

RADIOCOPYPASTE

THE **STRESS** ISSUE

#01, May 2024

Ink & Inner Peace:
Is It Okay to Keep Some
for yourself?

The Dark Side of Stress:
10 Ways to deal with Daily
Stress in Radio

Copy Brief Grief:
4 examples of the worst
briefs you have seen.

**Write Your Way
to Wellness:**
5 Top Tips to Recover

Stress-Free Copywriting:
Our Word Monkey's Opinion on a Life in Balance.

This Issue's industry COPY VAULT focus: **Carpet Cleaning**

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The prompts for these images are given at the end of this issue.

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Next issue, depending upon responses, we will look at keeping this service cost extremely low for everyone.

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BONUS MATERIAL:

Inside this issue there is references to **BONUS MATERIAL.**

Each of these pieces is to be found at the Radio Copywriters website, in the: **RADIO COPY PASTE MAGAZINE** section.

Access to this bonus material will not be blocked behind passwords or a paywall.

EDITORIAL:

Welcome to our very first issue of RADIO COPY PASTE, this issue we are focussed on STRESS... why?

Because it is a stressful world, we work in, especially these days.

From stressful workplaces, doing a job that is full of stress... to trying to please clients, salespeople, management, and meet deadlines, and so on, and so forth.

As Radio Copywriters we need to know how to deal with that stress and most of us are never taught how to do so when we start in the industry.

It's a tough ask of anyone to stay sane, and un-stressed. That's why our Word Monkey (*the least sane person we know*) steps in to share his VERY sarcastic tips.

Plus, we look at one woman's story dealing with crippling anxiety and stress. Then her journey out of it.

Read some truly horrible Copy Brief examples that may shock you – but maybe not – and if you have some on hand that you would like to share, please send them in.

We also throw down the gauntlet (it's a 4-line copy-brief) to 2 copywriters on opposite sides of the world and see what they come up with.

We have quite a few inspirational writing prompts to give your mind a kick to help write that tricky script, or at least trigger an idea.

Some other departments in the radio industry also share their thoughts on this issues topic of stress – and how they deal with it. (*You may not have thought of their stress levels if you only work as a Copywriter at your station.*)

There are many other useful pieces of information included too for us old school Copywriters, or if you are a newbie to the field.

Enjoy this first issue of our tri-monthly magazine (that's 4 big bumper issues every year), and thanks for joining us on the start of this journey. If you have any suggestions along the way – reach out and let us know.

From the Editorial Team.

THANKYOU'S: *Nothing like this is ever created in a vacuum, and the following people are to thank for this issue coming together...*

EDITORS: EARL (AUSTRALIA) – Copywriter & Promotions, DAISY (AUSTRALIA) – Freelancer Copywriter & Promotions, BRIAN (CANADA) – Sales & Promotions, TOR (SWEDEN) – On-Air & Copywriter.

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A huge thankyou to each and every single one of you.

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INK & INNER PEACE:

Why it's Okay to keep some for yourself.

When it was suggested I write this article, I brainstormed how we copywriters could “bolster our mental fortitude” and “re-discover our love” of writing for work and personal projects.

Well. It didn't take long to see that this ‘reignite your passion’ stuff is geared towards people who actually have something left in the tank.

Sure, you can:

- Do a workshop.
- Read articles.
- Or Listen to a podcast or two.

Those are valuable tools, absolutely.

But if you already don't want to write, then you sure as hell don't want to READ about writing.

Do you?

So, when you're feeling stuck at rock bottom and those above measures feel unreachable... I have one piece of utterly bitch-basic yet oh-so-effective advice for you.

It's not a fix, but it's a step towards topping up the tank.

Ready?

Brace yourself...

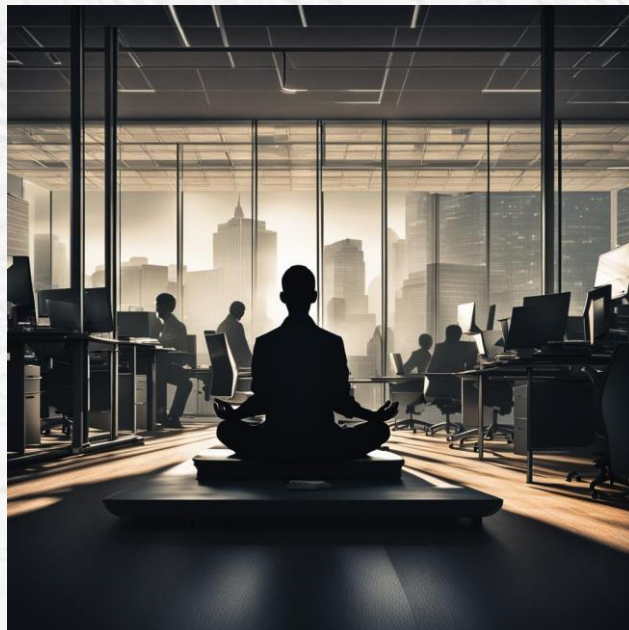
It is okay to keep something for yourself.

Some...what?

Some of anything... Some of everything.

Maybe you already give every script your ALL, every time... Start there.

Take back 20 percent of that passion and creativity... and keep it for yourself. 80 percent brilliance is still bloody brilliant.



Maybe you throw not one or two, but THREE creative scripts at a client. Knock that down to two... or better yet, I bet you can nail it in ONE.

Maintaining an above-average performance will take an above-average toll on you. Don't punish yourself with stupidly high standards all the time. Remember: Good enough is good enough.

You want to have passion and energy and life left over so that you can pursue the things that bring you joy. If you keep saving that 10 percent here, and 20 percent there... eventually you'll find yourself with 100 percent in the tank once again.

At the end of the day, a job is a job: sometimes you will love it, others... well, you'll read some of the anecdotes in this edition and see.

You have it in you to keep going, whether that's pen in hand or chasing coin in another way. Do what you need to do so that you have some of YOU left over at the end of the day. It's ok to keep some for yourself.

*** DAISY**

I work at a radio station, smack in the middle of the USA, and (as a young woman dealing with stress and anxiety since an early age) I had some coping strategies before I started in radio, but it appears, I did not have enough.

Stress and anxiety affect both my body and my mind in different ways, including these symptoms which vary in intensity and duration.

- * Dizziness
- * Severe muscle tension
- * Nausea
- * Trouble sleeping
- * Anger
- * Headaches
- * Increased sweating
- * Feelings of being overwhelmed
- * Restlessness
- * Major changes in appetite
- * Increased heart rate

My anxiety symptoms included:

- * Feeling nervous, restless, or tense
- * Having a sense of impending danger, panic, or doom including feeling the room closing in and crushing me
- * Rapid breathing (hyperventilation)
- * Sweating
- * Trembling
- * Feeling weak or constantly tired

I list these so others can identify with them and hopefully seek help like I did.

What Happened?

After many, many months of trying to cope with everything by myself, I had a particularly hard day behind the microphone with equipment failures, then... dealing with clients who were (let's say) extremely difficult.

I went home alone, exhausted, fragile, and contemplated ending it all. But I eventually curled up on my kitchen floor and cried myself to sleep.

THE DARK SIDE OF STRESS AT WORK

A very personal tale of dealing with work pressures, coping with trouble on-air, and difficult clients.



