



# *99* **WRITING PROMPTS**

**TO HELP YOU CREATE COMPELLING CONTENT AND  
ENGAGE YOUR 'PERFECT WHO' WITH YOUR PERSONALITY**

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## TO HELP YOU CREATE COMPELLING CONTENT AND ENGAGE YOUR 'PERFECT WHO' WITH YOUR PERSONALITY

In business, **attention** and **engagement** is all-important.

If you can get the right eyes on your written message, you can begin to **nurture profitable relationships**, build your '**know, like, trust factor**', and **drive your sales journey**.

Yes, words are pretty darn awesome. There's just so much you can achieve – when you say the right thing in the right place at the right time of course!

Which leaves a big dilemma... '**WHAT ON EARTH SHOULD I WRITE ABOUT!**'

Now if this question is frequently on your lips, fear not. You're **not alone**. In fact this is a common challenge for even the smartest business owner.

The good news is there's a very easy answer. If you want to write engaging content, you simply need to reveal a little more of YOU!

Here's the thing...

When you help and share the answers your audience wants, you'll hook them in. But information alone isn't enough to make them loyal and entice them back for more.

Instead, you need to forge a stronger bond and the easiest way to do this is through **personality rich content**.

Let me explain...

Information is in abundance. It's so easy to discover the knowledge and ideas you need... you just Google or go ask on social.

But with so much choice, how does your perfect WHO decide *where* to invest their attention?

As you know, it's our natural instinct to listen to and buy from people we know, like, and trust. And when you share yourself in your communication, you'll make it easier for your audience to feel an affinity with you.

And that's why most of these prompts encourage you to take inspiration from your everyday. Of course, you need to weave in a business message too – otherwise you'll just engage in idle chitchat that might do wonders for your friendships, but nothing for your bottom line!

**(N.B. Watch out for my follow-up emails, as I'll share a structure to show you how to do this).**

But for now, **print out your 99 prompts**, pop them somewhere you can see them, and let your creative juices flow.

It's time to get your message and your personality 'out there'.

Georgina

**P.S.** Remember to keep your conversation going... If you're silent, your perfect WHO will go elsewhere and a competitor will be more than happy to pick up where you left off.

# *99 writing prompts* FOR CREATING PERSONALITY RICH CONTENT

PSSSST... REMEMBER TO PRINT THIS OUT AND KEEP IT HANDY

(And then every time you want to write with personality, you needn't start from scratch)

1. A fresh **insight**
2. Some **feedback** you received
3. Something you **read**
4. Something you **watched**
5. Something you were **told**
6. Something you **bought**
7. Something you **felt**
8. A big **breakthrough** you experienced
9. A **hard decision** you had to make
10. A **family** matter
11. Something **that irritated or infuriated** you
12. A **rant**
13. Something from the **news**
14. Something that's **good** right now
15. Something that made you **think**
16. Something that made you **laugh**
17. Something that **changed you**
18. Something that **made you cry**
19. A **regret**
20. Something your kids, partner, loved ones, friends, colleagues, staff, clients, pets did
21. What you're planning for your **holiday**
22. Something **new** that you've tried
23. An **experiment** you're running in your business
24. Something **out of your comfort zone**
25. Something that made you **feel grateful**
26. Something **uplifting and inspiring**
27. Something **embarrassing**
28. Something you spotted on **social media**
29. Something you **owned up to**
30. A **flashback** of a time gone by
31. Something that made you **reminisce**
32. **Nostalgia**
33. Something that made you feel **proud**
34. The **song** you can't get out of your head
35. A **discussion or a conversation**
36. Your **favourite thing**
37. Something you **created or made**
38. Something you **remembered**
39. Something you **witnessed**
40. Something you **love**
41. A situation where you **changed your mind**
42. **An opportunity** – whether unexpected or intentionally created
43. Something related to **celebrity culture**
44. Something beautiful from **nature**
45. What happened on your day off
46. A milestone you've been through – e.g. a birthday, anniversary, kids starting school
47. A **conversation** you had (or overheard)
48. A **true story**
49. What made today (or yesterday) **memorable**
50. About a topic you're **passionate**
51. An unexpected **delivery or gift**
52. A **quote** that inspired you
53. Something you have **strong views** about
54. What you were doing this time **last year**
55. A **disaster** that happened
56. A disaster that nearly happened
57. An event that **shaped who you are** and what you do
58. Take a stand
59. The **worst meal** you ever had
60. A **cooking disaster**

61. An **observation** you've made
62. A time you had to **swallow your pride**
63. A **tradition or ritual** that forms an important part of your day-to-day
64. Something you couldn't live without
65. A moment of **victory**
66. A **commitment** you've made
67. Something you **want**
68. A **goal** you're aiming to achieve
69. A **storm in a teacup**
70. A time you were **dumbfounded** or lost for words
71. About a **journey**
72. About a person **you just met**
73. A time you were **terrified**
74. A time you were **blessed**
75. A bad situation that **turned out for the best**
76. Something you're **procrastinating** over
77. A **bad habit**
78. Something interesting about your **desk/office/workplace**
79. **Last night's dream**
80. Something **you used to do**
81. Something that you want **your audience to achieve**
82. Something inspired by a **photograph**
83. The **view** outside your window
84. Something about **relationships**
85. Something about **survival**
86. Your **big WHY** – what drives and motivates you
87. Snippets from **your backstory** – why you started your business
88. An **incident** from a café, restaurant, or bar
89. An **encounter** from your day
90. The **biggest lie** anyone told you
91. Something about your favourite **comic book** hero
92. **Something new** you've discovered
93. Something about your **favourite sport**
94. Something about your **'bucket list'**
95. A **dilemma** you dealt with
96. About **someone you admire**
97. Something that's **coming soon**
98. A **superstition** you have
99. A **frustration** you have about your niche

WHAT WILL YOU WRITE ABOUT  
TODAY...

