

52 Power Prompts for High Converting Copy

{POWER PROMPTS}

The hardest part of copywriting is getting started. I designed these power prompts so that getting started is no longer a problem for an entire year!

These 52 “power prompts” are meant to guide you through the introduction portion of the six-step system.

Disclaimer: Any of these prompts can be made more serious or playful. The “I” or “we” can be replaced with a happy constituent, staff member, board member or donor. *Just be specific and interesting* when you use them. Really commit to details and get specific about what you’re writing about.

Okay, time to jump in!

- 1) We remember _____.
- 2) We almost gave up when _____.
- 3) We were never so scared as when _____ but then we _____ anyway.
- 4) We’ve never been happier than when _____.
- 5) We are so proud of _____ because _____. (This one is great for profiling a happy constituent.)
- 6) We’ll never forget when we made _____ mistake (and why).
- 7) Our hero is _____ because _____.
- 8) Talk about a great achievement related to a specific donor. *E.g. John Smith realized the power of giving when he heard that his donation helped to fund a new, groundbreaking research study in pediatric glioblastoma, a rare but commonly lethal form of pediatric brain cancer.*
- 9) The best advice we ever received was _____.
- 10) When we can’t sleep, it’s usually because we’re thinking about _____.
- 11) The last person (or thing) we think about before we fall asleep is usually _____.

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- 12) No one ever believes us when we tell them _____.
 - 13) Dear _____, You're already ahead of the game because _____ (in the second blank, describe what having an awareness of your mission does to help change the world).
 - 14) The biggest doubt we hear from _____ is _____. (This should relate to a common donor objection and your job is to turn it around with what you say next.
 - 15) Our most prized possession is _____.
 - 16) Don't tell _____ but we just _____.
 - 17) If we could go back five years, we would _____.
 - 18) _____ was my most memorable teacher because _____.
 - 19) We love _____ because _____.
 - 20) The best advice we ever received was _____.
 - 21) Our favorite season is _____ because _____.
 - 22) Right now, _____ is really bothering us because _____. (This could be a fad, a trend, a current event, etc.)
 - 23) I wish _____ were a word because we use it all the time. (Here is your opportunity to introduce a signature phrase ... bonus points if it eventually ranks on your SEO).
 - 24) If you want _____ done right you've got to _____.
 - 25) Our day doesn't feel complete until we _____.
 - 26) Whenever we eat _____, we are reminded of _____.
 - 27) Our bucket list has _____ items on it. The scariest one is _____ because _____.
 - 28) _____ makes us feel vulnerable because _____.
 - 29) You would never know this by looking at our website, but _____.
 - 30) _____ was a pivotal moment for us because we finally realized _____.
 - 31) My favorite ice cream flavor is _____. Not so much because it tastes good, but it reminds me of _____.
 - 32) Everyone is buying into the myth that _____. Here is why it's wrong.
 - 33) To us, happiness means _____.
 - 34) _____ was really life-changing for us.
 - 35) We used to think _____ but now we think _____. Here's why.
 - 36) Our happiest moment last week was _____.
 - 37) Our scariest moment last week was _____.
 - 38) We are most confident when _____.
 - 39) I ate _____ for breakfast and that always reminds me of _____.
 - 40) My favorite kind of weather is _____ because _____.
 - 41) Our favorite holiday is _____ because _____.

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- 42) _____ is something we'd like to forget forever.
- 43) We can't wait for _____.
- 44) When it all comes down to it, do you ever feel like _____ is really about _____?
- 45) My favorite color is _____. Not because it makes me feel _____ but because it makes me think about _____.
- 46) We just finished watching _____ and now we can't stop thinking about _____.
- 47) The scariest goal we have right now is _____.
- 48) My best friend understands that I _____.
- 49) Today I have to tell you a secret.
- 50) _____ isn't really about _____. Why? Because _____. (This is another great way to address customer objections.)
- 51) We never imagined _____.
- 52) We always imagined _____.