The next day I took the plunge.

I opened up about what I was going through with my direct line manager.

They told me to seek help, then they gave me the contact details for a doctor they knew, who dealt specifically with stress and anxiety.

The process took a while, but I ended up having 4 ways to deal with the daily pressures I faced.

Medication

Initially I was offered some very heavy medications to have a quick effect. Ask your doctor about the side effects of each one and

find the one you think you might be able to live with – then try it.

Some didn't work at all, some worked too well. All I can say is talk with your doctor, find out what works for you and doesn't leave you feeling flat, or hyperactive.

The antidepressants that worked for me were benzodiazepines, they calmed me down and still allowed me to work a full day without feeling exhausted.

My doctor was adamant that this was only a temporary fix, and it was, after a couple of months I was off this medication and onto something gentler and more natural.

The Journey

It has been 2 years of ups and downs, how I got there is laid out below.

Have a plan and stick to it every day.

Hopefully this article will help to get you back on your feet too.



-- = --

PREPARING FOR SUCCESS

1. Thoroughly Research Your

Material: Ensure you are well-prepared and knowledgeable about the content you will be presenting. Familiarize yourself with the topics, guests, or news stories will help you to feel confident and in control.

2. Practice Visualization: Use positive imagery to visualize successful broadcasts and confident speaking before going on-air. Imagine delivering your lines smoothly, engaging the audience, and handling any unexpected situations with poise. This was hard for me, but worth the invested time.

3. Practice Deep Breathing: Engage in deep breathing exercises to calm your nerves and regulate your heartbeat before going live. Before every show I took a few minutes to inhale deeply, hold, and exhale slowly, I now do this before every meeting with clients too.

-- = --

SHIFTING YOUR MINDSET

4. Shift Focus to the Audience: Redirect your energy from self-concern to focusing on delivering a message that engages and benefits your audience (on-air and in-person). Remind yourself that your role is to inform, entertain, or connect with the listeners.

5. Channel Nervous Energy Positively: View upcoming activities positively. This can help to harness nervous energy and improve your performance. Reframe your anxiety as excitement and use that energy to bring more enthusiasm and energy to your delivery. This helped me enormously.

6. Practice the Task: Run through your presentation or your show beforehand to demystify the process and identify areas for improvement. This will and does help you to feel more in control and less anxious.

---=---

COPING STRATEGIES

- 7. Listen to Music:** Listen to music that induces positive feelings or reminds you of happy moments to calm your mind and body. Create a playlist of uplifting songs to listen to before work each day, and during work hours.
- 8. Talk About Your Feelings:** Share your concerns with someone you trust, such as a colleague or mentor, to promote a more open culture of support in dealing with work-related stress. Verbalizing your thoughts can help provide perspective and coping strategies.
- 9. Get Fresh Air:** Take short breaks outside to reset your mind, steady your thoughts, and enjoy a moment in nature if possible. Even a few minutes of fresh air and a change of scenery can do wonders for reducing stress. I walk every time I take lunch and take regular breaks outside.
- 10. Arrive Early:** Aim to arrive early for meetings or an event (especially when you are working remotely) familiarize yourself with the environment, visualize the process, of set-up and this will help to reduce last-minute stress. You will also feel more in control and less rushed when it's time to go live.

---=---

I hope that these strategies help you like they did me. It is a process, and without help I wouldn't have made it.

If it hadn't been for my doctor, my therapist, my family, my manager, and my friends outside of work, including those on-line, you all helped me in one way or another in the hours where the night wouldn't end and when the days seemed endless and dark.

For that I thank you all. Peace and Love.

* LAUREN

IF YOU ARE DEALING WITH THE SYMPTOMS COVERED IN THIS ARTICLE - WE ENCOURAGE YOU TO START LOOKING FOR HELP NOW!

Don't wait.

Talk to your doctor.

Look up the health services available in your country and put a plan into place to seek help sooner rather than later.

Your doctor will help with the suitable treatment options available in your area, from referrals to other professions, to general advice about taking care of yourself, your body, and your mind.

Please do not delay.

If you work with someone you suspect may be suffering from stress and anxiety. Take the time to talk and listen to them.

We all need help and support from each other.

(A MESSAGE FROM THE EDITORS)

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THE WORD MONKEY SAYS: STRESS FREE COPYWRITING Is it possible? & Keeping your life in balance?

There are always 2 of everything in radio copywriting. Let me prove it to you.

There are 2 types of Jobs: there is a good job (that is always the job that's been given to another copywriter) or a bad job (the job that has been given to you – or thrown at you).

There are 2 types of Copy Briefs: There is the one given to the other copywriter which has all the facts, details, contact numbers, and a thought-out plan of what the client wants – including start and stop dates that are in a week or two's time.

And then there's the Copy Brief you got which has some barely decipherable line of text, and the business name... you think? And it's written on what could have been a napkin, at one time (you hope).

There are also 2 types of clients: A good client (the one that the other copywriter has that says "do whatever you want, I want something creative and I'm not going to change what you suggest as you are the professional, I trust you").

Or the bad client (the one who needs the script written today as they leave to go on a 4-week holiday tomorrow, and the campaign starts 2 days after they leave, and finishes before they come back, and then you just know that they will say after it finishes "but radio advertising doesn't work").

And there are 2 types of stress...

The stress you put yourself under to finish the latest job because it is almost perfect, you think to yourself "I can just feel that I am almost there".

And the stress from others, of artificial deadlines that has been created by a sales rep giving you details late in the day, like

yesterday at 10 to 5 - when I was thrown a Copy Brief (which looks like it was written with crayon, and you are sure that there is chocolate sauce on there too – at least you hope it is sauce) as the sales rep ran out the door, and by the way - the client needs to approve it today because they need it to start on-air tomorrow morning and if they don't shift their stock they will close their doors in a week... so yeah... that kind of stress.

How you deal with that stress says a lot about you.

Personally, I think that there are 2 ways of dealing with it.

You can be blasé and say, "Well I've done the best I can, using all of my skills as a Copywriter with years of experience, and I am sure that the client will benefit from my insights and the reasons as to why I have done what I have done."

Turn off your computer and go home happy in yourself knowing that all is right with the world.

Or you can turn it over and over in your mind, for hours, and days, and weeks...
...contemplating killing the client in a myriad of ways, meanwhile plotting to make it look like the sales rep did it. *[Editor - Don't do this, please!]*

Or write 6 different versions of the same script, while drinking from that half bottle of scotch (Glenfiddich of course) in the bottom drawer of your desk (even though it is for emergencies only, and if this isn't an emergency than you don't know what is).

And yes, you know that drinking isn't good for you, but seriously, what is these days?

After all, nothing matches that single malt caramelly butterscotch, cream, malt and subtle oak flavours, its heavenly goodness, and amber colour, warms the inside of your mind... *ahhh...* Sorry, umm, where was I?

Stress, that's right, stress...

All I can suggest as a Word Monkey with over 40 years' experience in dealing with reps, clients, management, 'talent', and producers, is 2 things:

1. Offer them a drink of your Glenfiddich (*on second thoughts no - keep that for yourself. I mean, keep it for emergencies.*)
2. Do what every other copywriter does. Do the best you can with what you have got, then look for a job outside the industry - or at another station.

