

Video:

Write Now! Persuasive Writing Prompts: **Solve a Problem**

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

In this Write Now! exercise, conjure up some deep emotions and problems they created for you and figure out how to solve them.

Watch this video by Li Vasquez-Noone, editorial & content coordinator for Barefoot Writer Magazine, to better understand the problem—agitate – solution formula. *(Or read the transcript below.)*

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Think about a time that you are away from home on a trip or a vacation and something went really wrong. Remember how you felt about what was happening. Maybe frustrated, angry, afraid, anything else? Make a list of the emotions or pain points that were triggered by this event. Try to come up with at least three or more.

Now, think about how to fix each of those pain points. What did you do or what could you have done to solve the problem and make yourself feel better?

In this "Write Now" exercise, write at least three different versions of your story focusing on one pain point in each version. Use the problem-agitate-solution formula. That's where you introduce the problem or the thing that went wrong. Then agitate it by talking about the emotion it triggered so the reader feels your pain. Then tell them how you solved the problem.

Do this for at least three of the emotions on your list or more if you have them. You can also try this for a client. Identify the problem their customer is looking to solve. Agitate the problem by talking about the emotions or pain points. Then offer your client's product or service as a solution.

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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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1 Response to "Write Now! Persuasive Writing Prompt: Solve a Problem [video]"

Interesting writing prompt. Made me realise just how unemotional I am. Had hard time recalling some vivid emotions when things went wrong. But to write the same event from 3 different angles was pretty fun. Thanks

Guest (Kendrick) – over a year ago

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