

Video:

Write Now! Persuasive Writing Prompts: **Pick an Object**

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

In this Write Now! exercise, you'll pick an ordinary object and create a story about it ... so you can connect with your reader's senses.

Watch this video by Heather Robson, web copywriter and Managing Editor of WealthyWebWriter.com, to see how you can get creative and write about an "object d'art" — bringing it to life through a story. *(Or read the transcript below.)*

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One of the most important things you can learn to do as a writer is to weave stories into your writing. Stories are very powerful. It doesn't matter if you're doing editorial or writing persuasive sales copy.

What they do is, they connect with your reader's senses, and they engage them more fully ... so what you have to write is more memorable.

So the best way to learn to write better stories is to just practice. So here's one way you can do that.

Pick an item. It can be any item — something laying around the house, something you find at the variety store, whatever. You're going to take that, you're going to study it, you're going to kind of hold on to it and you're going to use it.

Then you're going to write a story about a person using that item. So you want to think about: how does it feel in their hands, how do they feel when they're using it, how does it look to them, how do they think it was made, how does it smell, what does it sound like when it drops on the floor. All of those things.

Set a timer for 15 minutes and then write the very best object-focused story you can. Go!

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.](#)

Published: February 22, 2017

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5 Responses to "Write Now! Persuasive Writing Prompt: Pick an Object [video]"

I like the video,it's was very easy to do.Thanks. I will do the object of writing this pick an item.Oh were do I send my writing in it's just for practice? I want you to let me know if it's good or very bad writing?

Lapie192345 – over a year ago

Sunshine flower, it's spring in the air you can feel it against your skin,when it's not raining is going to be a very good morning. Look like they enjoyed the sunshine and not drama made by god he made this world we live in. flower smells like a roses.quiet and peaceful.

Lapie192345 – over a year ago

When he saw the calamondin on the shop shelve he knew he had to have it. It really was love at first sight. Or as much as it can be with a household plant.

He sat it next to the window and then just admired the beauty of it. The dark green roundish leaves, the fruits that were yet to ripen. "Oh my," he thought "You are quite a go-getter. So small but bearing so many fruits already" He smiled, and the calamondin smiled back. The way that only a plant could – by blooming.

Guest (Kendrick) – over a year ago

When she bought the compact GR20 glue gun at the hardware store, she did not realize how easy it would be to finish her gluing projects.

The gun comes in a hard plastic, bright yellow color and is supplied with glue sticks that are easily pushed into the gun to allow for easily application.

The 30-watt capacity ensures the glue sticks heat up quickly to allow them to melt through the narrow metal tip nozzle for precise work.

The black handle has a ratcheting mechanism that makes is easy for her to squeeze out the molten glue at different speeds.

The gun meets all safety industry standards and comes with an auto overheat shut off.

This GR20 gun has been a time saver for her as compared to using regular glue when completing her projects.

Dodi – over a year ago

The girl needs a lamp for her desk. She's in college now and she needs a lamp to light up her room! She looks around the store and finds the PERFECT lamp! It's shiny and black. She realizes that the lamp comes with a lightbulb that can switch colors. Even better!

It also comes with a remote that controls the colors. Blue, red, yellow, green, pink, purple, orange, turquoise, magenta, sky blue, tangerine, violet and white. Not only does she want to use the lamp for study, but for fun as well when her friends come over. She always wanted color-changing lightbulbs ever since she was a kid. Now that she has the money, she can! If you want to be just like this girl, come get your Glow Lamp today! Don't delay!

Leslie Loo – 6 months ago

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