But seriously, the standard... 9 Steps to dealing with that immediate threat is to:

1. Date-sort your scripts, do them by date order (or odour if they have that chocolate sauce stuff on it).
2. Then prioritise what needs to be done today, forgetting everything else.
3. Do ONLY that job that requires to be done, to the best of your ability, while not thinking about anything else, like family time you are missing out on, food, personal hygiene, etc.
4. Send that sucker off to the client for approval.
5. Make the changes that this type of client will always make, do it the way that THEY want, not what you would normally recommend - and say that in an email - that way there is a record of you saying that you know it won't work if it is done like this.
6. Then eventually, kick it to the curb (i.e.: send it to production) when it is finally approved.
7. Finally, turn off the lights and leave for the day. Those other lower priority scripts are for the 'Tomorrow

Copywriter' to deal with, the 'Today Copywriter' needs to clear their head, and not think about tomorrow.

8. Try to do something NOT related to the industry, and if that means have a drink, then fine, have ONE! Then relax with a good book, a movie, watch something where there are no commercials of any type because after the day you just had, when you see someone else's work - you will kick yourself when a line suddenly occurs to you 'that' would have been perfect - and who needs that kind of stress! Or go for a long walk.
9. Try to get as much sleep as you can, then tackle tomorrow, tomorrow!

Finally, my last bit of advice when dealing with stress at work - is talk to your other copywriter friends, colleagues, and online social media buddies.

We have all been there and dealt with 'those' types of problems.

Try not to let them get to you, and if it does - seek help - not at the bottom of a very nice scotch, but some professional advice - or at the very least - look for another job.

Stress free copywriting? Does it exist? Not in my experience. You get days of no stress, hours full of stress, and minutes that are stressful, it's the way that you deal with it that makes all the difference.

Can you keep a healthy work life balance? Yes you can, but only if you don't work as a Copywriter. Seriously you can, but you have to work at it and not expect it to just happen.

Until next time, as this Word Monkey always says... *2 things will solve every problem...*

"Be excellent or flinging excrement."

Eventually one of those will work and make the stress of those problems go away.

- **WordMonkey**



WRITE YOUR WAY TO WELLNESS

By Earl Pilkington

Firstly, let's get started with a couple of gross generalisations about us Copywriters as a group that I have observed over the years...

1. We all appear on the ADHD spectrum in one way shape or form.
2. We deal with stress every single day we are at work with daily deadlines.
3. And we like to write.

And YES I truly believe that there really does seem to be a connection between copywriting and ADHD (Attention-Deficit/Hyperactivity Disorder) as can be seen below:

In a LinkedIn post by [Carly Hall-Simms](#), she highlights how her ADHD "supercharges" her copywriting abilities, giving her advantages like creativity, hyperfocus, multitasking, empathy, and adaptability.

And in another article on LinkedIn by [Casey Bowers](#), Casey discusses the personal struggles he deals with, with ADHD, and as a copywriter, including challenges with focus, time management, and burnout. However, he also acknowledges that ADHD has benefited his career in some ways.

[The Reddit thread about being 'on the spectrum' thread](#) asks the copywriting community if there is a perceived link between copywriting and neurodivergent conditions like ADHD.

And there is a very, very interesting podcast interview with copywriter [Konrad Sanders](#) and it explores how he navigates running a creative agency while managing his ADHD.

The fact is that the fast-paced, creative nature of copywriting may actually attract those who have, and also benefit those with - ADHD.

So, I suggest that we learn to utilise it, own it, and make it work for you on a daily basis.

After All, Writing is a Transformative Journey!

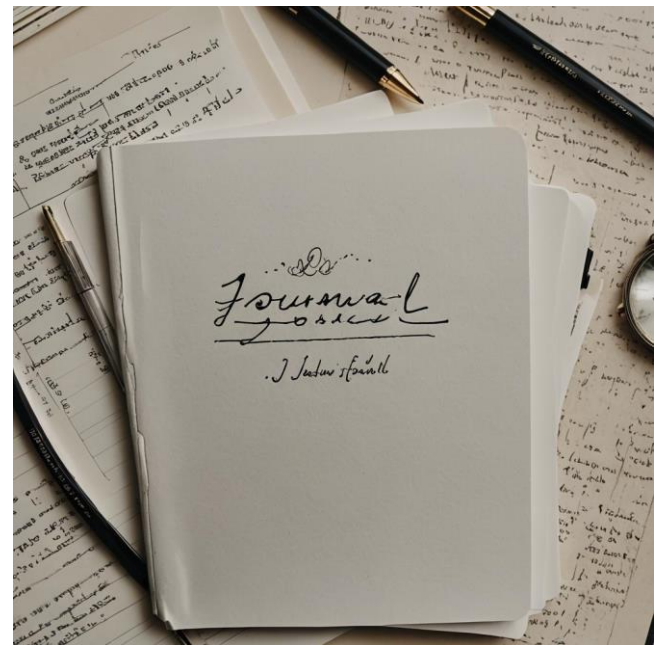
Writing can be a powerful tool for personal growth, self-discovery, and overall well-being.

I have lost count of the times that I have written a line in a script and thought to myself...

"My god! Where did that come from – I LOVE IT! I have to keep a copy of that for my files."

I have even had times when I have heard a great line, read an inspired script, listened to an amazing radio ad and it has changed something in me.

Therefore, in my opinion, yes – absolutely you can write your way to wellness:



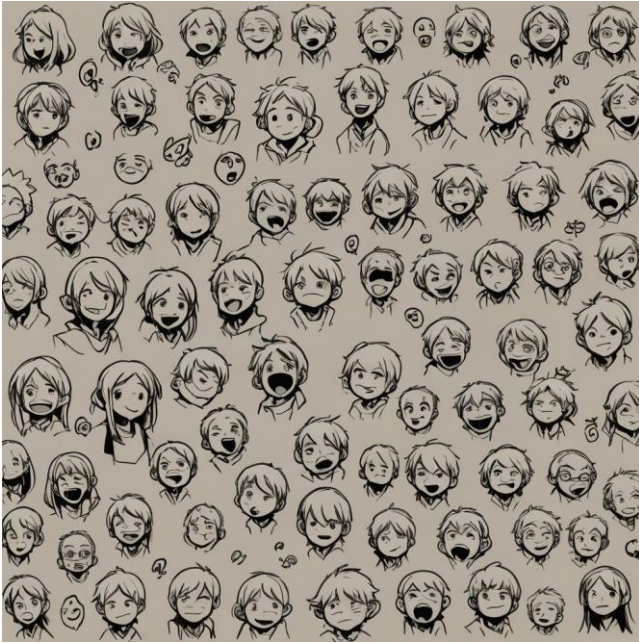
Journaling for Self-Reflection (and use)

Keeping a regular journal can be a transformative practice.

By putting your thoughts, feelings, and experiences down on paper, you can gain valuable insights into yourself.

Reflect on your emotions, explore your inner landscape, and uncover patterns or areas for personal development.

It will also help you to discover your likes and dislikes, improve your writing skills, and more importantly – become a rich source for you to write ad copy from.



Expressive Writing for Emotional Release

When you're feeling overwhelmed or struggling with difficult emotions, expressive writing can be a cathartic outlet.

