

Video:

Write Now! Persuasive Writing Prompts: **Your Most Powerful Tool: The Verb**

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

In this Write Now! exercise, you'll understand the power of verbs.

Watch this video by copywriter, author, and editor, Jennifer Stevens, to learn how you can strengthen your copywriting by simply focusing on the verbs you use. *(Or read the transcript below.)*

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When you're choosing the words you'll use to express your ideas, keep in mind: The verb is the most powerful tool in your kit.

The verb is what drives a sentence forward. It's the engine of your sentence. When you use good verbs, they allow you to say more with fewer words.

Good verbs infuse your writing with more spunk. They help move it along at a more engaging clip. Yet often writers neglect the verb. So here's what to do:

Go through a piece of copy you're working on and replace your "to be" verbs – that's "is," "are," "am," "was," "were" with verbs that describe an action or offer a visual image. Every time you see "there is" or "there are" in a sentence, know that you can do better ...

For example ... instead of saying ...

The woman was in the shade of the tree.

Try, instead ...

The woman slouched in the shade of the tree.

The woman lounged in the shade of the tree.

The woman crouched in the shade of the tree.

The woman slept in the shade of the tree.

When your verbs are better, you can use fewer words because you need fewer adjectives. When you use less of the verb "to be," you write more readily in active voice. In other words, you automatically avoid other pitfalls of writing.

And that's why I say it's the single most powerful thing you can do to instantly improve your writing. Verbs. It's all about the verbs ...

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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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2 Responses to "Write Now! Persuasive Writing Prompt: Your Most Powerful Tool: The Verb [video]"

I am addicted to this website. I have tried for months to write blogs on my website that appeal to the fun-loving readers who are drawn to my headlines. I really perked up when reading (actally listening and watching) the article on headlines. Now, I am finally learning to simplify and multiply my attempts to scribe catchy and clever headlines/titles for my blogs. Thanks, AWAI. My latest title: "Are You Wearing Dirty Jewelry?"

Too Busy Learning on AWAI To Retire – over a year ago

Interesting! I haven't heard this one before. Albeit Im not sure I can completely wrap my mind around this concept, but Ill try.

Guest (Kendrick) – over a year ago

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