor sold 300 houses in one year

Do you have 3 minutes to spare? that's what it took this realtor to close a sale

You're doing cold calling wrong

Nonopa Vanda – over a year ago

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