Write freely, without worrying about grammar or structure, and let your words flow.

No matter how you do it – on your phone, in a journal, on a scrap piece of paper, in a notebook... no matter how you do it – as the classic Nike slogan says... "Just Do It!"

This can help you process and release pent-up emotions, leading to a sense of relief and clarity.

You'll discover words, terminology and phrases that encapsulate how you feel – and its useful to know how your brain works when dealing with those different emotions and feelings.

If you need a muse, listen to audio books.

A subscription to Audible or other audiobook service will serve to inspire you – IF you listen to things you would normally never read.

Never read a biography? Listen to one.

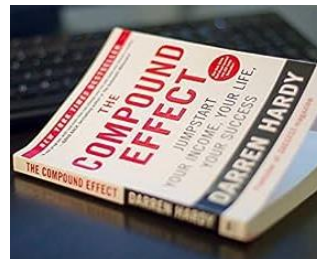
Never read crime fiction or non-fiction? Listen.

I have found some truly inspirational, emotional and pivotal language to use hidden within the depths of unusual audio books.



Gratitude Journaling for Positivity

I found this idea in, of all places, a business motivation book. I urge you to get a copy of *Darren Hardy's* [THE COMPOUND EFFECT](#).



It is well and truly an amazing book in itself, but the idea really does help you as a writer, as a copywriter, and as an individual.

How?

Cultivating a daily gratitude practice can have a profound impact on your well-being and mental health.

Take a few moments each day to write down things you're grateful for, no matter how small.

From the today's weather, to what you are grateful for that your partner or spouse did for you this morning, the music you listened to, to art you have seen, people you have met, actions you did or witnessed.

Get the idea?

This shift in perspective can help you focus on the positive, boost your mood, and foster a greater sense of appreciation for the best things that are going on already in your life.



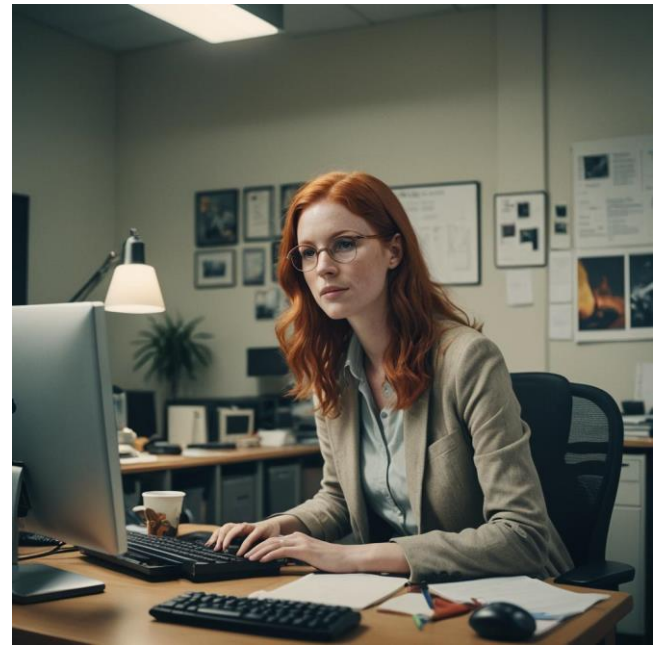
Narrative Writing for Self-Understanding

Crafting personal narratives, whether short stories or longer memoirs, can be a powerful way to make sense of your experiences and gain a deeper understanding of yourself.

Almost every copywriter I know has had a book in them that they are writing, just about to start writing, or want to write – the thing is – if you don't do it – it won't help you.

Start writing for yourself outside of work – it WILL help you re-discover your writing passion!

By exploring your life through the lens of storytelling, you can uncover hidden meanings, find closure, and gain a fresh perspective on your journey.



Therapeutic Writing for Healing

In some cases, writing can be used as a therapeutic tool to address specific challenges or traumas.

From facing lifelong struggles, to daily stress, issues around your anxiety or a deep seeded disturbance in your life – writing, helps.

You may have to use different outlets, or techniques like letter writing, poetry, or even dialogues with your inner self.

Engaging in this type of writing could help you process difficult emotions, work through personal issues, and can promote healing.

IN CONCLUSION:

Remember, the key to writing for wellness is to approach it with an open mind and a willingness to explore.

Experiment with different writing styles and techniques, see what resonates with you.

The simple act of putting pen to paper (or fingers to keyboard) can be a transformative and empowering experience on your path to greater well-being.

Try it, you'll be writing better, thinking clearer, and discovering more about yourself in no time.

* EARL

HEAD-TO-HEAD: 2 COPYWRITERS, 1 BRIEF...

YOU VOTE ON WHO DID IT BETTER ONLINE AT: RadioCopywriters.com

See the full brief our 2 Copywriters were given at our website under the ISSUE 1 BONUS MATERIAL.

SCRIPT 1: 30 sec

((NOTES: Warm Friendly Female voice 25+ alternating between the FVO and SFX - which tell the story - No Music))

“Translating Max the dog...”

((SFX: DOG SAD WHINES))

“I am sad, you haven’t taken me to <BUSINESS NAME> this week!”

((SFX: KEYS JINGLE, HAPPY DOG BARKS))

“I am happy, are we going to <BUSINESS NAME>?”

((SFX: DOOR CLOSING, PAUSE, DOG STARTS TO WHINE))

“I am very disappointed...”

((SFX: SHORT SHARP BARK))

“I will teach you...”

((SFX: DOG GROWLING, VARIOUS CRASHES, RIPS, TEARS, BARKS & RUNNING AROUND AS DOG DESTROYS HOUSE... PAUSE... DOG RUNS AWAY, CAR PULLS UP, KEYS JINGLE DOOR OPENS))

“I’m Back! <BUSINESS NAME> had some new flavours of Jerk-ees... MAX!!!!!!”

((SFX: SAD DOG WHINE))

“Spoil your dog with something from the range of Jerky’s for dogs from <BUSINESS NAME>... <STREET ADDRESS>, or search for our socials.”

((SFX: SHORT HAPPY BARK & PANTING))

“Just tell them you are going to <BUSINESS NAME> first!”

SCRIPT 2: 30 secs

((NOTES: Light, bright summery music bed - FEMALE voice 30ish with English accent if possible))

Some of the best dog names... ever...

Droolious... Pugsly... Sherlock Bones... Mary Puppins... Big Dawg... and... Little Empress Choo Choo.

THE best treats for all dogs can be found at <BUSINESS NAME> on <STREET NAME>.

Spoil your puppy ‘wuppy’ with a treat from the wide range of Real Jerky’s, there’s chicken, beef, and every flavour in between.

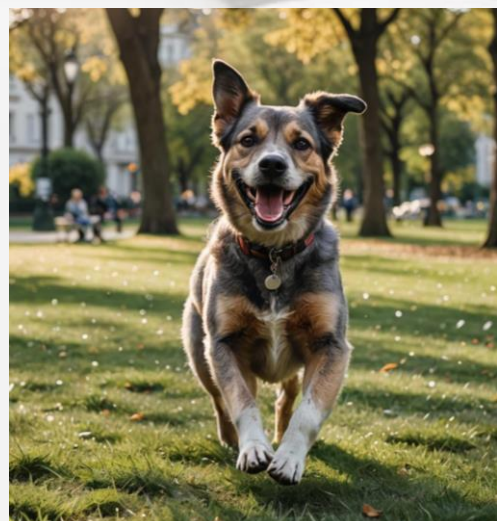
<BUSINESS NAME> are <TOWN NAME> newest dog destination!

