



**600+ WRITING PROMPTS FOR
RADIO COPYWRITERS
WHO ARE DEALING WITH
WRITERS BLOCK**

Creative SPARKS

BY EARL PILKINGTON

A FREE www.RadioCopywriters.com E-BOOK

COPYRIGHT DETAILS:

*For best viewing, use Adobe Reader:
Show 2 Page View & Show Cover Page.*

CREATIVE SPARKS is a free e-book book published by, and available from:
www.RadioCopywriters.com

Contact for any and all marketing and information at:
allmarketing@radiocopywriters.com

All content is copyright 2024 by:
www.RadioCopywriters.com
And by our Chief Editor and Writer Earl Pilkington.
This e-book is for educational purposes only.

Unless otherwise stated, all images have been created using the websites:
NightCafe Creator Ai
Adobe Firefly
ideogram.ai

As copyright holder, all rights reserved.
No part of this publication may be reproduced, stored in a retrieval system,
or transmitted in any form, or by any means without prior permission
being sought from the team at the Radio Copywriters website.

If you wish to use any part of this book for educational purposes,
please contact us and let us know that you are doing so,
and we want to thank-you ahead of time for educating
the next generation of radio copywriters.

THANKS:

Thanks go to the red pen wielding Editorial Staff at Radio Copy Paste, whose relentless commitment to their copywriting craft and the precision of their writing transforms raw creative energy into polished inspiration. Thankyou.

To my core group of advisors, including:
Daisy (Australia), Brenda (New Zealand), Aanya (India),
Stefanie (Germany), Daniel (New Zealand) and John (Ireland).
You all rock my world and inspire me to achieve more, thankyou.

To our Beta-Testers - they are the brave souls who dove into these creative challenges with open minds and fearless spirits - your feedback, comments and encouragement have been invaluable. You are amazing.

And a very special message just for you: From bustling metropolitan studios to small-town radio stations, from seasoned veterans to bright-eyed newcomers, you are a vital part of our global community of commercial radio copywriters.

You represent the dynamic world of heartbeat of audio storytelling.

You are the back beat and back bone of radio, without you our scripts would be written by Ai souless robots and by people who don't have a passion for what they do.

Further more... Without your ongoing support, your shared stories, your willingness to experiment and reinvent - our magazine and e-books would remain nothing more than an unwritten dream.

So a HUGE thankyou to you! Enjoy!

To my wife Suzanne:
Your unending tolerance and support are the constant soundtrack to my creative journey. Thankyou so, so much.

Every single one of you mentioned here or forgotten through some accident...
This book is as much yours as it is mine.

Thank you - Earl Pilkington
December 2024.

Radio Copy Paste

We have a way with words

Radio Copy Paste magazine is a free downloadable digital magazine which comes out every 3 months, you can download the latest issue, and many more free e-books and resourced for radio copywriters at our website: www.radiocopywriters.com

HOW TO USE THIS BOOK:

This isn't a book to be read from start to finish.

Think of it as your creative emergency kit, open to any page, choose a number between 1 and 8, or let your eyes land where they may, and write.

Some of the picture prompts may have different ideas, either use one, or ignore them.

These prompts are creative defibrillators - designed to shock your imagination back to life when writer's block threatens to flatline your inspiration.

Write something wild, then return to your client's script with newfound energy and unexpected perspectives.

And if one of these sparks leads to an award-winning script?

Well... That's all you. Your creativity. Your courage to push beyond the ordinary. Now go. Create something extraordinary.

INTRODUCTION

This book is not meant to be used to generate a radio script that you send to your client.

It's something far more powerful than that. What you are reading, or holding in your hands is a creative playground where the only rule is to break every rule you thought you knew about radio copywriting.

Some of these 600+ prompts you might recognize from issues of RADIO COPY PASTE Magazine, some will be entirely new.

Most are text, but, just like in the magazine, there are visual prompts too, and some that defy easy categorization.

All of them are designed to be Creative Sparks that can ignite the most unexpected corners of your imagination, and create connections.

Many of these - I have used for years as my own personal stash of personal prompts.

Writer's block IS the silent enemy of creativity, it can turn your once-vibrant imagination into a barren landscape of blank pages and blinking cursors.

So sometimes you may need help and inspiration, or... a creative lifeline to unblock that writers block.

Thus my collection of intellectual dynamite is designed to blast through the walls of conventional thinking.

They're excavation tools – digging deep into the caverns of your creativity, pulling out unexpected ideas, bizarre connections, and innovative approaches that you'd never discover through conventional brainstorming.

Each prompt is a key, not for a specific door, but a skeleton key that can unlock multiple creative chambers you didn't even know existed in your mind.

Some prompts will feel uncomfortable, some impossible (at first).

Some have weird names.

Some are... just what they say they are.

Some might make you slightly concerned about your own sanity (or mine).

And that's exactly the point, they'll make you think, sometimes in broad brush strokes, other times in specific detail.

Remember that radio copywriting is the art of compression – telling complete, compelling stories within a strict time limit.

These prompts are your creative compression chamber, forcing your ideas into new shapes, new perspectives, new possibilities.

They're not about creating perfect scripts, but about creating unexpected sparks that might illuminate your actual client work in ways you never anticipated.

Expect different.

Expect weird.

Most of all, expect to be inspired.

Consider this book your creative permission slip to try something out of your comfort zone.

Permission to be weird.

Permission to fail spectacularly.

Permission to explore without judgment.

Permission to surprise yourself.

So don't approach these prompts as assignments.

Approach them as mini creative adventures.

Play.

Experiment.

Get lost and get found again.

Most importantly, keep writing.

Earl Pilkington

December 2024

01. CHALLENGE PROMPT

Imagine a pair of shoes, describe them, who wears them?
Is it a staff member from the store? Why do they wear them?

02 .CHARACTER PROMPT

A niche audience (e.g., professional dog walkers, competitive knitters, space tourists) is taking a great interest in the client's business... why?

03. CLASSIC PROMPTS

The consequences of a bad decision are played out...
What should they have done instead?

04. DIALOGUE PROMPT

Multilingual Dialogue: Conversation mixing multiple languages.
Example: "Bonjour! How are you today?"
(mixing French and English)

05. EMOTIONAL PROMPT

Write about a surprise that is either shocking, or a jump scare.
Can it be tied to the clients product or service?

06. GENRE PROMPT

Superhero: Position the product as an unexpected superpower
that transforms everyday challenges.

07. PHYSICAL PROMPT

Architectural Embodiment: Explore how a physical structure
(e.g., the clients business) represents cultural, emotional,
and historical narratives through its design.

08. SETTING PROMPT

Remote Mountain Hiking Trail: Develop a sensory journey
using wind, distant wildlife, footsteps, and breathing sounds.

01. CHALLENGE PROMPT

A piece of clothing (or other object) is identified as being the exact thing that a character needs, where can they get it?
And why do they need it?

02 .CHARACTER PROMPT

Someone who is accident prone needs the clients business,
why is that?

03. CLASSIC PROMPTS

Emotional Landscape: Dissect a profound emotional experience without using direct emotional terminology.

04. DIALOGUE PROMPT

Absurdist Dialogue: Intentionally illogical or nonsensical conversation - Example: "Why is a raven like a writing desk?"
(from Alice in Wonderland)

05. EMOTIONAL PROMPT

Using colours as a starting point, write about the colour red, and how it makes you feel? - Don't like red?
How about green, blue, etc.

06. GENRE PROMPT

Western: Use frontier-style narration to position a product as a rugged, essential solution.

07. PHYSICAL PROMPT

Imagine the smells, the taste and texture of a product that people wouldn't normally eat... e.g.: what does a tyre taste like?
How does a tax return smell?

08. SETTING PROMPT

Hospice Care Facility at Sunset: Write a delicate exploration of a emotional soundscape exploring human connection, quiet moments, and subtle environmental sounds.

01. CHALLENGE PROMPT

Listen to a form of music you have never heard of before for 5 minutes. Try: lo-fi Jazz? Math Rock, Shoegaze, Pirate Metal? Kawaii Metal, Bard Core?

Write about how it makes you feel for 1 minute after.

02 .CHARACTER PROMPT

A Professional Last-Wish Coordinator: Think of how someone, or why someone would need a client's product/service as a last wish?

03. CLASSIC PROMPTS

Frequencies of Connection: Explore human connection through a story told entirely via radio frequencies, emergency broadcasts, and intercepted communications (*NOTE: this cannot go to air as your script will use terminology and phrases that could cause listeners distress - use it to trigger ideas only*)

04. DIALOGUE PROMPT

Monologue: Extended speech by a single character (technically a type of dialogue) - Example: "To be, or not to be, that is the question..." (Hamlet's famous soliloquy) and tie it to the client's business/product/service.

05. EMOTIONAL PROMPT

PRIDE: Use examples from the client about how proud they are of their staff, their products, the awards they have one, etc.

06. GENRE PROMPT

Fantasy: create a script set in a fantasy world where the only thing modern is the client's business, and the products they sell and services they offer.

07. PHYSICAL PROMPT

Neurological Interaction: Investigate how an object's physical properties could or would trigger specific cognitive and sensory responses in listeners.

08. SETTING PROMPT

Abandoned Warehouse at Midnight: Create a soundscape that builds tension through subtle environmental noises and unexpected acoustic elements. Why are we there?

01. CHALLENGE PROMPT

A sound effect is used to replace a clients name everywhere in the ad except the last line, the sound effect plays twice more before the ad ends.

02 .CHARACTER PROMPT

Using the colour BLUE, describe a character who you plan to voice the clients commercials from now on, give a detailed background, story, then try writing a script about that character, and never mention the word blue.

03. CLASSIC PROMPTS

A change of direction led to a new experience, that's how I got to use the product or service from business.

04. DIALOGUE PROMPT

Argumentative Dialogue: Exchange focused on debate and opposing viewpoints - Example: "Scientific evidence clearly shows that climate change is real!" "I completely disagree!"

05. EMOTIONAL PROMPT

Atmospheric Pressure of Memory: a soundscape where emotional memories have physical, auditory weight.

06. GENRE PROMPT

Horror: Develop tension and release through audio techniques that transform product benefits into survival strategies

07. PHYSICAL PROMPT

Tell us the story of the staff members! How long they have worked there, what their specialty is, what clients call them, funny stories.

08. SETTING PROMPT

A Bustling Morning Café: Capture the rhythmic symphony of morning coffee preparation and conversation snippets.

1. Imagine a conversation in a very high end restaurant where a secret is revealed, why is it embarrassing? AND... what does it have to do with the clients business?
2. The meal was not what it was ordered. What do the couple do?
3. The waiter is not interested in taking their order, but wants to talk about something different.
4. One of the people is a spy, what happens next when their secret is revealed?



1. There is an alien at the microphone at an open-mic night, telling jokes about humans. Are they funny? How does the crowd react?
2. The biggest pop sensation in the world, is actually an alien - they pull off their mask to reveal their face, and the reason why they are there!
3. An alien is doing a documentary on the human race - what would they say?



01. CHALLENGE PROMPT

Use the company tag line...
find a creative way to include it in a conversation.

02 .CHARACTER PROMPT

Some form of a trust exercise is happening,
and the clients business saves the day.

03. CLASSIC PROMPTS

Soundscape of Silence: Create a story that explores profound
meaning through what is not said, using minimal audio cues
and negative space.

04. DIALOGUE PROMPT

If you don't know them, check out the EPIC RAP BATTLE
series on YouTube, try to come up with a rap battle between
your client and a polar opposite client - what would they each say?

05. EMOTIONAL PROMPT

Explore ANXIETY through different reasonings why the clients
product/services are useful if you suffered from Anxiety.

06. GENRE PROMPT

Folklore/Mythology: Position the product as a modern-day
magical artifact with transformative powers.

07. PHYSICAL PROMPT

Quantum Probability Landscapes: Explore physical objects
through their potential states and probabilistic interactions.

08. SETTING PROMPT

Ambient Confession: Listeners hear a character confessing their
secret, with the product as the hero. Example: A tired voice admits,
"I didn't think I'd finish the marathon," then credits their energy
drink for the boost.

01. CHALLENGE PROMPT

Start your script with a very creative line or scene, then never reference it again, until the end of the script.

02 .CHARACTER PROMPT

Different characters talk about the perfect gift/product/service from the clients business - why is it so perfect?

03. CLASSIC PROMPTS

A listener is very surprised when they hear how affordable the clients product/service is, it is way cheaper than they expected, AND... The quality is amazing. How do they do it?

04. DIALOGUE PROMPT

Phenomenological Dialogue: Conversation exploring direct personal experience - Example: "How does this moment feel to you, right now?"

05. EMOTIONAL PROMPT

Whispers of Inherited Trauma: Develop a narrative that traces emotional inheritance through generational sound patterns

06. GENRE PROMPT

Imagine the commercial as a trailer for a specific movie genre, and the actors suddenly have to plug a clients business.

