

## Video:

# Write Now! Persuasive Writing Prompts: **Tell Me Your Biggest Fear**

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

**In this Write Now! exercise, you can work on developing the power of copywriting through storytelling, painting a picture that uses all the senses.**

Watch this video by professional copywriter Christina Gillick to see how you can strengthen your copywriting by writing about the emotions of dealing with fear. *(Or read the transcript below.)*

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Think about your biggest fear. Is it something tangible or alive? Mine would be the Madagascar hissing cockroach. I shudder just thinking about them.

Or is your fear more emotional? We all have those fears too – like the fear of failure or maybe you feel the fear of risk?

Today, write about that fear. Leave nothing out. How does it make you feel? Does your heart race? Your forehead sweat?

Are you working to overcome your fear or ignoring it?

When you're finished writing, consider this: emotions sell, and fear is one of the biggest. Imagine your reader feeling that same fear, what would you say to help them overcome it? ... Is that advice you could use?

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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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## 3 Responses to "Write Now! Persuasive Writing Prompt: Tell Me Your Biggest Fear [video]"

Meet David, a man who managed to live all his life by "playing it safe". We buried him yesterday. Death certificate says he died of "natural causes" but that's a lie. He died from regret. And I won't blame him "for going out early" because you see David never really lived.

Let me explain When he was younger he really did not know what he was good at and so he just stuck with a job where he was an average. It didn't pay well, wasn't interesting but it was safe – or so he thought.

There were quite a few girls he liked, but he never asked them out, because what if she says "no" - that would be embarrassing. It's best to play it safe. And so he remained single.

We all have some great opportunities in our lives and so had he. But what if s..

*Guest (Kendrick )* – over a year ago

Heard of these names; KingDa, El Toro, Nitro, Goliath... these are amusement rides that all kids line up for hours to ride.

The names are cool and sound fun too, but for me these names bring up a different thought.

I always line up for these rides but as the line gets shorter, I would always tense up. My thoughts would race, my knees would get weaker and my feet heavier.

Closer to the ride my heart would begin to race, my throat would dry up and I would feel sweat in my lower back and chest.

At this point, the fear is all over me... and I would let everyone jump ahead of me in the line.

The best times are when my elder brother is with me, his reassuring words always gets me into the roller coaster and helps me break through my fear.

*Dodi* – over a year ago

So, I have a lot of fears and I'll name them: dogs, sudden loud noises, rejection, bringing up controversial issues with other people, and so on. I guess one of my biggest fears is conflict with others. People can be very unpredictable with their actions. Having a conflict with them can lead to heated arguments, or even worse...violence. I've watched videos of people getting violent in the streets when someone states their own opinion or even the truth. But honestly, I just keep my

distance. I know that interacting with others is important, but it can also be scary, especially when it comes to customer service. That's why it's very important to be gentle and polite to others, especially during conflicts. Or just walk away if needed.

*Leslie Loo* – 6 months ago

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