With fun accessories and a huge variety of treats.

<BUSINESS NAME>, <STREET ADDRESS>.

Make sure to search our social media.

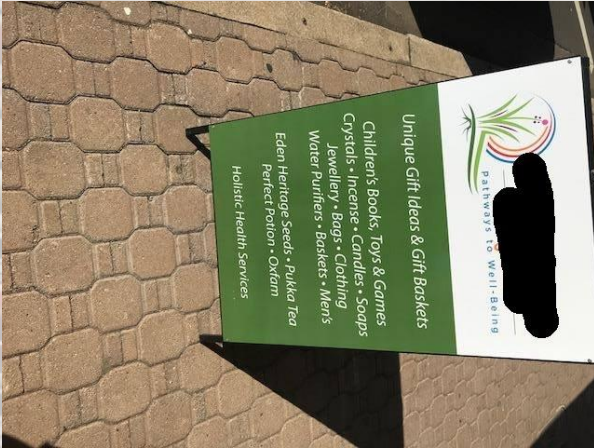
((SFX: HAPPY SHORT BARK))



COPY BRIEF GRIEF

Have a photo example of bad copy briefs? Then please share them with us. We will blur client names and give you photo credit or keep it anonymous if you request.

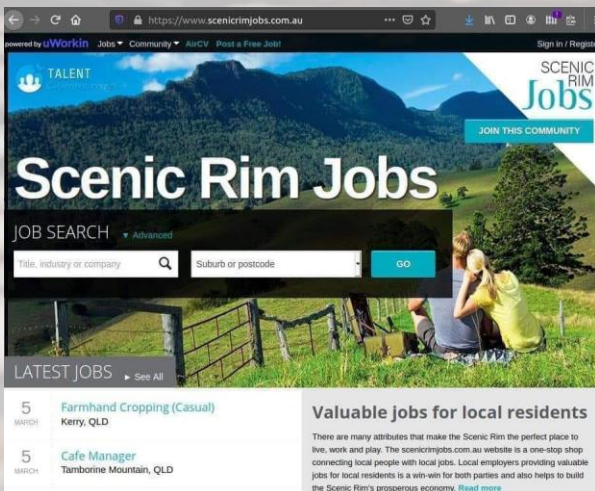
1. SEE PHOTO ATTACHED.



This is in the original orientation, as sent by phone from the sales rep to the copywriter, with the message "see photo attached".

(Photo Credit: Anon)

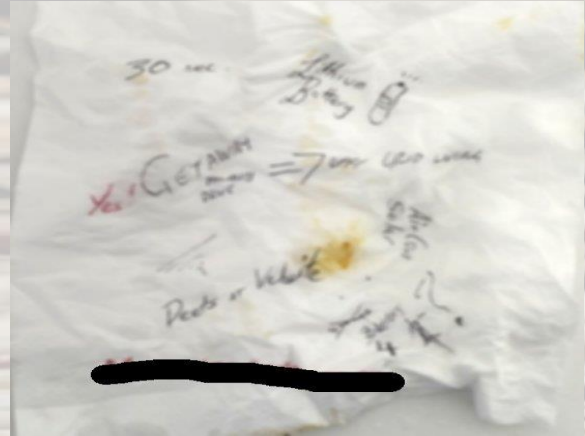
2. YOUR BUSINESS NAME IS WHAT????



Write a script for an employment agency, that should be easy... What is their name? Did they SERIOUSLY not run that name past anyone under the age of 40? They have since changed the name of the site.

(Photo Credit: Anon)

3. WRITTEN ON A NAPKIN?



This sales rep was at a very, VERY expensive lunch with the client, and YES, this is what they sent to me... it is very, very blurry! Can you read it? I couldn't!

(Photo Credit: Earl Pilkington)

4. BE CREATIVE WITH THIS BRIEF? SURE... BUT ITS ONLY 4 WORDS LONG!



The sales guy was so impressed that he managed to land his biggest client ever, he sent me a text saying this, then expected me to write a script based on that.

(Photo Credit: Earl Pilkington)

SCRIPT VAULT: CARPET CLEANING

Script 1: GENERIC STEAM CLEAN

Duration: 45 seconds

Word Count: 120 *(with phone number)*

Want a clean smelling home without germs?
Or ground in dirt on your floor surfaces?

Call the steam powered team at <BUSINESS NAME> who will steam clean the floors of your house leaving them clean, germ and dirt free.

We will even include booties for you and your family to wear while your floor dries.

Steam cleaning uses less chemicals, leaving less residue and a barely noticeable smell.

<BUSINESS NAME> deliver on this promise and guarantee you'll be happy with their service or your money back.

Contact <BUSINESS NAME> today on <PHONE NUMBER> or book anytime via their website <WEBSITE NAME HERE>.

That's <PHONE NUMBER> or see <WEBSITE NAME HERE>.

<BUSINESS NAME> the home of the money back guarantee for steam cleaning your floors.

Script 2: STAINS SO BAD

Duration: 15 seconds

Word Count: 45 *(with phone number)*

Spilled some wine? Dropped some food?

Pets made a mess? What should you do?

Carpet? Upholstery? Tiles or Linoleum?

Are they stained so bad that they make you mad?

Call <BUSINESS NAME> for fast stain removal, call <PHONE NUMBER>.



Script 3: PIGLETS

Duration: 30 seconds

Word Count: 80 *(with phone number)*

Do your family treat your home like a pig sty?

((SFX: UNDER NEXT LINE: PIGLETS SNORT, RUN, BREAK, SPILL))

What with spills, accidents, wear, and tear...
...and, nope that's enough! OUT!

((SFX: PIGLETS SQUEAL))

You need <BUSINESS NAME> steam cleaners!

We don't vacuum and shampoo like the others, we steam clean your carpets using gentle on the surface and on the nose cleaners to get deep down to the pile. Steam clean results you can really see.

<BUSINESS NAME> can save your bacon.

((SFX: PIGLET SQUEAL))

Call <PHONE NUMBER HERE>

CLASSIC COPYWRITING FORMULAS:

THE 1 - 2 - 3 - 4 FORMULAE FOR PERSUASIVE AD COPY

This formula is very simple, very easy to write to. But sometimes, occasionally, it trips people up because they forget to include the final step:

1. What I've got for you?
2. What it's going to do for you?
3. Who am I?
4. What you need to do next?

This basic four-question formula builds the foundations for most of copywriting formulas (which is why we are starting with this one).

Or to put it another way:

After telling the story and explaining the benefits, you then get to sell the listener on the authority of the person doing the sell... That is:

Who are you and why should someone listen to you?

Explain that part well enough, and you can breeze to the call-to-action in the final step.

Examples:

"Need tickets to tonight's concert? Impress your friends with front row seats, listen to <STATION NAME> for your chance to win!"