07. PHYSICAL PROMPT

Synesthetic Perception: Investigate physical objects by exploring cross-sensory experiences and perceptual blending.

08. SETTING PROMPT

Traditional Japanese Tea Ceremony: Use minimal, precise sounds to create a meditative and culturally rich auditory experience.

01. CHALLENGE PROMPT

One for tomorrow morning, set your alarm to wake yourself up 20 minutes earlier than normal, get up, and grab a pen and paper, start to write down your dreams straight away, no matter what they are. Take them to work with you and see if you can incorporate them into a commercial script!

02 .CHARACTER PROMPT

Give a twist to a fairy tale - e.g.: Jack and the Beanstalk, 3 Little Pigs, Goldilocks and the 3 Bears, you can either give it a Political Correctness twist, or turn it into a Twisted Fairy Tale.

03. CLASSIC PROMPTS

Problem? Solution? Problem? Solution? Problem... final solution.

04. DIALOGUE PROMPT

Passive-Aggressive Dialogue: Indirect communication with underlying hostility - Example: "Oh, I'm sure you're too busy to help me, as always."

05. EMOTIONAL PROMPT

SHAME: how would use use the emotion shame to inform and educate your listener about the clients product/service?

06. GENRE PROMPT

Use a newspaper as a notepad, write over the top of text, pictures, and other advertising - some notes, some FACTUAL notes about the clients product or service, use the surrounding text to suggest lines to you.

07. PHYSICAL PROMPT

Imagine the drama of the client being separated from their stock as it is sold, what are they going through?

08. SETTING PROMPT

Give a twist to this example:

A rugged voice claims,
"I've been in millions of pockets,"
and is revealed to be a durable smartphone case.

01. CHALLENGE PROMPT

Using specific colours, describe a clients product or service.

02 .CHARACTER PROMPT

The voice over artist is trapped inside the clients product, they tell us all about it.

03. CLASSIC PROMPTS

WHAT: Part of the classic 5 W's & a H

Focus on the What that you are trying to write about.

Look at it in different tenses, e.g.: What it is, what will happen if I use it, what will happen if I don't use it, etc.

04. DIALOGUE PROMPT

A group of criminals are planning a heist – but they get the address wrong and when they break in discover the clients products and services (which they are willing to pay for).

05. EMOTIONAL PROMPT

Every time the main character enters a room, they light it up, they are of course a sign for the business, but what and how do people react when they enter a room?

06. GENRE PROMPT

Historical Drama: Use period-specific audio cues to connect a modern product to timeless human experiences.

07. PHYSICAL PROMPT

Topographical Narrative: Describe a physical space as a living, evolving landscape with its own internal logic and emotional geography.

08. SETTING PROMPT

A busker is on the street performing, but they are performing a song/poetry, playing an instrument that is associated with the clients business, e.g.: a trumpet player who is playing a car exhaust from the clients business.

1. 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?
2. We hear a narrative in the form of an old 1920's crime drama about the "mean streets" of <CITY> - need an idea? Read Raymond Chandler's book introductions.



1. The Voice Artist is trying to tell us about a client's products and services, but they are in the library and keep on being told to be quiet - how many different ways could you do that in a script and what drama would unfold if they ignored everyone telling them off?
2. The library doesn't hold books, instead it has food, and people need to sign them out in order to try them - they are NOT allowed to eat in the library.



01. CHALLENGE PROMPT

Take 20 minutes to scribble words onto Post-it Notes (word association) and stick them on a wall - stand back and look at them, what 1 word stands out as being odd or different, write the script around that one word.

02 .CHARACTER PROMPT

A food delivery occurs at a business, who is it for?
Have someone walking around asking if they ordered it?

03. CLASSIC PROMPTS

The Whispered Confession: Construct a narrative entirely through overheard fragments of a single, life-altering conversation.

04. DIALOGUE PROMPT

Imagine the clients product or service does what it promises on the tin AND it also gives the user extra hair, like a massive amount of hair just by using it! What would the warning be?

05. EMOTIONAL PROMPT

The Topographical Map of Vulnerability: Construct a narrative that reveals emotional landscapes through geographical sound metaphors.

06. GENRE PROMPT

Spy Thriller: Create a short, high-stakes narrative where the product is a critical mission-solving tool.

07. PHYSICAL PROMPT

A Book is found that contains all of the secrets from the clients business, how would you write a commercial around the clients secrets?

08. SETTING PROMPT

Describe the client's business as if you are on a stake-out, people going in and out, etc.

01. CHALLENGE PROMPT

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.

02 .CHARACTER PROMPT

Organ Transplant Coordinator: Narrative about life, death, hope, and human connection.

03. CLASSIC PROMPTS

Write a car dealership commercial as if it was in the style of a beauty salon (or the opposite), try to go the polar opposite, e.g.: large product to a small service.

04. DIALOGUE PROMPT

2 bargain hunters are explaining to each other about the best thing they have bought.

05. EMOTIONAL PROMPT

((SNIFFS THE AIR)) What's that smell?
Is it fear? Why are you afraid?

06. GENRE PROMPT

Try to write a commercial in the same lyric style of your favourite musician - then once you have done that, rewrite it as a commercial script but try to keep the same vibe and feel.

07. PHYSICAL PROMPT

2 people meet in a location that is unusual, a lighthouse, a staircase, lift, warehouse, etc and talk about product/service.

08. SETTING PROMPT

The Countdown - Count down or up to the product's moment of triumph. E.G.: "3... 2... 1..." The cheering of a party explodes, with the host announcing the life-saving arrival of a pizza delivery.

01. CHALLENGE PROMPT

Work in a team with other Copywriters?
Each person writes one line of the script, then put them all together.

02 .CHARACTER PROMPT

Imagine you're an alien visiting Earth (and your client's location) for the first time. Describe their impressions through a radio ad for their home planet.

03. CLASSIC PROMPTS

Acoustic Palimpsests: Create a story where multiple audio layers reveal progressively deeper narrative truths, with each sound revealing a new perspective.

04. DIALOGUE PROMPT

A conversation over drinks (coffee, beers, wines, etc) between a customer and the client.

05. EMOTIONAL PROMPT

A recent disaster is referred to, and the client is raising funds or awareness/collections for the disaster, sell it without selling the clients business.

06. GENRE PROMPT

Quantum Mystery: Use scientific-sounding audio cues to position the product as a paradigm-shifting solution.

07. PHYSICAL PROMPT

Electromagnetic Landscape: Examine physical objects through their electromagnetic interactions and energy fields.

08. SETTING PROMPT

An opulent setting, like an opera, or country estate, and the clients business (make them the polar opposite) is there repairs or work being done, what happens?

01. CHALLENGE PROMPT

Pick one of your favourite YOUTUBE videos, drag the progress bar across the bottom to a random spot in the video (close your eyes if you have to) and then write a script based on the frozen image that appears.

02 .CHARACTER PROMPT

Professional Body Language Expert: Narrative exploring non-verbal communication and human psychology.

03. CLASSIC PROMPTS

Environmental Narrative: Use landscape, setting, or natural environment as a primary narrative driver.

04. DIALOGUE PROMPT

Minimalist Dialogue: Brief, sparse exchanges that convey meaning through subtext - Example: "Coffee?" "Black."

05. EMOTIONAL PROMPT

SADNESS: Without joy there is sadness, express this in a short 2 lines, then change it around to "without sadness there is no joy."

06. GENRE PROMPT

PARODY: Take 2 minutes to think of a popular song in the last 2 years, try to parody it and hoe-horning the clients business name in there somehow. Write the full song lyrics out, then pick one line that really works for you to build your script around.

07. PHYSICAL PROMPT

The VO Artist is shrunk down to fit inside the technology or the clients product, they tell us what they see, then can't be returned o a normal size.

08. SETTING PROMPT

Wedding Reception Dance Floor: Capture emotional transitions through music, conversation layers, and ambient celebration sounds.

1. A woman is stuck outside a store waiting for it to open, more and more people start to line up behind her - do they want the same thing - or are they there for something different?
2. We flashback to the first day that the client's store opened, what was their first customer interaction like?
3. Listen to the sounds of the store, from outside, explain them.



1. 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?
2. The client is on a getaway without having to think about their business, but everything they see makes them think of something different.



01. CHALLENGE PROMPT

Take 10 minutes to freehand draw the outline of shapes on your desk on a piece of paper, just the outline, not the object itself. Then fill the outline with words you can associate with the clients business.

02 .CHARACTER PROMPT

Professional Decluttered/Minimalism Consultant:
Explore the psychological aspects of letting go, and personal transformation.

03. CLASSIC PROMPTS

Ask for client testimonials and write a script using the words, phrases, and sentences from the testimonials.

04. DIALOGUE PROMPT

Didactic Dialogue: Use instructional conversation meant to teach or explain - Example: "Let me show you how this mechanism works," the professor demonstrated.

05. EMOTIONAL PROMPT

Linguistic Fractals of Emotion: Develop a script where language itself becomes an emotional transmission mechanism.
If you are stuck, think of the movie PONTPOOL.

06. GENRE PROMPT

Romantic Tragedy: Develop an emotional journey where the product represents hope or healing.

07. PHYSICAL PROMPT

Psychological Materiality: Explore how physical objects can carry emotional and also psychological significance beyond their functional properties.

08. SETTING PROMPT

The scene is the far future, a building is demolished, and the only thing of value found is something from the clients business...

01. CHALLENGE PROMPT

Copy and paste the text of the copy brief into a Ai lyric or song engine like SUNO and see what Lyrics it suggests, then take 1 line and extrapolate that into a script.

02 .CHARACTER PROMPT

3 weird characters walk into the business, e.g.: a zombie, a vampire and Frankenstein's Monster - what happens next?

03. CLASSIC PROMPTS

An unexpected problem occurs, who should they call...
No not them... Call the client instead.

04. DIALOGUE PROMPT

2 people are cracking the code of a puzzle, the answer is..
The business name!

05. EMOTIONAL PROMPT

A good deed, we tell the story of a good deed being done by a listener who came into the clients business.

06. GENRE PROMPT

"Imagine a world..." the cliché movie trailer opener,
but reimagine it for your client's business.

07. PHYSICAL PROMPT

The business owner has an invisible friend, or invisible pet - what do they say, how do they act?

08. SETTING PROMPT

A fortune teller is telling the person what is going to happen to them in the future...

01. CHALLENGE PROMPT

Apply the 80/20 rule to writing - that is 80 percent of the time keep your eyes on the keyboard, and 20 percent of the time on the notes. Then switch it, see what words you come up with, finally combine the 2 scripts together.

02 .CHARACTER PROMPT

A self-conscious 'shouty man' type of character is being obnoxious about what they are selling and saying.

03. CLASSIC PROMPTS

Character-Based: Explore a character's unexpected transformation or hidden depth.

04. DIALOGUE PROMPT

Confrontational Dialogue: Tense exchange highlighting conflict between characters, for example: "You've never understood me, and... you never will!"

05. EMOTIONAL PROMPT

Breathing Intervals of Regret: Use respiratory rhythms as a metaphorical exploration of emotional tension and release.

06. GENRE PROMPT

Post-Apocalyptic: Create a narrative where the product is essential for survival and rebuilding.

07. PHYSICAL PROMPT

A weird sounding tool is used by the competitors, but the clients business knows how to do the job right, without it.

08. SETTING PROMPT

Childhood Playground After Hours: Explore the haunting nostalgia of empty play spaces through carefully layered sound design.

01. CHALLENGE PROMPT

Create a word that doesn't exist and use it as an adjective to describe the clients business or product/service.

02 .CHARACTER PROMPT

Blind Food Critic: Explore sensory perception, expertise, and overcoming societal limitations.

03. CLASSIC PROMPTS

Is there anybody there?

The V/O artist is looking for a solution, can anyone help?

04. DIALOGUE PROMPT

A child is reading a story, or a poem and it's all about the business.

05. EMOTIONAL PROMPT

What's in the BOX!!!! Parody the final emotional scene from 'Seven', but what is in the box? Flyers for the new business offer.

06. GENRE PROMPT

Cyberpunk: Create a gritty, technological narrative that positions the product as a life-changing upgrade.

07. PHYSICAL PROMPT

Vibrational Consciousness: Describe physical properties through their fundamental energetic oscillations.

08. SETTING PROMPT

Mystery Voice: Listeners guess the identity of a mysterious character who reveals the product's value.

1. 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?
2. We hear conversations of people walking past the voic eartist as they take a break from voicing commercials, what are they saying?
3. The entire ad is a 30 second break thanks to the client's business.



1. The family has all gathered for a special occasion, but... everyone forgot to tell the person who it was for - what do they do next?
2. Reputations are won and lost in the kitchen - especially around food. What location would do the same for your clients business?
3. What is the neighbourhood gossip about the business, what is everyone talking about?



01. CHALLENGE PROMPT

Find 5 verbs that match the client's product or service, of those 5, pick 2 that you want to concentrate on for the script.

