

Video:

Write Now! Persuasive Writing Prompts: **Write a Story in Two Sentences**

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

In this Write Now! exercise, you'll practice your "get to the point" writing skills by creating a compelling story in just two sentences.

Watch this video by master email copywriter Ben Settle to see how it works ... and how this approach can be extremely effective when using stories in your ad or email copy. *(Or read the transcript below.)*

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People are hardwired to be persuaded by stories, in fact entire religions have been created by stories and parables. Here's an exercise that will make you a dramatically better storyteller in your ads and emails.

Simply write a story about your product or service in two sentences.

For example, media & publicity expert Paul Hartunian likes to say, "I can tell you the entire story of the American Revolution in two sentences: 'We fought the British, we won. The rest is detail'."

Now you do the same. Write a story about a product in two sentences. This will get your brain used to breaking a story down into its most simple and easy-to-digest core, instead of getting lost and overwhelmed in too many details.

Here is an example, "Mr. Smith was obese, impotent, and scared of dying and his wife leaving him. He started exercising and taking XYZ supplement and now has the size, weight, and sex drive he did when he was in his early 20's, with a wife who loves him now more than ever."

Tell a story about something you want to sell in two sentences like this and watch your response rates soar.

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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10 Responses to "Write Now! Persuasive Writing Prompt: Write a Story in Two Sentences [video]"

telling stories has always been of a deep interest to everyone. Stories influence more and cast a deep impact on the reader.

When you tell a story about a product, you are selling, the reader feels concerned with the product and you get more chances of his purchasing the product.

Stories stir the inner conscious of the reader and he feels as if the story is of himself. He is intrigued with the power of story.

Mahesh Seelvi – over a year ago

Am I the only one who noticed he flip flopped the word "now" to the end of the sentence from its position in the copy. Not that it matters to the tip he has divulged.

Scotirish97 – over a year ago

This exercise was extremely helpful to me, as are all of the articles and resources Awai has available. Thank you for your invaluable information and training.

Cammy – over a year ago

Example Sally was tired of falling asleep in class, missing the vital points and getting bad grades. Sally contacted her doctor to find ways to improve her sleep and now gets all A's and doesn't fall asleep in class anymore

Noelle100 – over a year ago

David was the worst salesperson person in the company and about to get fired because he couldn't sell even if his life depended on it. But after applying xyz technique he turned it all around and now he is the well respected top earner in his company who everybody looks up to and admires.

Guest (Kendrick) – over a year ago

She always feared blind dates since the last disaster where he'd told her she had a green chunk of something wedged in her front tooth. Alas, knowing she had a late spinach salad before her last date; this time she ingested nothing all day but a glass of milk, and drank it wearing the daring low cut shirt she'd be wearing out with this new guy.

Guest (Celine) – over a year ago

Working in a busy environment, Mike is constantly moving around and never gets time to rest his feet causing him to suffer from muscle fatigue in his back and legs.

Now with his new Stressless leather recliner and its patented balance-adapt comfort massage technology, he is able to come home, unwind, recharge his body, reduce pain and feel healthier.

Dodi – over a year ago

Ted didnt know how to change his life, he was depressed, in debt, loveless, you name it he had it. That's until he was given the codex which help him in every area of his life, he's now healthy, wealthy and happy.

Sean F – over a year ago

I have always avoided blind dates. I worry that if she invited me to her place for sex, that the dog might get jealous and try to bite me!

Herb Crouch – over a year ago

My example: Mr. Jones, a friend of mine, was about to lose his life after a serious stroke. He couldn't speak very well and had sometimes epileptic crises due to this new health condition, but one day he went to France where specialists took off the blood clog from his brain which allows him to live normally.

Guest (Lou) – 10 months ago

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