-OR-

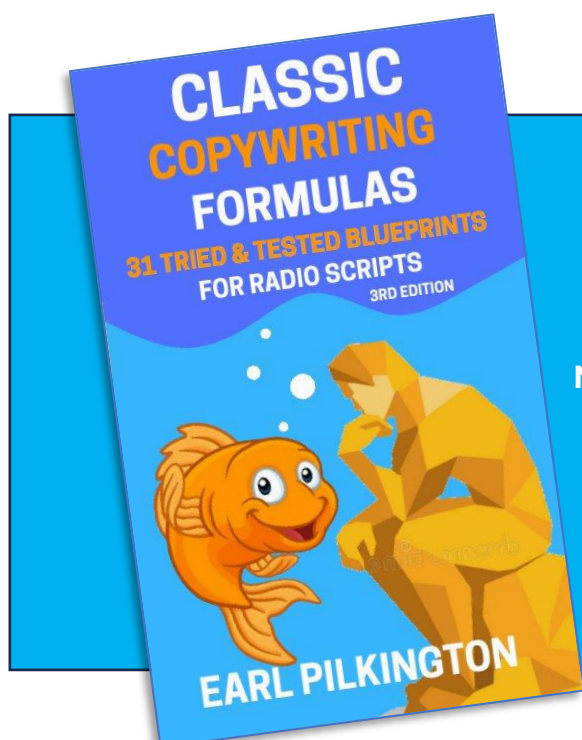
"Seclusion, privacy, and an oasis in your busy world. You'll be more relaxed, and so will your family. Call <BUSINESS NAME> to see this incredible home, by appointment only."

-OR-

"Raise the bar and raise your standards at <BUSINESS NAME> Bar and Bistro. Book your table now for our 'Wednesday Night Family Friendly Comedy Night'. Call <PHONE NUMBER>"

-OR-

"Planning to get away these holidays? When was the last time you checked your tyres and brakes? Call <BUSINESS NAME> and book in for your free, no obligation inspection and report. Make the holiday getaway a safe one."



**DOWNLOAD YOUR FREE COPY
OF OUR CLASSIC COPYWRITING
FORMULAS BOOK,
AVAILABLE NOW.**

**NO EMAIL OR SUBSCRIPTION REQUIRED,
THIS IS A TOTALLY FREE,
NO STRINGS ATTACHED E-BOOK.**

Download your copy today at:

www.radiocopywriters.com

WRITING PROMPTS

Use these prompts to stimulate some ideas, generate a conversation or steal them to write a clients commercial script from.

- Use 10 words to describe the product you are writing about. Then pick 1 that you cannot use and write the commercial based on the fact that you cannot use that word.
- Write a short 4-line poem that describes the benefits of using the clients product or service.
- Use the company tag line and find a creative way to include it in a conversation.
- Use the first three quarters of a commercial to only play music or use sound effects to sell the product or service, then the last quarter to tell the listener about it.
- Create a word that doesn't exist and use it as an adjective to describe the clients business or product/service.
- The V/O artist is the lamest superhero ever, and they have to use the clients product to their advantage, what is it?
- Using stereo to its greatest advantage, have the clients normal style commercial on your left-hand side, and a listener commenting on the right-hand side (care must be taken that the two voices don't cross over too much and block the other voice out). The same can be done with surround sound commercials with someone talking behind the listener.
- The V/O artist can't say the clients name and every time they try a sound effect is played. How is the name said?
- You have to say the clients name as many times as you can in a commercial script, but not the business name.
- The V/O artist is a villain, and they are telling us why you shouldn't use a clients products or services.
- Using 5 random items your V/O artist is trying to barter their way to purchasing a clients product or service.
- The V/O artist is a detective trying to solve a mystery, but first they need to use the clients product or service.
- Create a list of generic terms for the clients business product or service, you are not allowed to use them in the commercial script.
- Using specific colours, describe a clients product or service.
- Suddenly a client becomes world famous for their product or service, winning award after award in every country in the world, what are their speeches like in each country?
- The V/O artist is trapped inside the clients product, they tell us all about it.
- Write the shortest possible commercial script, the V/O artist leaves. Then leave a long gap in the script, as long as you can, before your voice artist comes back and tells us about what they experienced at the clients business.
- Write a script that does not allow you to use the same word twice, except the company name.
- Every sentence must end with an exclamation mark, or a question mark.
- Every sentence in the script must have 6 words maximum.
- Every sentence in the script must start with a number, either counting up or counting down.
- One voice says they are cursed, the other has good luck, how do they interact and convince each other to use a client's business?

VISUAL WRITING PROMPT

The next 4 pages of images have been created using NIGHTCAFE Creative Ai to inspire you as a writer, and, to calm the anxious and stressed-out mind.

Space has been provided for you to write your notes & ideas.

The scene is a busy city, with stressful activity, sights and sounds all around – yet your character is not worried, not stressed, not bothered about everything going on around them... why?



VISUAL WRITING PROMPT

The character is sitting in a relaxing scene, deep in the country. Suddenly someone from your clients business magically appears and tells them all about the product or service, how does the character react?



VISUAL WRITING PROMPT

The character is sitting in a park, enjoying the midday sun, why are they so calm and relaxed? What would they be thinking about the product or service, or the person who provided it?




VISUAL WRITING PROMPT

The character is getting away from it all, (they are forest bathing – or shinrin-yoku) and absorbing the forest atmosphere. All because of their choice to use the clients product or service. This product has truly changed their life... how?



**CLASSIC
COPYWRITING
FORMULAS**
31 TRIED & TESTED BLUEPRINTS
FOR RADIO SCRIPTS
3RD EDITION



EARL PILKINGTON


**HOOKS
FIRST LINES
& SCENE SETTERS**
FOR COMMERCIAL RADIO SCRIPTS



OVER 101 IDEAS IN EACH OF THE 25 MAJOR
BUSINESS CATEGORIES THAT WILL INSPIRE
YOUR NEXT RADIO COMMERCIAL SCRIPT.

EARL PILKINGTON

**YOU ARE
LISTENING TO...**
THE ULTIMATE COLLECTION OF RADIO
STATION POSITIONING STATEMENTS
TAG LINES AND SLOGANS



WITH OVER 1,300 IDEAS FROM RADIO
STATIONS AROUND THE WORLD.
PLUS: HOW TO CREATE YOUR OWN!

EARL PILKINGTON

More books.
More Resources.
More coming soon
to the website.

www.radiocopywriters.com



PROMOTIONS: ARE YOU THE CHOSEN ONE?

Working in a radio station's promotions department can be a thrilling rollercoaster ride of stress and anxiety. It is so bad sometimes it could be the plot of a show or movie.

The Client Chronicles: A Recipe for Stress Soup. Picture this: you're a radio promotions guru, juggling multiple clients, insane deadlines, and a never-ending to-do list. Your stress levels are off the charts, but hey, at least you're getting your daily dose of adrenaline!

Meet the Clueless Client. One of the greatest sources of stress in dealing with clients is encountering the clueless ones. You know, the clients who have no idea what they want, but expect you to read their minds. It's like playing a game of charades, but with no prize at the end.

The Phantom Phone Calls: A Stress-Inducing Symphony. Ah, the joys of the phone constantly ringing off the hook. You become a master of answering calls while simultaneously juggling three other tasks. Who needs a circus when you've got clients demanding your attention 24/7?