02 .CHARACTER PROMPT

Someone is eating alone, why are they doing that?

03. CLASSIC PROMPTS

Mythological Reimagining: Reinterpret classical myths through contemporary or unexpected perspectives.

04. DIALOGUE PROMPT

Epistolary Dialogue: Conversation through written communication (letters, emails) - Example: "Dear John, I hope this letter finds you well..."

05. EMOTIONAL PROMPT

The voice over artist is waiting for their call to be answered, they are anxious and need their problem fixed, when answered it is.

06. GENRE PROMPT

Musical: Develop a completely sung commercial that turns product features into a memorable musical number.

07. PHYSICAL PROMPT

Write a 30 second story about falling over and finding the product.
Note this is not a script, but a 30 second story, that's about 100 words long.

08. SETTING PROMPT

Soundscape Snapshot: Transport listeners to a vivid auditory scene related to the product. Example: The sound of sizzling steak on a grill transition to a voiceover about the perfect BBQ seasoning.

01. CHALLENGE PROMPT

Tell us 7 (or 5 - it must be an uneven number - 3 works well if you are struggling to come up with some) things that the business owner does every morning before they open up.

02 .CHARACTER PROMPT

The V/O artist is a detective trying to solve a mystery, but first they need to use the clients product or service.

03. CLASSIC PROMPTS

Tell us the facts, just the facts about the product/service.

04. DIALOGUE PROMPT

Someone is shouting in an inappropriate place, or whispering and can't be heard.

05. EMOTIONAL PROMPT

Distractions: your VO is distracted by other things that are happening around them, than the script they should be reading.

06. GENRE PROMPT

SLAPSTICK: Imagine a slapstick scene, describe it using sound effects.

07. PHYSICAL PROMPT

Contextual Descriptions: Understanding how an object interacts with its environment and potential user experiences.

08. SETTING PROMPT

People are following a treasure map; it leads them to...
the clients business!

01. CHALLENGE PROMPT

Create a list of generic terms for the clients business product or service, you are not allowed to use them in the commercial script.

02 .CHARACTER PROMPT

It's the return of a popular person to the business, how is it celebrated?

03. CLASSIC PROMPTS

Cultural Intersection: Explore moments of profound cultural contact, collision, or misunderstanding.

04. DIALOGUE PROMPT

You are describing in text the panoramic view of inside your office. Start at your left-hand side, then slowly describe it as you turn a full 360 degrees - don't go into too much detail, instead paint broad brush strokes with your words. Now take that energy and write the clients script.

05. EMOTIONAL PROMPT

Echoes of Unspoken Apologies: Create an emotional journey through the subtle variations of a single repeated phrase.

06. GENRE PROMPT

ADVENTURE: Create an adventure story of 2-3 lines about something not related to the product directly (but sort of is - indirectly!)

07. PHYSICAL PROMPT

Fluid Dynamics of Experience: Examine physical objects by tracking their movement, resistance, and adaptive capabilities.

08. SETTING PROMPT

We are in a location that unexpectedly has a massive mess. Why?

01. CHALLENGE PROMPT

The word "FAR" is not used enough, how far would you go for the clients product/business, how far out of reach is something?

02 .CHARACTER PROMPT

WHO is the person telling the story, and why should we care?

03. CLASSIC PROMPTS

Remember that you are writing for CHARACTERS, not voices, use the character to tell a story (even a voice over artist is a character with a life - they are not a cliché VOICE OF GOD).

04. DIALOGUE PROMPT

Gossip - we overhear 2 people talking, what do we hear?

05. EMOTIONAL PROMPT

The Harmonic Dissonance of Love: Explore relationship dynamics through competing and complementary vocal frequencies.

06. GENRE PROMPT

Metaphysical Exploration: Position the product as a gateway to expanded consciousness or understanding.

07. PHYSICAL PROMPT

Tell the micro details of something life enhancing, eg: a cup of coffee, and why it is important to the business?

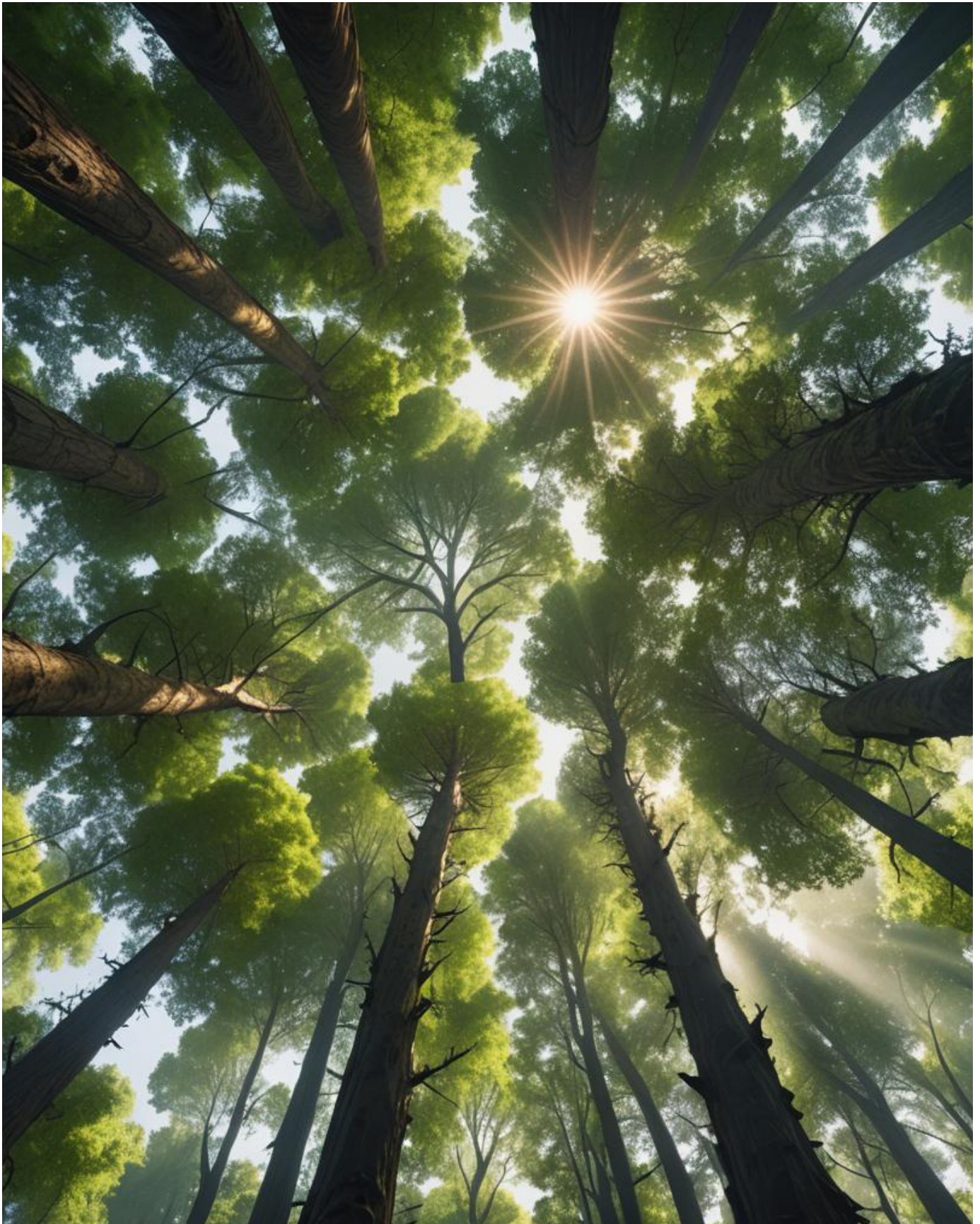
08. SETTING PROMPT

The listener is on a stroll through a park in the early morning or late afternoon, what are they thinking about?

1. A young ape is not interested in doing "APE THINGS", instead they want to draw. What do they draw and why?
2. An adult ape is wondering what is happening to the youth of today, all they want to do is play!
3. An explorer comes across 2 apes in the jungle discussing philosophy - what do we hear and why would it make a difference to our life?



1. 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?
2. The wind slowly ruffles leaves, tree limbs slightly creak, we hear a squirrel, a deer bounds through the forrest, what other sounds would we hear??



01. CHALLENGE PROMPT

Every line in your script needs to be 12 words long, no less, no more.

02 .CHARACTER PROMPT

A Retired Military Veteran is working as a Crossing Guard:
Explore themes of service, protection, and/or quiet redemption
through their daily interactions.

03. CLASSIC PROMPTS

Save The Cat (see the book by Blake Snyder) the main character
has to save something, how do they do it,
then they need to save something else...

04. DIALOGUE PROMPT

Internal Dialogue: Character's inner thoughts or self-reflection,
Example: *I can't believe I made such a terrible mistake!"

05. EMOTIONAL PROMPT

NOSTALGIA: The script tells of dreaming about a different time of
year, and then deciding to offer the product that they usually sell
at that time, for the same price now.

06. GENRE PROMPT

Alternate History: Develop a narrative that reimagines
the product's role in a different historical context.

07. PHYSICAL PROMPT

Metabolic Storytelling: Explore physical transformation
through energy exchange and systemic adaptation.

08. SETTING PROMPT

Backstage Before a Major Performance: Build anticipation
through nervous whispers, instrument tuning,
and muffled audience sounds.

01. CHALLENGE PROMPT

Draw 3 squares on a notepad in the order of a newspaper cartoon, next: create stick figures saying the first line, middle line and end of your script in the first, middle and final panel - now fill in the rest in your script.

02 .CHARACTER PROMPT

Submarine Crew Member: Character study of confined spaces, teamwork, and psychological resilience.

03. CLASSIC PROMPTS

Sensory Exploration Prompts: Capture an experience through the intense exploration of a single sense.

04. DIALOGUE PROMPT

Politeness as a curse, everyone who talks in the ad is exceptionally polite throughout the script.

05. EMOTIONAL PROMPT

AMUSEMENT: The Voice artists can't stop laughing, at what we don't know, but it needs to be a genuine laugh.

06. GENRE PROMPT

Children's Fantasy: Create a magical, whimsical audio experience that appeals to childhood imagination.

07. PHYSICAL PROMPT

What is the story behind the business starting?

08. SETTING PROMPT

Imagine a 'Ferris Bueller's Day' out setting, for the business owner getting away from it all - what do they get up to?

01. CHALLENGE PROMPT

List songs and artists that could be on the playlist for a business, because of <reasons>, it's the business top 10 (tie in with business type or activity) hits.

02 .CHARACTER PROMPT

The weather suddenly changes, and one character is dressed inappropriately, why are they dressed for summer in the middle of winter?

03. CLASSIC PROMPTS

The Last Message: Tell a complete emotional journey through the contents of a final, unheard voicemail message.

04. DIALOGUE PROMPT

Stream of Consciousness Dialogue: Unfiltered, spontaneous verbal expression - Example: "And then the cat and the blue sky and maybe lunch and wait what was I saying?"

05. EMOTIONAL PROMPT

Chromatic Scales of Empathy: Develop a narrative that demonstrates emotional understanding through subtle tonal shifts.

06. GENRE PROMPT

Cosmic Horror: Use unsettling sound design to position the product as a protection against unknown threats.

07. PHYSICAL PROMPT

What 3 things would you have from the clients business if you were trapped on a deserted island.

08. SETTING PROMPT

Rural Farming Community at Harvest: Explore community dynamics through machinery sounds, conversation snippets, and natural environmental audio.

01. CHALLENGE PROMPT

Throw the rules of grammar out the window and write like teenagers would, if they talked about the topic.

02 .CHARACTER PROMPT

Your V/O artist is a time traveller from the future, and they reveal how the client's product or service saves the world in some strange, convoluted way.

03. CLASSIC PROMPTS

Trust is the theme, why should a listener trust a clients product? Service? Staff? Name?

04. DIALOGUE PROMPT

Write a dialogue between 2 people in the style of another popular form, e.g.: Dr Seuss, Haiku, knock knock joke.

05. EMOTIONAL PROMPT

For an emotional business/product/service, write a news story style script, then add a character or two, then re-write as those characters and tell us what is happening, focussing on their emotions.

06. GENRE PROMPT

Spy Drama, or Espionage Uncovered: Write a 30 second story that focuses on either a double cross being revealed or some spy action taking place.

07. PHYSICAL PROMPT

A lock is stopping people getting to where they need to go/be - why?

08. SETTING PROMPT

It is an outdoor picnic between a client, and the business owners product or service (think abstractly, how would this manifest?)

Strange things are happening around the client's business!
What is happening and how would you describe it in a commercial?
It could be in the fantasy, or supernatural genre, or just something weird that has happened (eg: the client has turned into a pumpkin). Let your imagination go wild!



1. We hear the voices of the gods - they are all arguing, talking, creating, working, playing, and yet, doing nothing constructive - except one... they are using the client's products or services - what happens next?
2. A painter is trying to paint a complex picture, but keeps on getting it wrong, why?
3. Tell a strange myth that is totally made up, it is the reason why a clients product exists.



01. CHALLENGE PROMPT

Every sentence in the script must start with a number, either counting up or counting down.

02 .CHARACTER PROMPT

We are hearing the prep work and planning that goes into using the clients product and/or service.

03. CLASSIC PROMPTS

Rags to Riches: Someone is commonplace, something happens, and they become rich and famous.

04. DIALOGUE PROMPT

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?

05. EMOTIONAL PROMPT

Explore the feeling of contentment in a script. How does the clients product or service make you feel content? Why? When?

06. GENRE PROMPT

Zombie Apocalypse: Position the product as a critical survival tool in an extreme scenario.

07. PHYSICAL PROMPT

Functional Descriptions: Explanation of an object's operational capabilities, performance, and intended purpose.

08. SETTING PROMPT

Start in a setting that is the opposite to the business, e.g.: a party where people are shouting about a product or a business.

01. CHALLENGE PROMPT

Have the voice artist start to read the script, then edit it as they go along (essentially you will have the same 2-3 lines repeatedly with different edited points - this can get annoying on-air).

02 .CHARACTER PROMPT

Underground Climate Change Researcher: Focussing on scientific pursuit, environmental advocacy, and hope.

03. CLASSIC PROMPTS

Perspective Exploration: Reframe a familiar story through an unconventional narrative lens.

04. DIALOGUE PROMPT

Make sure that the one message is never swayed from in the dialogue in your script, have one person try to change the topic, the other ALWAYS brings it back.

05. EMOTIONAL PROMPT

Ever been disappointed with what was expected?
Tell what those expectations where, and why you won't have any disappointment when you use the clients business.

06. GENRE PROMPT

Mockumentary: Use satirical audio techniques to highlight product benefits through humour.

07. PHYSICAL PROMPT

What is the story behind the service being offered?

08. SETTING PROMPT

The scene is a campsite, people are sitting around talking...

01. CHALLENGE PROMPT

BLANKETY BLANKS: Write down a crazy name, an emotion, a place, a random element, a colour, now write the script based on 4 of those elements.

02 .CHARACTER PROMPT

Humanitarian Aid Worker in a Conflict Zone: Character study of courage, compassion, and human resilience.

03. CLASSIC PROMPTS

Rhythms of Coincidence: Tell a story where seemingly unrelated sounds gradually reveal an intricate, interconnected narrative.

04. DIALOGUE PROMPT

Romantic Dialogue: Conversation expressing or exploring romantic feelings - Example: "I've loved you since the moment I first saw you."

05. EMOTIONAL PROMPT

Memories... the V/O artists is exploring the memories of getting something done, with a product... what happened?

06. GENRE PROMPT

Quantum Comedy: Use scientific-sounding audio techniques to create a humorous product narrative.

07. PHYSICAL PROMPT

Something, or some object that is very unusual for your area is sighted, where? Why?

08. SETTING PROMPT

Quiet Home Office at Dawn - Create intimacy through minimal sounds: keyboard typing, soft breathing, distant bird chirps.

01. CHALLENGE PROMPT

The script is written, print it out, and cut the script up to be individual lines - mix them up, then throw them in the air. Put them now into the order you pick them up in of your computer, does it still make sense?

02 .CHARACTER PROMPT

Wildfire Lookout in a Remote Mountain Range: A character study of isolation, vigilance, and environmental stewardship.

03. CLASSIC PROMPTS

The Sound of Forgetting: Develop a narrative about memory loss where audio becomes the primary method of understanding a character's disintegrating consciousness.

04. DIALOGUE PROMPT

Technical Dialogue: Specialized conversation using specific professional language. Example: "We'll need to recalibrate the quantum entanglement parameters."

05. EMOTIONAL PROMPT

The Acoustic Geometry of Hope: Create an auditory experience that demonstrates hope's spatial and emotional dimensionality.

06. GENRE PROMPT

Documentary: Employ a serious, investigative tone that reveals the product as a groundbreaking discovery.

07. PHYSICAL PROMPT

Thermodynamic Storytelling: Explore physical properties by tracking energy transfer, heat dissipation, and molecular movement.

08. SETTING PROMPT

The Sound Experiment: Use only sound effects to illustrate the product's story. Example: A cacophony of zippers, buttons, and clanging metal transforms into the smooth glide of a suitcase with a premium zipper.

1. The secret plans for a new fashion labels designs have been lost, you have found them - what are you going to do?
2. A fashion show is a cover for something else that is going on... what is it and why is it important enough to warrant a cover story?
3. Why is the fabric or material so interesting? Or is it the manufacturing process?



1. Who is this person shaking hands with? Their smile? Is it forced? Do they own this business or do they work there? Let your imagination go crazy with different possibilities.
2. A famous person once visited this location, and this person has been using their story for years, why?
3. Hometown hereo returns with everyone wanting to know what happened.



01. CHALLENGE PROMPT

Take 10 minutes to freehand draw any item just doodle on a page while thinking of the clients Copy Brief instructions, give yourself permission to close your eyes and just scribble.

02 .CHARACTER PROMPT

The V/O artist is a villain, and they are telling us why you shouldn't use a clients products or services.

03. CLASSIC PROMPTS

Stream of Consciousness: Capture the raw, unfiltered internal monologue of a character's thought processes.

04. DIALOGUE PROMPT

Therapeutic Dialogue: Conversation aimed at emotional healing or understanding - Example: "Tell me more about how that experience made you feel," the therapist said gently.

05. EMOTIONAL PROMPT

The Neurological Symphony of Anxiety: Map the internal landscape of anxiety through progressively intricate sound layers.

06. GENRE PROMPT

FICTION: Create a fictional tale about the clients product being used in an unusual way to solve a problem that has nothing to do with the way it is normally used.

07. PHYSICAL PROMPT

Phenomenological Cartography: Map physical experiences as dynamic, interconnected spatial narratives.

08. SETTING PROMPT

With the change in weather, how can a client's product or service benefit a listener in a very strange way?

01. CHALLENGE PROMPT

Imagine the clients business as a video game, getting points for doing things, selling things, etc

02 .CHARACTER PROMPT

Someone is leaving the business, they are very popular, come and say goodbye before they leave!

03. CLASSIC PROMPTS

The Blind Witness: Construct a narrative where the protagonist experiences an event exclusively through sound, removing all visual context.

04. DIALOGUE PROMPT

Cultural Dialogue: Conversation highlighting cultural differences or interactions - Example: "In my country, we greet each other quite differently," Mei explained.

05. EMOTIONAL PROMPT

The Quantum Entanglement of Shared Pain: Explore how emotional experiences can be simultaneously isolating and interconnected.

06. GENRE PROMPT

THRILLER: Create a thrilling scene of action and adventure, 2 people are trying to get to the clients business.

07. PHYSICAL PROMPT

Temporal Materiality: Explore how an object's physical state changes and evolves through different time perspectives.

08. SETTING PROMPT

Describe a setting in detail, but then run out of time for the rest of the commercial mandatories (which get cut off)

01. CHALLENGE PROMPT

Remember a complex movie? You try to explain that but change the character names to those of the business, then simplify the story even more to get the start of your script.

02 .CHARACTER PROMPT

Underground Music Producer in a Struggling Neighbourhood;
Narrative about artistic dreams, community, and hope

03. CLASSIC PROMPTS

Scenario-Driven: Construct a narrative around a singular, life-altering moment of decision.

04. DIALOGUE PROMPT

A conversation from a native of the town, and someone from out of town who doesn't understand the slang.

05. EMOTIONAL PROMPT

Silence Between Heartbeats: Capture the emotional landscape of anticipation, hope, and unspoken connection.

06. GENRE PROMPT

Steampunk: Develop a narrative that blends historical and futuristic audio elements.

07. PHYSICAL PROMPT

Aesthetic Descriptions: Artistic and stylistic evaluation of an object's design philosophy and visual appeal.

08. SETTING PROMPT

Busy Street Food Market in Southeast Asia: Layer multiple language conversations, cooking sounds and urban energy into a vibrant soundscape

01. CHALLENGE PROMPT

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.

02 .CHARACTER PROMPT

A self-absorbed character says "I AM SO AMAZING BECAUSE I..."
do this then that, someone else uses the company's product or service and the self-absorbed person doesn't.

03. CLASSIC PROMPTS

"Waiting for Godot": The long wait. 2 characters are waiting for someone to turn up - they never do.

04. DIALOGUE PROMPT

2 people sharing some downtime together,
what are they talking about and why?

05. EMOTIONAL PROMPT

AWE: Show how the product or service can inspire AWE in people.

06. GENRE PROMPT

CRIME FICTION: Imagine a hard boiled detective, career criminal or a dangerous vigilante, what the HECK are they doing with the clients product? Or why are they using their services?

07. PHYSICAL PROMPT

Describe the atmosphere in the location that is the setting for the commercial, where the product/service is being used

08. SETTING PROMPT

A child's game of peek-a-boo with products from the clients business, all from the perspective of a very adult sounding baby.

1. The scene is a campsite at sunset. Have 2 insects are sitting on a log (or maybe 2 animals), talking about the strange things they saw when they were on holiday.
2. Play out the sound effects of an old person fishing on the lake, why are they so relaxed? What have they done in their life to make them so free to do this today?
3. The creeping horror from the bottom of the lake - what is waiting to scare swimmers?



1. We hear 2 People talking outside on the street, why does one of them have 3 arms now?
2. A tour guide is showing someone around the town, "here was where..." such and such happened, what claim to fame does the town have?
3. Suddenly there are no cars on the street, have the been banned? Stopped working? What is going on?



01. CHALLENGE PROMPT

Come up with 10 questions that you ask the client, record their answers, and use them to write your script from on the points that sound the most intriguing or genuine in their response.

02 .CHARACTER PROMPT

A character is SO IN LOVE with the product/Service that they have little time for anything else... why? What happens?

03. CLASSIC PROMPTS

Historical Alternate Reality: Explore "what if" scenarios that dramatically alter historical trajectories

04. DIALOGUE PROMPT

Write a dialogue between a man and a woman, take the opposite perspective to what you would expect for the clients product/service for each one.

05. EMOTIONAL PROMPT

2 people are talking, one is extremley ENVIOUS of the other - why?

06. GENRE PROMPT

COMEDY HORROR: Try to create a comedy horror scene where the action plays out outside the clients business - why?

07. PHYSICAL PROMPT

Biomimetic Exploration: Analyse a physical object through the lens of how it mimics or adapts natural biological systems

08. SETTING PROMPT

An event keeps on re-occurring (like a time loop), what is the solution?

01. CHALLENGE PROMPT

Create a national day just for the clients business and give the reason why.

02 .CHARACTER PROMPT

Create a character who is looking for spare, free time - they use the clients business to create that time - what are they going to do with it?

03. CLASSIC PROMPTS

Constraint-Based: Challenge writing creativity through deliberate linguistic or structural limitations

04. DIALOGUE PROMPT

Narrative Dialogue: Conversation that moves the story forward, for example: "Where are you going?" Sarah asked, her voice trembling with uncertainty.

05. EMOTIONAL PROMPT

Resonance of Unresolved Childhood: Explore how childhood emotional experiences continue to vibrate through adult experiences

06. GENRE PROMPT

Fantasy - Use magical sound design to transform the product into an enchanted solution

07. PHYSICAL PROMPT

Why is that person on the roof of that building/in the sewer?
Why are they in that strange location?

08. SETTING PROMPT

Create a chase scene around a clients business late at night, with mice as the main characters, what do they see and do?

01. CHALLENGE PROMPT

Ignore the rules that have been imposed on you in your radio station, if the length should be 30 seconds, write to 15, or 45 seconds. Push yourself to hit those limits, then rewrite to the correct time AFTER a break.

02 .CHARACTER PROMPT

A character sees a flyer or a poster for the clients business, but it's been torn... what important piece of information are they missing?

03. CLASSIC PROMPTS

A character is shopping in the wrong store for the product or service they are after.

04. DIALOGUE PROMPT

We hear a dialogue of someone in a car - who are they talking to?
Are they on the phone? Talking to a child? Or a pet?
Or at the idiot who just cut them off!!!

05. EMOTIONAL PROMPT

What is going through the mind of a person waiting for the product or service?

06. GENRE PROMPT

FAIRY TALE: Rewrite a classic Fairy Tale, but tie it into a clients business, every other aspect is exactly as the original story.

07. PHYSICAL PROMPT

What is the story behind the product?

08. SETTING PROMPT

A person is washed up after a shipwreck, they only remember the clients business name, and product/service... why?

01. CHALLENGE PROMPT

Take 10 minutes to write non-stop about the clients business, the client, their staff, their products and services - then pick the single best line to base the script around.