The Email Avalanche: An Inbox Adventure. In the digital age, emails are your nemesis. You spend hours crafting the perfect response, only to receive an email back asking for further clarification on what you just clarified. It's like a never-ending loop of

confusion that could rival an episode of "The Twilight Zone."

A Comedy of Balancing Acts.

Negotiating with clients can be a stressful tightrope walk. Balancing their wild demands while staying true to your radio station's brand. Try taming a lion and make it dance to the rhythm of your promotions beat. Cue the circus music!

The Unpredictable Meltdowns. When stress levels reach their peak, our emotions go haywire. Imagine having a client meltdown right in the middle of a meeting. It's like watching a live comedy show, where you're the audience and the client is the star. And you thought your career would be boring!

Laughter as the Best Medicine. To survive the client-induced stress, humour becomes your secret weapon. Embrace the absurdity, find the funny side of the madness, and allow yourself a good laugh. After all, laughter is the best therapy, even if it's at the expense of idiotic and clueless clients.

Radio Promotions CAN make you crawl into the prize cupboard and cry, or laugh maniacally, but I suggest accepting the comedy in the chaos, finding joy in the ridiculous, and remembering that behind the smile on your face, they have no idea what you are REALLY thinking.

Keep calm, laugh on, and let the comedy of client stress be your guiding light, or is that you setting their contract on fire?

* TOR

SALES:

THE STRESS OF SALES

Imagine this: You've spent weeks meticulously crafting the perfect client pitch, complete with detailed research about the client's business, and a couple of really well-crafted demo scripts, a sizzle reel of previous client commercials, and a PowerPoint presentation that would make Steve Jobs weep with envy.

You waltz into the client's office, brimming with confidence, only to be greeted by a stone-faced business owner who utters the dreaded words, "We're going with the other station."

Cue the sound of your dreams shattering like a dropped crystal vase.

"But our rates are lower!" you plead, "we have more reach!". "We can offer you more!"

But the client has already made up their mind, and you're left wondering if you should have offered to throw in a free coffee mug with a station bumper sticker or a maybe, a complimentary back massage and foot rub.

But you could be lucky, and once you've secured a client, the real fun begins.

Scenario 1: The Endless Cycle of Revisions

You've spent hours agonizing over the perfect script, only to receive an email from the client that reads, "Love the concept, but can we make the logo 20% bigger? Oh, and can you change the font to Comic Sans? And while you're at it, can you make the entire ad neon pink?"

Ummm... This is radio! What the heck?

You stare at the screen, your eye twitching uncontrollably, as you contemplate the best way to politely inform the client that their suggestions are the equivalent of putting a tutu onto one of our Yukon Grizzly Bears, or a mumu on a moose!

Then, you curse the day you decided to get into the ad sales business you try to understand what it is they are on about...

Scenario 2: The Dreaded Deadline Dash

As if the constant client revisions weren't enough, there is the ever-looming deadline.

It's 4:59pm, the ad is due to start at 6am the next morning, and you're frantically trying to upload the final audio file into the on-air system, your fingers trembling like a leaf in a hurricane. Just as you hit the "submit" button, the internet goes down, and you're left staring at a spinning wheel of doom, wondering if you should start updating your résumé now, or just skip town.

Scenario 3: The Thrill of the Upsell

But it's not all doom and gloom in the world of radio sales. There's the occasional thrill of the upsell, where you finally manage to convince a client to upgrade their ad package, adding on a few extra bells and whistles that they just can't live without.

There's the satisfaction of watching the client's eyes light up as you present them with the "premium" option, they grasp their pen, hovering it above the dotted line as you tell them about the included virtual reality experience and a complimentary unicorn ride.

In The End: Being a radio sales rep is a rollercoaster of emotions. There's the agony of lost clients to the ecstasy of a successful upsell.

But for those brave souls who can weather the storm, the rewards can be great – a steady pay packet, the satisfaction of a job well done, and the knowledge that you're the backbone of the media industry.

So, the next time you get that Copy Brief, take a moment to appreciate the blood, sweat, and tears that went into securing that precious placement.

And maybe, just maybe, you'll crack a smile at the thought of the sales rep who's probably pulling their hair out somewhere, dreaming of the day when clients will finally learn to love Comic Sans in audio form!

* BRIAN

ON-AIR: DAILY STRESS

Another day, another dollar. That's how the saying goes, right? Well, let me tell you, being a jock on-air is anything **but** easy money.

From incompetent management, clueless corporate overlords, and the never-ending demands of an audience that just doesn't seem to understand the daily grind we go through.

For over a decade now, I've done this, and the shine wears off **REAL QUICK!**

The truth is, being a radio DJ is a thankless, stressful job that grinds you down day after day. And the worst part is, the people in charge - the managers, the program directors, the suits upstairs - they just don't seem to care. They're so disconnected from the realities of what we go through on a daily basis, it's infuriating.

A typical day for me is, I roll into the station around 5 AM, bleary-eyed and barely functioning after a restless night's sleep. I chug down a vat of coffee, trying to jumpstart my brain before I have to be on the air in an hour. As I'm prepping my show, the phone starts ringing off the hook - listeners with requests, complaints, or just random weirdos who want to chat. And of course, the studio equipment is on the fritz again, because why wouldn't it be?

Then it's time to go live, and I have to put on this big, fake smile and personality, acting like I'm having the time of my life. All the while, I'm frantically juggling the playlist, the news updates, the traffic reports, and the endless stream of phone calls and emails. And heaven forbid I make one tiny mistake - the phones light up instantly with everyone from the PD to listeners to tell me I made a mistake.

And it's not just the on-air stress, either. The management here is a complete joke. They

have no idea what it's like to actually be in the trenches, dealing with the day-to-day grind. They sit in their cushy offices, making decisions that have a direct impact on our lives, without ever consulting us or even acknowledging the challenges we face.

And the kicker is when I voice my concerns the PD just brushes me off. "It's what corporate wants," as if that makes it okay.

Don't get me started on voicing station written ads, doing live reads, appearances - and not getting compensated for any of those in any way shape or form!

It's enough to make me want to just walk out the door and never look back. But of course, I can't do that. This is my livelihood, my career, and as much as I hate to admit it, I'm kind of addicted to the thrill of being on the air.

But the stress, the constant pressure, the lack of support - it's all taking a toll. I snap at callers, lose my patience with the tech gear and the stations techs. And the worst part is, I know I'm not alone. Every single one of my colleagues is going through the same thing, day in and day out.

So here I am, another day, another dollar. Putting on a brave face, faking my way through another shift, all the while wondering how much longer I can keep this up. Because the truth is, the stress is starting to take its toll. The feeling of being underappreciated and undervalued - it's all adding up, and I'm not sure how much longer I can keep it together.

But we keep going because that's what we do.

We're the unsung heroes of the entertainment industry, the ones who keep the music and the information flowing, day in and day out. Maybe, just maybe, one day the powers that be will realize just how valuable we are and start treating us with the respect and support we deserve.

* E.J.

THE NEXT ISSUE... focus is on:

TIME!