02 .CHARACTER PROMPT

Arctic Research Scientist: Examine isolation, scientific pursuit, and human adaptability

03. CLASSIC PROMPTS

Generational Saga: Track familial or cultural changes across multiple generations and their language use.

04. DIALOGUE PROMPT

Misunderstanding: 1 person hears only part of a conversation and gets the wrong end of the story.

05. EMOTIONAL PROMPT

The VO Artist is sleepless because they have been worried about a problem - what should they do?

06. GENRE PROMPT

Imagine a short ACTION scene where something dramatic happens.

07. PHYSICAL PROMPT

Molecular Transformation: Describe an object's essence by exploring its fundamental atomic interactions and energy states

08. SETTING PROMPT

Cavemen in the past are talking about what will happen in the future, what weird and crazy things do they discuss... the clients product/ services!

A Wizard or a Bard is telling the tale of the clients business, how would they talk about something that they have never seen or experienced?
You could use rhyme, or it might be slightly sung poetic imagery, just remember that the shorter and more emotional the language, the better the results for the client.



We hear lots of different conversations and testimonial like comments from people who have used the clients business/products and services, you need to think about:

- What do they say? - Why do they say that?
- What emotional problem did it fix? - Was it their trust in the person/product or business name?



01. CHALLENGE PROMPT

Tell us the story of some the staff members!

02 .CHARACTER PROMPT

Immigrant Restaurant Dishwasher with a PhD: This is a character study of dreams, adaptation, and societal expectations

03. CLASSIC PROMPTS

Mail, or email, phone message, or note arrives in the first second of the script, what happens next to the rest of the story?

04. DIALOGUE PROMPT

Have a dream interpreter, who is revealing what your dreams mean – and funnily enough – they point to a client's product or service!

05. EMOTIONAL PROMPT

The Evolutionary Acoustics of Healing: Explore emotional transformation through sound patterns that gradually change and adapt.

06. GENRE PROMPT

Imagine a HISTORICAL event where, if it had existed, a problem would have been solved with a clients product or service.

07. PHYSICAL PROMPT

Phenomenological Embodiment: Investigate how physical objects are experienced through direct, subjective sensory perception

08. SETTING PROMPT

Describe the patterns of light falling across the scene where the clients product/service was used... how does it look now!

01. CHALLENGE PROMPT

Think about using negative space in your commercial scripts, what time can you leave blank in order to create an image in the listeners mind?

02 .CHARACTER PROMPT

Look for something near you that has a reflection, describe a character who sees the world like this all of the time, what and how do they see what the client does through this lens of reality?

03. CLASSIC PROMPTS

Overcoming the Monster: the hero must defeat a monster and leave with the treasure.

04. DIALOGUE PROMPT

Dramatic Dialogue: Intense conversation that reveals emotional conflict, Example: "I can't believe you would betray me like this!"

05. EMOTIONAL PROMPT

OVERWHELMED: Explore the feeling of being overwhelmed at the clients business - so any choices? so much to do?
Amazing new displays?

06. GENRE PROMPT

PATHOS - use Pathos (like animal protection commercials, child sponsorship, etc) to try to elicit a response from a listener.

07. PHYSICAL PROMPT

Comparative Descriptions: Positioning an object in relation to similar items, using size, performance, or contextual benchmarks.

08. SETTING PROMPT

We hear complex plans being made by someone trying to fix a problem, and then finally another person says... "or we could call.." business name.

01. CHALLENGE PROMPT

Use the Wilhelm Scream in an unpredictable way
i.e.: a customer's reaction to a clients product or service).

02 .CHARACTER PROMPT

Vintage Radio Equipment Restorer - Narrative about preservation,
nostalgia, and technological evolution.

03. CLASSIC PROMPTS

Speculative/Imaginative: Envision radical transformations of human
experience through extraordinary circumstances

04. DIALOGUE PROMPT

Good friends in childhood meet up again after many years,
both are raving fans of the clients business... why?

05. EMOTIONAL PROMPT

CALM: people are very calm and chilled out, no one is stressed
in this environment - why?

06. GENRE PROMPT

Build suspense, dramatic language, sound effects and music...
Why?

07. PHYSICAL PROMPT

Evolutionary Morphology: Examine physical objects as products
of adaptive design and functional transformation

08. SETTING PROMPT

The Eavesdrop - Create the illusion of overhearing a conversation.
Example: Two friends in a coffee shop discuss how one
saved an hour a day by using a meal delivery service.

01. CHALLENGE PROMPT

Watch a funny video clip on YouTube or other social media, and then try condensing that clip down to a 30 second radio commercial - include the clients name in there

02 .CHARACTER PROMPT

WHY is this strange person telling their story to us?

03. CLASSIC PROMPTS

The Anonymous Phone Call: Develop a narrative that unfolds entirely through a single, mysterious telephone conversation with multiple layers of hidden meaning

04. DIALOGUE PROMPT

The clients business has a wizard on the payroll!
They explain why to us!

05. EMOTIONAL PROMPT

“Listening to this ad can help calm your fears” or other problem...
Why??

06. GENRE PROMPT

Imagine the final scene of a Romantic Comedy, play it out, then explain briefly how it happened thanks to the client's business.

07. PHYSICAL PROMPT

Echolocation of Meaning: Describe physical objects through their acoustic and spatial resonance

08. SETTING PROMPT

Emergency Room During a Critical Moment: Construct a high-stakes auditory narrative using medical equipment sounds, urgent whispers, and heartbeat rhythms

1. I scream, you scream for ice-cream!
2. Tell me what you see when you see me - I'm not a demographic but a human being!
3. Food becomes sentient and starts talking to us, what does your lunch say to you? Your tea? A coffee? Deserts?
4. Imagine the reaction of food being bitten!



Write the script as if it was a factual report written by an Ai Bot, just the facts, no creative or long descriptions, no adjectives. Keep to the facts, just the facts and nothing but the facts. Then at the end, make a huge mistake, eg: 'see Dave riding the elephant daily at 2'. It should be so left of centre that people will stop and say, "did I hear that right?"



01. CHALLENGE PROMPT

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.

02 .CHARACTER PROMPT

What is a weird habit that one of the workers has in this business?
Why did it start?

03. CLASSIC PROMPTS

WHERE: Tell a short 2 sentence story focussing on the WHERE of a business location, just that, no other details.

04. DIALOGUE PROMPT

Philosophical Dialogue: Conversation exploring deep ideas and concepts - Example: "What truly defines the nature of human consciousness?"

05. EMOTIONAL PROMPT

HAPPINESS: Is it just a state of mind, or can you physically feel the emotion when you try to?

06. GENRE PROMPT

Science Fiction: Use futuristic sound design to position a product as a breakthrough technological innovation.

07. PHYSICAL PROMPT

There is a lost island (think Atlantis) where they had a product or service just like that on offer from your clients business, why was it so amazing then, and now?

08. SETTING PROMPT

A cool, wet mist rolls into town, the only place that people can find is the clients business... why?

01. CHALLENGE PROMPT

Write a radio ad in reverse, so the first line is what would usually be the last line, etc.

02 .CHARACTER PROMPT

Professional Dream Interpreter: Explore the intersection of psychology, spirituality, and human experience

03. CLASSIC PROMPTS

We hear a person jauntily whistling, happily humming, or crying to themselves, as the voice over explains why

04. DIALOGUE PROMPT

Have you heard? The local business owner has grown 2 heads, one speaks the truth, the other is rude.

05. EMOTIONAL PROMPT

Some studies have suggested that the average read time of a newspaper is 22 minutes, now imagine you only read the good news in a newspaper - guess how long that it would take for you to read it? Less than 4 minutes! Create a news story about the clients product or service that would make you feel happy when you read it.

06. GENRE PROMPT

Using sound effects only, build a scene of a WESTERN, then subvert it by having the clients product or service suddenly appear.

07. PHYSICAL PROMPT

Using 5 random items your V/O artist is trying to barter their way to purchasing a clients product or service.

08. SETTING PROMPT

Ambient Confession: Listeners hear a character confessing their secret, with the product as the hero. Example: A tired voice admits, "I didn't think I'd finish the marathon," then credits their energy drink for the boost.

01. CHALLENGE PROMPT

Write a short 4-line poem that describes the benefits of using the clients product or service.

02 .CHARACTER PROMPT

Sign Language Interpreter for Deaf Musicians: Narrative about translating artistic expression beyond verbal communication

03. CLASSIC PROMPTS

Write a script around a number of importance, e.g.: 1 = 1st anniversary, 2 = 2 songs, 21 = we're finally legal!

04. DIALOGUE PROMPT

Interrogative Dialogue: Question-driven conversation designed to extract information - Example: "Where were you on the night of the incident?"

05. EMOTIONAL PROMPT

The Topology of Loneliness: Construct a soundscape that maps emotional isolation through increasingly distant audio perspectives

06. GENRE PROMPT

Cybernetic Narrative: Create an audio experience that blends human and technological elements

07. PHYSICAL PROMPT

We can't see a product/service as it is behind a screen - all we can hear are sound effects until... the big reveal!

08. SETTING PROMPT

Describe the ambience of a location, and don't give away the reason why it is the way it is, until the final lines where the clients product or service is mentioned.

01. CHALLENGE PROMPT

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.

02 .CHARACTER PROMPT

Some form of a trust exercise is happening, and the clients business saves the day.

03. CLASSIC PROMPTS

A person is making a list of the jobs that they need to do today.

04. DIALOGUE PROMPT

Someone is sleeping and talking in their sleep, their partner hears them talk about the clients business

05. EMOTIONAL PROMPT

The Frequency of Forgiveness - Develop a narrative that explores emotional healing through progressively softer vocal tones

06. GENRE PROMPT

Horror: the VO Artist is in a haunted house that is haunted by people who didn't use the clients business.

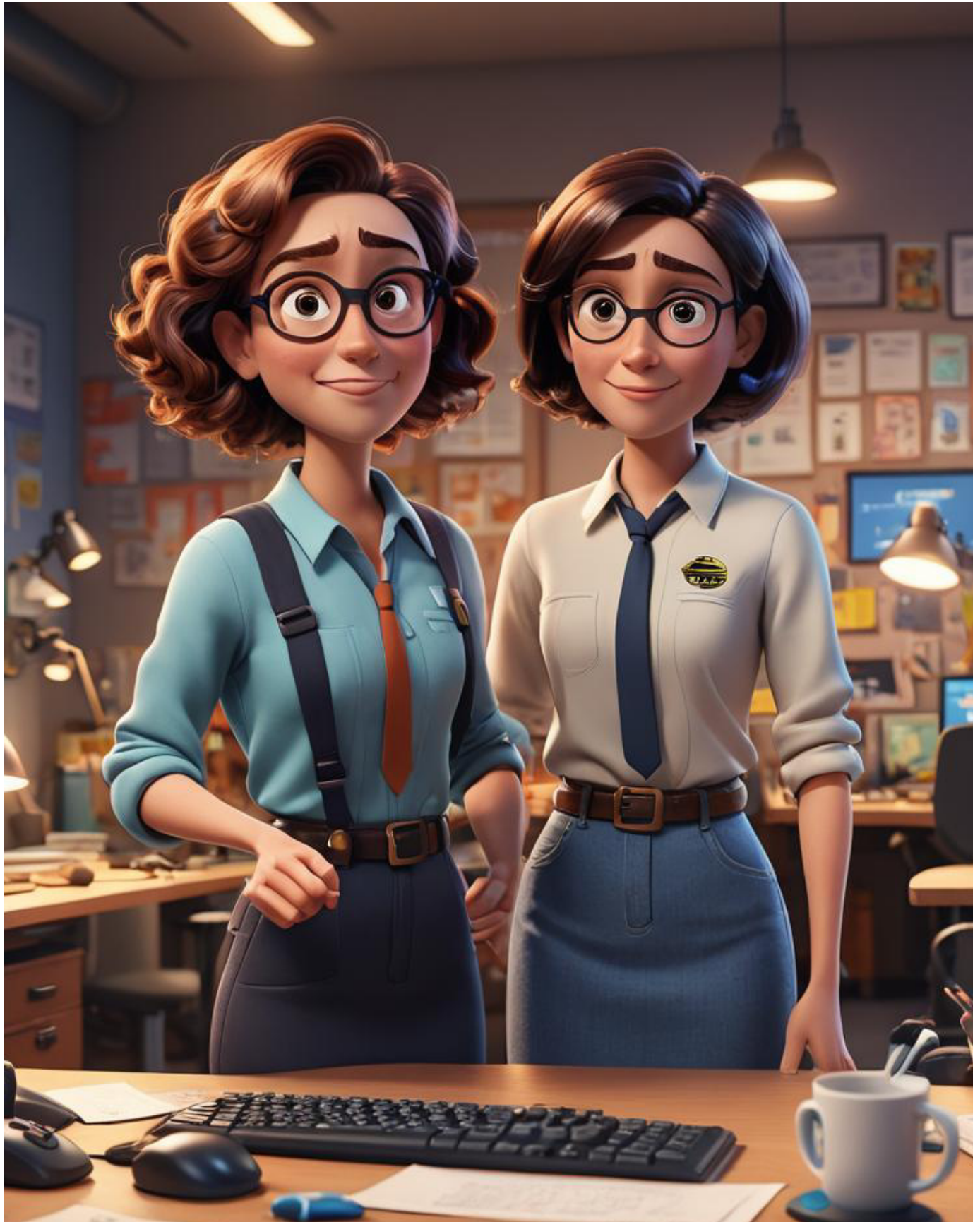
07. PHYSICAL PROMPT

Metaphorical Descriptions: Using imaginative and symbolic language to create a more evocative understanding of an object's essence.

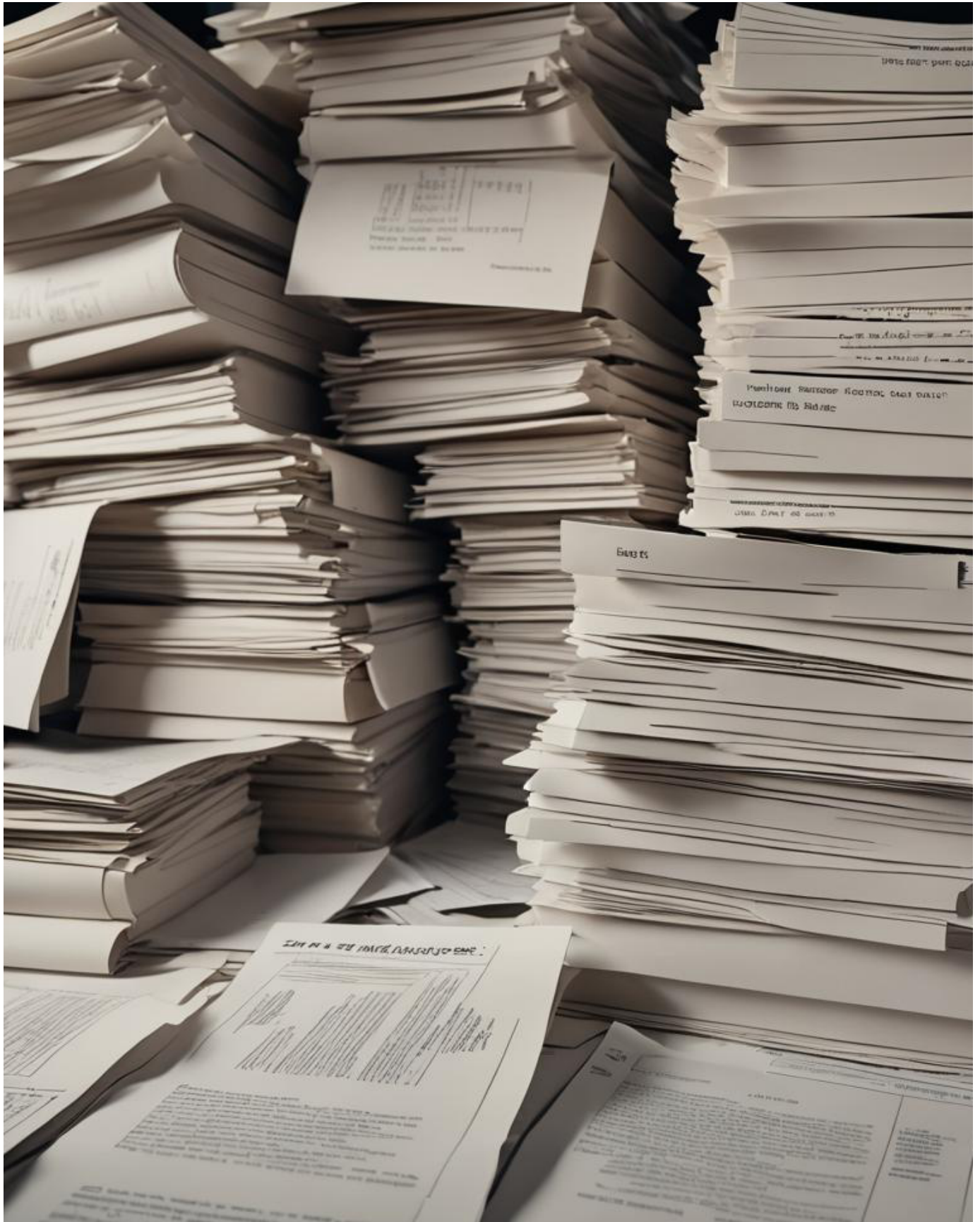
08. SETTING PROMPT

Explain how a simple mistake led to a fantastic solution, from booking a bouncy castle, instead booking a heap of tyres for kids to play with? Go WEIRD!!

2 people who work together are discussing a need that one of them has. Does the clients products or services fill this need? Even if it doesn't do that, would the conversation be weird enough to make listeners pay attention? Find a way to make the ad stand out in this situation.



1. "SO MUCH PAPERWORK!" Why would a business need to have so much paperwork and red tape? When the clients business doesn't use any of that.
2. Somewhere in the bosses office is buried a new product (or service) that will revolutionise the way that people (DO SOMETHING). What is it? When can you get your hands on it?
3. A book worm is eating it's way through instruction manuals (or similar) what does it know?



01. CHALLENGE PROMPT

You are suffering from writers block, write the ad about that, and how the client helps you get through it.

02 .CHARACTER PROMPT

The V/O artist is the lamest superhero ever, and they have to use the clients product to their advantage, what is it?

03. CLASSIC PROMPTS

Apocalyptic/Regeneration: Examine humanity's response to systemic collapse and potential rebirth

04. DIALOGUE PROMPT

Subtext Dialogue: Conversation where the real meaning lies beneath the surface - Example: "It's fine," she said, her tone clearly indicating it was anything but fine.

05. EMOTIONAL PROMPT

There is great danger! Heightened music and sound effects...
Why???

06. GENRE PROMPT

Psychological Thriller: Create an audio experience that builds tension, with the product as the unexpected resolution

07. PHYSICAL PROMPT

A Renaissance Fair is happening, but the clients product is there too?
Why? Because the court jester loves the product so much!

08. SETTING PROMPT

Re-imagine the movie 'Rear Window' and instead of a block of flats, we are watching a business... Why are we doing that?
What drama is unfolding?

01. CHALLENGE PROMPT

Your clients ad only plays on one side of the Left/Right stereo, the next time it is played – it is on the other side, then the next time it is in the middle. It will drive listeners crazy!

02 .CHARACTER PROMPT

A character with a weird, creaky/high pitched voice tries to talk to the listener, they are quickly replaced by the proper voice over Artist.

03. CLASSIC PROMPTS

Exciting news (that isn't news worthy really) is shared about the client/business/staff/product/service.

04. DIALOGUE PROMPT

3 is a crowd, but when they are laughing and talking about the product/service, who do all 3 go to see?

05. EMOTIONAL PROMPT

AFFECTIONATE: Why would someone be so affectionate towards someone else when they use the clients product or service?

06. GENRE PROMPT

Mystery: What is a great mystery that could have been solved if only the clients product or service had been available then?

07. PHYSICAL PROMPT

List a number of objects that work around the theme of a clients business, but not directly something they sell, e.g.: a rug seller = fireplaces, TVs, lounges, snacks, pets... use these other things to stimulate a scene in your mind for the commercial

08. SETTING PROMPT

The VO Artist is sending out invitations to a party - who are they inviting?

01. CHALLENGE PROMPT

Take 5 minutes to quickly write about the space on your desk, that is... the empty space on your desk, go into specific detail, use a ruler if you have to. Then after the 5-minute time limit write about the negative space in descriptive terms, be creative.

02 .CHARACTER PROMPT

Imagine an very rich character, who is rich beyond their wildest dreams, yet they can't go past the product and service from the client, because of X reason

03. CLASSIC PROMPTS

Someone is going through a life change, and the best solution for them is the clients product/service

04. DIALOGUE PROMPT

A conversation over a meal (restaurant, BBQ, breakfast, lunch, etc) between 2 people who hate each other... why?

05. EMOTIONAL PROMPT

A person with a lot of Charisma and personality is describing the clients product and service - this is why they are the way they are.

06. GENRE PROMPT

Using a Ai Song Lyric service, ask it to create a musical, using the prompts from your Copy Brief. Pick 2 lines to build your script around.

07. PHYSICAL PROMPT

Structural Description: Precise analysis of an object's physical dimensions, shape, and geometric characteristics.

08. SETTING PROMPT

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?

01. CHALLENGE PROMPT

SHOW DON'T TELL may work in books, but "HEAR Don't TELL" works for radio commercials - tell an entire story with sound effects only, and tag with the business name and contact details.

02 .CHARACTER PROMPT

Long-Distance Truck Driver describes why, everytime he goes through your town he has to stop at the business.

03. CLASSIC PROMPTS

Philosophical: Interrogate fundamental human experiences by altering core existential conditions.

04. DIALOGUE PROMPT

Coded Dialogue: Conversation using hidden or specialized language - Example: "The eagle has landed" (meaning: mission accomplished)

05. EMOTIONAL PROMPT

Biomechanical Rhythms of Resilience - Explore human emotional strength through mechanical and organic sound interactions

06. GENRE PROMPT

A Post-Apocalyptic scene, everything is destroyed, all but the clients business... why?

07. PHYSICAL PROMPT

The book that the person is reading means that they are missing out on lots of different drama, action and adventure - why is it so interesting?

08. SETTING PROMPT

The Sonic Journey - Take listeners on an auditory adventure.

Example: The roar of a jet engine, the chatter of an exotic marketplace, and finally a relaxing beachside breeze introduce a travel agency's offerings.

1. A Superhero origin story in waiting - a radioactive scorpion is ready to bite the next person who passes by... who is it?
2. Things that don't seem like they are what they are. The scene is set... but what are we actually looking at and why?
3. A talking creature is telling us a story... why?



1. A mad scientist has created the perfect sales person... or have they?
2. A government agent has broken down the doors to a mad scientist's lab, the scientist is immediately smitten by her and admits to doing all types of crimes, when he hasn't.
3. 2 people working together are transported to a new location by a mysterious device, in the process they also swap bodies!



01. CHALLENGE PROMPT

Tell us the story behind the name of the clients business.

02 .CHARACTER PROMPT

A person arrives late, they explain why in a good story...
But there is no one there to hear it.

03. CLASSIC PROMPTS

Rewrite the 12 Days Of Christmas, with products and services from
the client

04. DIALOGUE PROMPT

Create an interview with the client, they want to talk about their
new product or service, and you want to talk about them only, so
they keep on interrupting.

05. EMOTIONAL PROMPT

Why would the Voice Artist be so ANNOYED in this situation?

06. GENRE PROMPT

Epic Adventure - Create a heroic narrative where the product is the
key to overcoming massive challenges

07. PHYSICAL PROMPT

What are the colours, textures of a product? Can you use that in
your script to describe the product or service

08. SETTING PROMPT

What time of the day is it? Write the ad and schedule it so it only
plays at that time of the day - Why is that so important to the
business?

01. CHALLENGE PROMPT

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?

02 .CHARACTER PROMPT

Overnight Radio Host/Voice Over Artist: They are stuck in a studio by themselves, isolated, voicing commercial, spinning disks, etc.

03. CLASSIC PROMPTS

The consequences of a good decision are played out

04. DIALOGUE PROMPT

Negotiation Dialogue: Conversation aimed at reaching a mutually acceptable agreement - Example: "What if we meet halfway on this proposal?"

05. EMOTIONAL PROMPT

Everything is in a state of CONFUSION - try to map out why? And, how it can be resolved.

06. GENRE PROMPT

Romantic Comedy - Craft a narrative arc of meet-cute to resolution that parallels the product's problem-solving capabilities

07. PHYSICAL PROMPT

Think of an object, that should not be in a radio commercial with the clients products/services, e.g.: a pineapple in a car dealership script - write your script and include the word as naturally as you can in it.

08. SETTING PROMPT

Reverse Reveal - Start with the unexpected end of the story and work backward. Example: A relieved parent laughs as their child plays happily, then rewind to reveal how a new toy saved a rainy day.

01. CHALLENGE PROMPT

Create a catch phrase for a business (not a slogan or a tag line)
and try to weave it into the script

02 .CHARACTER PROMPT

Someone who is very lucky has found something amazing,
tie it in directly with the clients business

03. CLASSIC PROMPTS

Time and Memory: Investigate the fluid nature of memory
and personal history

04. DIALOGUE PROMPT

Dialogue Repeats, one word or phrase is on constant repeat...
Is it funny? Scary? Useful?

05. EMOTIONAL PROMPT

The client is expressing their LOVE for their business, their staff,
their customers, etc, etc.

06. GENRE PROMPT

Imagine a scene from the Golden Age of Science Fiction, how
acurate was it compared to today and the clients product or service?