Featuring articles on:

- **Choosing the right duration for that script.**
- **Editing for Maximum Impact... Words That Don't Waste Time.**
- **The COPY VAULT focus is on: Nightclubs.**
- **Plus, more Writing Prompts to inspire (including more visual prompts).**
- **More Copy Brief Grief.**
- **Another Head-to-Head.**
- **Our Word Monkey talks about different commercial durations around the world.**
- **Using your time effectively outside of work to help you do what you do.**
- **Why you should question your stations average commercial duration times.**
- **Your feedback**

**NEXT ISSUE DUE:
Early August 2024**

THE LAST WORD

And so, we come to the end of the first issue of Radio Copy Paste – we hope you enjoyed it and found at least something of interest within its pages.

Something to stimulate your mind, scratch that writing itch, and to educate and inform.

If you have an idea about something that you would like to see included – please let us know and email us via our website, or: allmarketing@radiocopywriters.com

And now as we turn off the lights and go home for the day – I am left typing at a lone computer with one fluorescent light flickering intermittently above my head - I feel the need to inform you of the reasons behind the idea of this magazine and this issues topic.

A short while ago I found the continual pace of running the website blog a bit too much after a full year of writing it.

It was interfering with life away from radio and copywriting so much that I decided (after some introspection) that I had to stop the blog and focus more on the books I wanted to put out instead.

The research alone for one of these books has taken 2 years to work on and doesn't ever seem like it is going to be completed.

With that in mind – I have decided to split that book – on promotional competitions from radio stations all around the world – into several volumes, that way I can update it as I go along and don't have it hanging over my head like the proverbial sword of Damocles.

Thus, my research and writing for that project was immediately halved (thank goodness).

Then one of the editorial team suggested a random and weird idea... Instead of blog posts, why not produce an online magazine?

Put out monthly, or bi-monthly? Why not indeed? (Bi-monthly is what we are doing).

So, this first issue was born, and funnily enough – it came together a lot faster than I thought it would – I hope it doesn't show!

But amongst this process of putting everything together, we had a member of our team go through the tragic loss of their lifelong partner.

This, and what happened in the following weeks made me change the focus of this issue.

Radio Copywriters often and unfortunately, overlooked. We receive little reward, recognition, or feedback, and even less love from the radio industry itself (don't try to defend it – we all know it is true).

I felt, at this time, especially at this time with the rise of Ai copywriting and very little recognition, what we need – is something and somewhere we we can help each other.

We can be sounding boards for each other, bouncing ideas off and sparking some interesting conversations, and inspire others.

We can listen to each other. Really listen.

We could also share our thoughts, about the industry, where it is heading, how we can do better and most importantly... how we can support each other.

If this is the place for that, then I will be very happy.

My philosophy is that we need to teach, learn, and stand together. Helping each other out, as others in the industry seem more focussed on other issues.

So please if you feel lost – share your thoughts and feelings with a fellow copywriter. We have all been there. I would like to think that we would all look after each other if we could.

And... we miss you Kristian.

EARL

LOOKING FOR WORK?

ATTENTION FREELANCE COPYWRITERS:

If you are a freelance copywriter, or a copywriter looking for work – you can advertise your services – *for now*, for FREE in this section of the magazine – it will appear as per the demo below – max word count is 80 words, not including the hyperlink to an email address.

Australian Radio Copywriter Looking for Freelance Work in Australia.

Sydney based. 40 years' station experience. Retired. Willing to write per job, or on long term contract basis for Australian station/sales.

Fast script turnaround (within workday Eastern standard hours). Experienced in writing ad copy, proposals, and web copy.

See my website [HERE](#) for examples and demo reel – or contact direct for prices.

EMAIL: DAVE.

Send an email with the subject “**Looking for Work**” to receive your first issue ad for free: allmarketing@radiocopywriters.com

Write notes for yours below:

LINKS:

Page 1 - Link is to our website –

www.radiocopywriters.com

And an email link to:

allmarketing@radiocopywriters.com

Page 10 – Links are to the following:

[Carly Hall-Simms article on LinkedIn site](#)

[Casey Bowers article also on LinkedIn](#)

[The Reddit thread about being ‘on the spectrum’](#)

[Konrad Sanders podcast link at the fasterthannormal.com site](#)

Page 12 – This link is to the website for Darren Hardy's book – [The Compound Effect](#) – where you can get the book or the audio book version.

HOW TO PRINT



Within Adobe Reader or your preferred text reader:

- Select print.
- In ‘Printer Properties’ select colour
- Print all pages (or the page range you want).
- Print on both sides.
- Shrink oversized pages to fit & flip along long edge.
- Portrait orientation.
- Print – then read – and enjoy.

Ai ART PROMPTS:

Here are the text prompts used to create the images in this issue, settings, weights, and model details have been excluded. All images are created using the **NightCafe Creator Ai** website.

NightCafé

ART VIA ALGORITHM

Page background textures have not been included in these details.

FRONT COVER IMAGE:

"A Medium Close-up, photo realistic image of a stressed out, female copywriter sitting at a computer, she sits in an office with other people working around her, there are no piles of paper on their desks."

Page 4: INK & INNER PEACE

"a person meditating in the middle of an office, in a busy multi-story office building, they are in silhouette. With the city in the background behind the glass window."

Page 5: THE DARK SIDE OF STRESS AT WORK

"Redhair female with head in her hands as she is dealing with stress and anxiety, while sitting at her desk in an office."

Page 6:

"Woman wearing glasses sitting at her desk, she is wearing office attire, and is happily typing on her computer. The office is bright and a happy place to work."

Page 11: WRITE YOUR WAY TO WELLNESS

"We see a writers journal sitting in a desk in a home office, it is closed with the word "JOURNAL" on the cover."

PAGE 12:

"We see an animates prep sketches of a cartoon character showing a range of emotions on each of the sketches from happy to angry."

"An extreme close up of a smiling face of a middle-aged man."

PAGE 13:

"Pixar inspired young male writer showing his imagine narrative writing on a book."

"Woman sitting at her desk, happily working on the computer typing, while leaning forward slightly."

"Female writer sitting at a typewriter at an office desk, 1980s advertising style, with thoughts of success and inspiration, and hard work ahead."

Page 14: HEAD-TO-HEAD

"A professional photo style shot of a happy dog playing in a park on the grass. The trees and people in the background are out of focus."

Page 16: SCRIPT VAULT

"A Studio Ghibli inspired image of a person who is Carpet Cleaning with a vacuum cleaner and looking worried."

Page 18 to 21 VISUAL WRITING PROMPTS

"A low angle shot of rain and puddles on a wet neon lit New York city street at night. The water shows reflections of the lights from the signs."

"An epic cinematic style image, looking across a meadow with coloured flowers growing, with a dramatically lit cliffs, and a calm river flowing along between the meadow and the cliff, the sun is setting, and the meadow flowers show a breeze blowing across the flowers."

"A park bench sits next to a path in a typical Japanese park, with cherry blossoms gently falling from the trees. The sun breaks through the shadows of the trees in the distance. The green grass is short as it is freshly cut."

"A deep forest through the tree trunks to the canopy with dramatic lighting from the overhead sun, while subtle dust motes are visible on sunlight streaming through the canopy."

BACK COVER IMAGE:

"Intricate, extreme close up of large water drops, showing abstract colours and lights reflecting off the wet street, of signage and neon lights from the city at night."