07. PHYSICAL PROMPT

Neuroplastic Materiality: Investigate how physical objects can
trigger and reshape cognitive pathways

08. SETTING PROMPT

Imagine you are lying in bed, looking around, what do you see
that could possibly be related in some way to your clients product
or service? It's your imaginary bedroom so it could have anything in it.

01. CHALLENGE PROMPT

You have to say the clients name as many times as you can in a commercial script, but not the business name.

02 .CHARACTER PROMPT

There is a character who describes things in unwanted detail, they keep on butting into your voice over and telling people in detail about the product or service, what would they say.

03. CLASSIC PROMPTS

The WHO of a story is more important than anything else, explain in detail WHO they are.

04. DIALOGUE PROMPT

2 different views, 2 very different people, both are not talking to each other, they are talking to the narrator - why?

05. EMOTIONAL PROMPT

Sympathetic Vibrations of Collective Consciousness: Create a narrative that demonstrates how individual emotional experiences resonate collectively

06. GENRE PROMPT

Create a historical fiction scene whereby to geniuses talk about what the future will hold!

07. PHYSICAL PROMPT

Acoustic Materialization: Describe physical properties through the acoustic signatures and vibrational characteristics of an object

08. SETTING PROMPT

Parallel Narratives: Two contrasting stories converge at the product. Example: A stressed parent and a cheerful child describe their morning, both tying it to a quick, nutritious breakfast option.

1. A committee of people are deciding what and how they are going to run their next promotion, we hear what is going on, and how decisions are being made.
2. a Fly is watching what is happening at a business board meeting, and tells people about the new price increase, so get in now!
3. No decision can be made about the name of a product, ask listeners to suggest a name.



1. Using a wide as possible range of emotions, run through the list for each line of the script said in a different way.
2. How does NOT using a product or service make you feel? No when using it?
3. We hear the interior dialogue of a person who is discovering the frustrations of dealing with a particular type of industry - however, one business is better than the rest.



01. CHALLENGE PROMPT

Today your first scripts are all going to ignore the rules of Grammar - totally! And you will go with what you write, got it!

02 .CHARACTER PROMPT

The V/O is getting an error message (the same error message) no matter what they do... why?

03. CLASSIC PROMPTS

The clients script is asking the public for help, help to get rid of stock, help to support a charity, or help for a cause.

04. DIALOGUE PROMPT

A dating app was used to match 2 people, what is the conversation when they meet up and realise that they work for the same company?

05. EMOTIONAL PROMPT

FEAR is gripping those people in the studio recording the commercial... Why? What is it specifically, and why are they so afraid?

06. GENRE PROMPT

Film Noir: Create a gritty, detective-style commercial that transforms a mundane product into a mysterious solution to life's challenges

07. PHYSICAL PROMPT

The curtain falls on the scene, and the actors talk about their performance, amid the applause we hear one person say that it was almost as good as the service from a business.

08. SETTING PROMPT

Someone is locked in at the business, what can they do until someone rescues them in the morning?

01. CHALLENGE PROMPT

Every sentence in the script must have 6 words maximum.

02 .CHARACTER PROMPT

Your script has 2 bored characters, what are they saying or doing that is so boring? What suddenly makes it interesting for a listener?

03. CLASSIC PROMPTS

Based on the time of year, write around that theme, e.g.: Thanksgiving -
What is the client grateful for?

04. DIALOGUE PROMPT

Socratic Dialogue: Conversation where one participant asks probing questions to stimulate critical thinking - Example: "But how do you know that what you believe is actually true?"

05. EMOTIONAL PROMPT

The voice artist is disappointed that they can't read the script the way that they want to - why? What is it about their take of the script that would make it better?

06. GENRE PROMPT

Surrealist - Develop an abstract audio experience that challenges conventional product storytelling

07. PHYSICAL PROMPT

Technical Specification: Systematic documentation of an object's quantifiable characteristics using standardized industry metrics.

08. SETTING PROMPT

Underground Subway During Rush Hour - Capture the compressed human experience through overlapping conversations, train mechanics, and urban energy

01. CHALLENGE PROMPT

Write your 30 second script in the format of a 45 second scrip...
Then drop the very first line, does it fit into 30 seconds now?
If not - drop the next line, keep on cutting until it fits into 30
seconds, then rewrite if needed.

02 .CHARACTER PROMPT

A hero arrives, why do people trust them?
Because they are XYZ person!

03. CLASSIC PROMPTS

Metafiction: Create narratives that self-consciously explore the
nature of storytelling itself.

04. DIALOGUE PROMPT

Metacognitive Dialogue: Conversation about thinking and
communication itself - Example: "I'm noticing how we're talking
about our communication right now."

05. EMOTIONAL PROMPT

The Mathematics of Grief: Explore how precise, clinical language
can paradoxically reveal the most profound emotional vulnerability.

06. GENRE PROMPT

Imagine a romantic scene between a couple, why are they so in love?

07. PHYSICAL PROMPT

Holographic Principle of Experience: Explore physical properties
as complex, interconnected informational systems.

08. SETTING PROMPT

Deep Sea Research Vessel - Create an immersive soundscape
of marine equipment, communication systems, and other types
of oceanic ambience.

01. CHALLENGE PROMPT

Use the first three quarters of a commercial to only play music or only use sound effects to sell the product or service, then the last quarter to tell the listener about it.

02 .CHARACTER PROMPT

An overly dramatic betrayal has occurred, massive over-acting required from Voice Artists, think soap opera turned up to 11!

03. CLASSIC PROMPTS

Psychological Deconstruction: Unravel a character's interior landscape through fragmented narrative techniques

04. DIALOGUE PROMPT

2 workers at the business have made a discovery, something magical with a listeners car/house/item, and they talk about it.

05. EMOTIONAL PROMPT

DIGUST: At a problem, why can't it be solved? A solution is suggested, but the character is so hung up on their disgust that they can't get past it to solve the problem.

06. GENRE PROMPT

Time Travel - Position the product as a solution that transcends temporal limitations

07. PHYSICAL PROMPT

An object has been lost at the business, describe the loss they are experiencing, the more boring an object (a hammer) the more drama you can get from it...

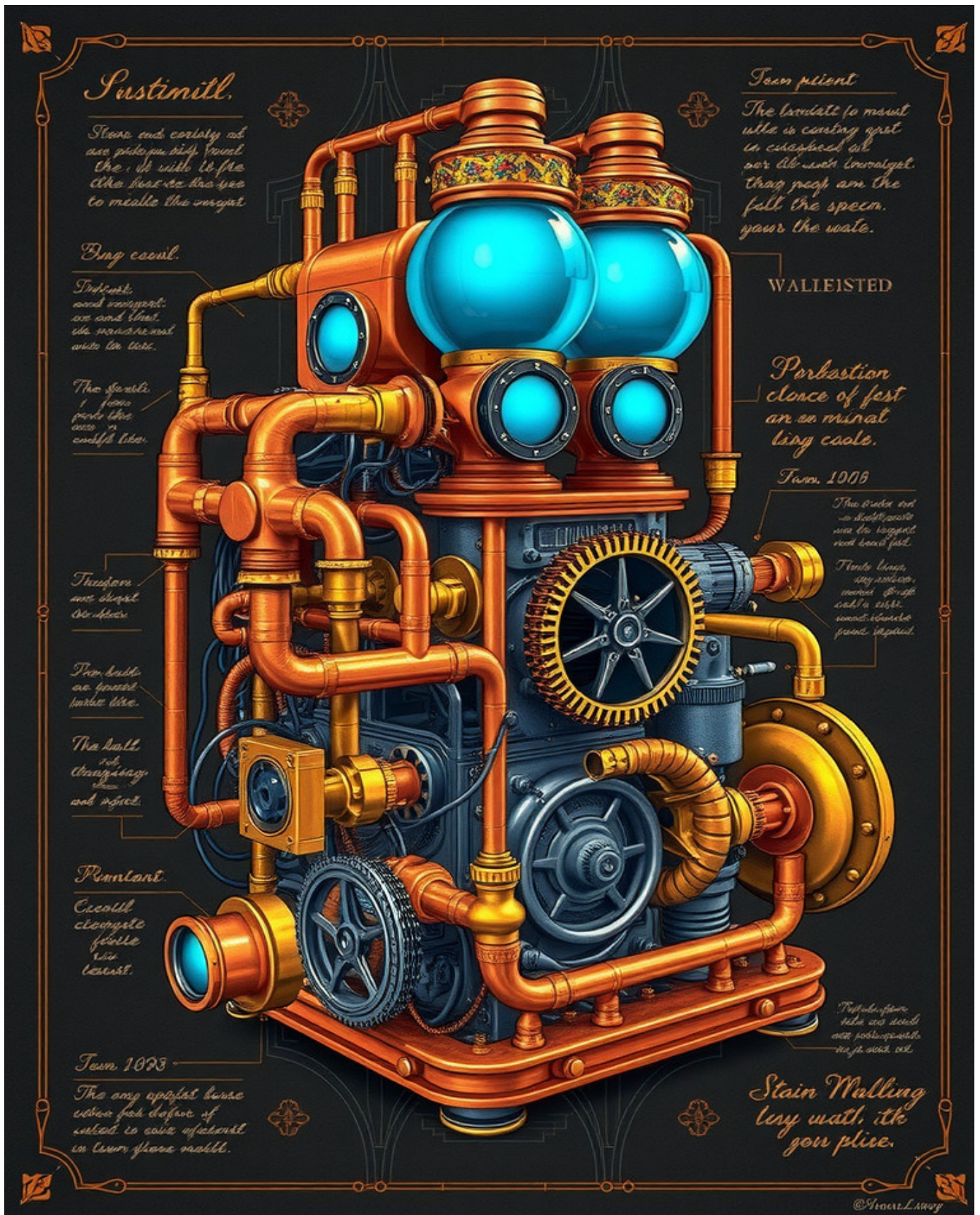
08. SETTING PROMPT

A mysterious package arrives... what is it? Where has it come from, it's then picked up by the voice over artist and its from the client.

1. This is a Quokka playing soccer. Create a rhyme for an animal from your area, and have it match a sport or activity - write about that.
2. Even though you cannot see animated characters on the radio, write a cartoon style radio script for some characters who are interacting and doing some cartoon style activity. Even if it is something simple a cooking food. Making a booking. Eating out.



1. The plans for a magnificent magical machine are being drawn up (we hear the inventor/designer working hard in the background) what does it do?
2. A weird machine has been found, turning it on/turning dials does nothing.. what it needs is some fuel. Where and what should that fuel be?
3. This is a machine that does the job that someone does, does it do it just as well??



01. CHALLENGE PROMPT

Go to the staff kitchen, either cook yourself a piece of toast, or grab a cookie (biscuit) and bring it back to your desk. Look closely at it, intensely, focus on one part of an edge, describe in a script the terrain that it would be like if you had to walk over it to get to the clients business

02 .CHARACTER PROMPT

Competitive Chess Player: Narrative about memory, strategy, and human resilience when being beaten.

03. CLASSIC PROMPTS

WHY? Often the why a sale is on, or product or service was created is overlooked, look into the details and tell us the WHY story.

04. DIALOGUE PROMPT

A monologue with the main character explaining how much trouble they are in and what they need to do to fix it.

05. EMOTIONAL PROMPT

The client wants to show their gratitude to all of their customers...
How will they do that?

06. GENRE PROMPT

Create a Mockumentary scene similar to that from Spinal Tap, when talking about the speakers going up to '11' how and what would a client's business have or do that would be similar?
Yet different?

07. PHYSICAL PROMPT

Cybernetic Interaction: Describe physical objects through their potential for technological integration and human-machine interaction.

08. SETTING PROMPT

Busy International Airport Terminal: Weave multiple language conversations, announcement overlays, and travel atmosphere into a cohesive narrative.

01. CHALLENGE PROMPT

Listen to your all-time favourite "HAPPY" song and then write a script for the client based around how you feel while listening to it.

02 .CHARACTER PROMPT

Nurse: Explore themes of compassion, care, and human dignity.

03. CLASSIC PROMPTS

Tell us some outrageous lies about how using the product/service made something fantastical happened.

04. DIALOGUE PROMPT

Informative Dialogue: Conversation primarily aimed at sharing information - Example: "The project deadline is next Friday, and we need all reports submitted by Wednesday."

05. EMOTIONAL PROMPT

The Spectral Harmonics of Unspoken Understanding: Create a narrative that reveals profound emotional connection through minimal, precise audio cues.

06. GENRE PROMPT

Existential Drama: Develop a philosophical narrative that connects the product to deeper human experiences

07. PHYSICAL PROMPT

Fractal Geometries: Describe physical structures by exploring their self-similar, recursive geometric patterns

08. SETTING PROMPT

Imagine a character having to sit for a job interview, at the business, but the client is constantly interrupted by customers coming in.

01. CHALLENGE PROMPT

Write a script that does not allow you to use the same word twice, except the company name.

02 .CHARACTER PROMPT

Someone keeps on saying a phrase like "That's not my department" the V/O Artist ignores them, but keeps talking about all the great things that the client does, the final thing he says, the character says "That IS my department!"

03. CLASSIC PROMPTS

OVER TIME - tell the story of a product or service over a time period, e.g.: start at the end, then go back to the start, the middle and then the end again.

04. DIALOGUE PROMPT

Rhetorical Dialogue: Conversation using questions for dramatic effect, not actual inquiry - Example: "Am I not merciful?"

05. EMOTIONAL PROMPT

The V/O artist is annoyed, and irritated by the hold music, they hang up and call the clients business and get their problem solved straight away making them VERY happy.

06. GENRE PROMPT

Set the scene as if it is a drama, then play it out like it is a comedy.

07. PHYSICAL PROMPT

Quantum Physical Perception: Examine an object's physical properties by considering its behaviour at microscopic and probabilistic levels.

08. SETTING PROMPT

Space Station Control Room - Blend technical communication, equipment beeps, and psychological tension through sound design.

01. CHALLENGE PROMPT

Write for 2 minutes on the type of weather in a location, choose 2 words, and try to incorporate those into your script in a unique way.

02 .CHARACTER PROMPT

The Night Shift: A character who witnesses everything through the lens of late-night interactions.

03. CLASSIC PROMPTS

Conflict and Tension: Construct narratives where moral ambiguity creates unavoidable dramatic tension

04. DIALOGUE PROMPT

2 people are making a list of the jobs that they need to do today.

05. EMOTIONAL PROMPT

We explore the emotion of DOUBT by way of questioning everything and not believing the answers we get.

06. GENRE PROMPT

Imagine a wildlife documentary style narration, how would a documentary film present the details about the clients business?

07. PHYSICAL PROMPT

Biomechanical Storytelling: Describe physical properties by examining movement, force, and systemic interactions.

08. SETTING PROMPT

The scene is the distant past...

1. An exam is taking place in a classroom. Or is it a dream and you haven't studied?
2. This is the classroom of the future, what lessons are they being taught about what happened in the past?
3. Students are not behaving during a lesson, why?
4. Students are passing notes during a lesson, what does the note say?



1. A person is camping in the wilderness, what essential piece of kit (or knowledge) do they have that will save them if something goes wrong?
2. A person living on a planet by themselves finds someone else's camp - they are no longer alone...
3. A time machine takes its occupant to strange locations, and it cannot be controlled.



01. CHALLENGE PROMPT

Using smells, describe a client's product or service in positive terms.

02 .CHARACTER PROMPT

Professional Counsellor - Dive into the emotional landscape of someone who professionally navigates human pain.

03. CLASSIC PROMPTS

WHEN: Time and its various ways of being interpreted need to be looked at in detail - How long? Time to use? Deadlines? Time to do?

04. DIALOGUE PROMPT

A client's New Year's resolutions are used in their radio commercial.

05. EMOTIONAL PROMPT

How do different individuals express their enjoyment in any situation, create a short list of 5 ways to enjoy good news, and write about 2 of them.

06. GENRE PROMPT

Melodrama: A moment of truth scene where something that has been offered as a temptation is done so by someone who is evil.

07. PHYSICAL PROMPT

Material Composition: Detailed examination of the chemical, elemental, and structural components that constitute the object.

08. SETTING PROMPT

We start in the middle of a game, but the rules make no sense, and the players are just trying to win the prize from the business.

01. CHALLENGE PROMPT

Every sentence must end with an exclamation mark,
or a question mark.

02 .CHARACTER PROMPT

Language Interpreter at a Major Conference: Narrative exploring
communication, translation, and the invisible art of interpretation

03. CLASSIC PROMPTS

The Voyage and Return - journey to a strange world, then returns
better than when they left

04. DIALOGUE PROMPT

Comedic Dialogue: Conversation meant to provoke humour, for
example: "I'm not saying you're clumsy, but you could trip over a
wireless connection."

05. EMOTIONAL PROMPT

The EXCITEMENT is building for a particular event, what is it and
why should everyone be excited about it?

06. GENRE PROMPT

Alternate History - as presented in the style of a factual documentary.

07. PHYSICAL PROMPT

Quantum Entanglement of Form: Investigate physical properties
by exploring interconnected, non-local relationships

08. SETTING PROMPT

Late-Night Convenience Store - Develop tension and potential
through minimal interactions and background ambient sounds.

01. CHALLENGE PROMPT

List various facts about either, the town, an item, a place, or a product and the final fact is that it is where the business is.

02 .CHARACTER PROMPT

Forensic Accountant Uncovering Corporate Fraud: Character study of intellectual pursuit and moral conviction.

03. CLASSIC PROMPTS

Echoes of Memory - Craft a story where sound memories become the primary narrative mechanism, blending past and present through auditory triggers.

04. DIALOGUE PROMPT

Expository Dialogue: Dialogue that provides background information or context - Example: "As you know, our company merged with XYZ Corp last summer."

05. EMOTIONAL PROMPT

The Photographic Negative of Emotional Experience: Develop a story told through the absence of expected emotional sounds

06. GENRE PROMPT

Imagine a Tech Noir scene (think Blade Runner) where an interrogation is talking place - what happens?

07. PHYSICAL PROMPT

Emotional/Subjective Descriptions: Capturing the psychological and cultural impressions evoked by an object.

08. SETTING PROMPT

Overnight Long-Distance Trucker tells a story of solitude, connection, and journey through CB radio, engine sounds, and personal reflections.

01. CHALLENGE PROMPT

Use a mad-lib style script, and have the voice over artist explain it as they go... I was... Occupation, and I went to... VERB, where I...adverb.

02 .CHARACTER PROMPT

Professional Mourner in a Traditional Cultural Context: Examine the emotional labour, cultural rituals, and human connection

03. CLASSIC PROMPTS

Amazing News is shared about the business/staff/product/service

04. DIALOGUE PROMPT

Digital Dialogue: Conversation through technological mediums -
Example: "LOL, that meme was hilarious!" (typical text/chat communication)

05. EMOTIONAL PROMPT

JOY to the world, create a short poem expressing the JOY that a client brings to the world of someone who needs or uses their services.

06. GENRE PROMPT

A comedy scene is imagined, does it play out like that in real life? Why not? Because they are using the clients product or service!

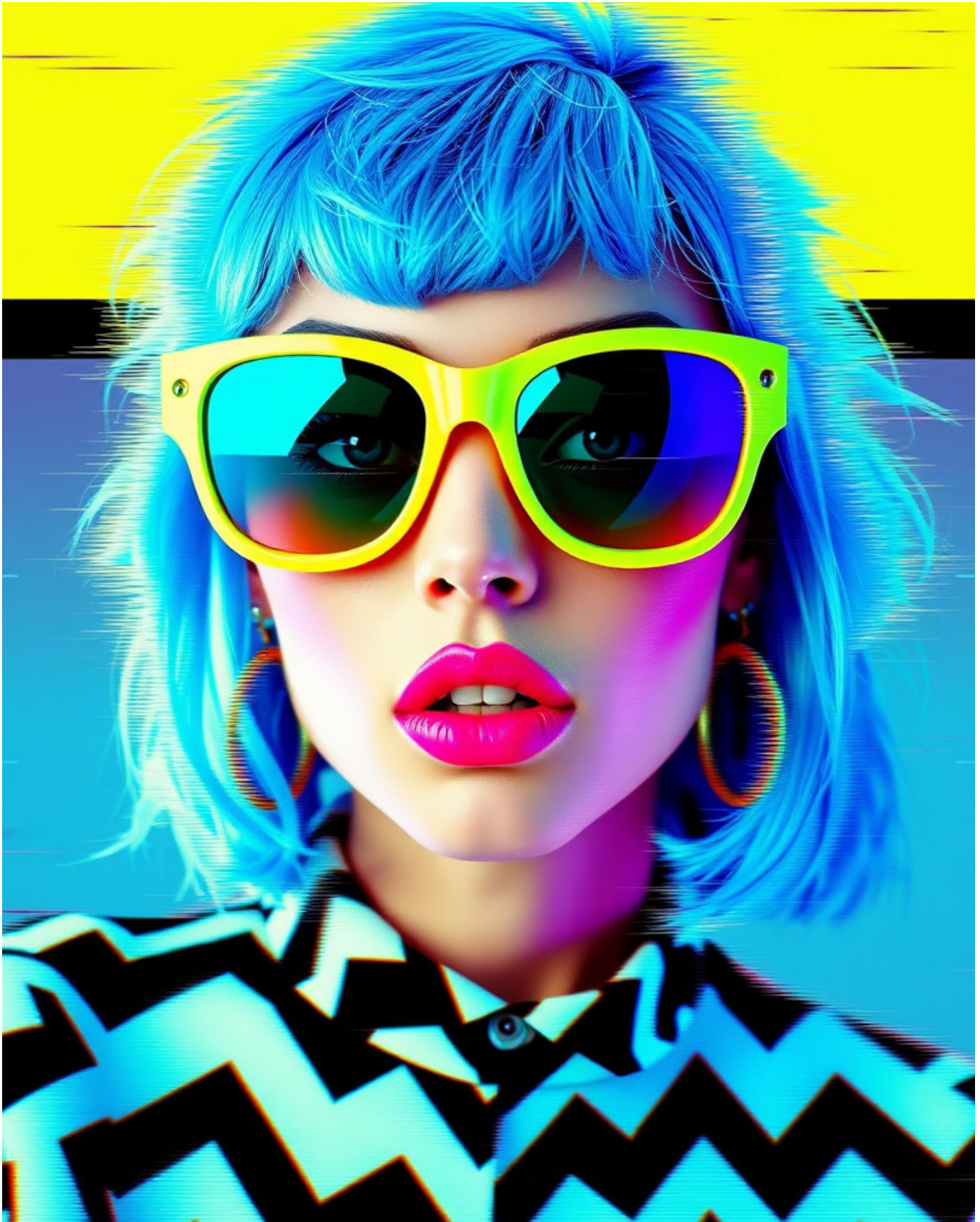
07. PHYSICAL PROMPT

Sensory Descriptions: Comprehensive exploration of how an object can be perceived through sight, touch, sound, and smell.

08. SETTING PROMPT

Competitive Esports Tournament Backstage - Blend digital sounds, nervous energy, team communications, and competitive tension

1. The 1980s are calling.... what are they saying?
2. An old poster has been found picturing the owner of a business, what do people think of it?
3. Fashions come and go, what is a futuristic fashion concept that could take hold?
4. A Virtual Video Game has a character that looks like the business owner, the business in the game has a name that is very similar too... why?



1. Kids have an imaginary friend who plays with them, and because only they can hear them talk... what are they saying?
2. A portal to the past has opened, and fictional creatures like dragons, unicorns and others are coming through - why? Where are they being kept?
3. Use the sound effects of fictional creatures, and then translate what they are saying.



01. CHALLENGE PROMPT

What is the story behind the business starting?
Real or imagined?

02 .CHARACTER PROMPT

Professional Crime Scene Cleaner: Explore emotional labour, trauma processing, and human dignity.

03. CLASSIC PROMPTS

The Quest - or the heroes journey - imagine the type of quest a client would go on - or what their product or service could be used for a quest.

04. DIALOGUE PROMPT

A conversation between 2 neighbours as they talk over their back fences to each other about life, latest purchase, problems?

05. EMOTIONAL PROMPT

ANGER can be expressed in so many different ways, write about 2 of them, pick the best one and find a way to turn that anger around.

06. GENRE PROMPT

The near future, and the community is rebuilding after a huge disaster, how does the clients business help?

07. PHYSICAL PROMPT

Epigenetic Materiality: Examine how physical objects carry and transmit contextual, adaptive information.

08. SETTING PROMPT

A Mountaineer: Explore isolation and environmental challenges through wind, and minimal human interaction sounds.

01. CHALLENGE PROMPT

Write a commercial that is 5 seconds long, then start another commercial (1st line only) and then break into the commercial again to remind people about the first part.

02 .CHARACTER PROMPT

Taxi Driver in a Major Metropolitan City - Explore cultural adaptation, dreams, and human connection through daily urban encounters

03. CLASSIC PROMPTS

Look at the clients old scripts, is there something that stands out as a classical theme that you may not have noticed before?
If so, focus on it.

04. DIALOGUE PROMPT

We overhear many single lines of dialogue unconnected to the client's business - or are they?

05. EMOTIONAL PROMPT

A rainbow of emotions, write one line about each emotion and tie each one to an aspect of the clients business.

06. GENRE PROMPT

A Bugs Bunny/Road Runner style cartoon feel radio commercial - absolutley bonkers and crazy sound effects.

07. PHYSICAL PROMPT

Tell the story of the product or service from the point of view of the product.

08. SETTING PROMPT

The sounds of the clients last commercial is zooming through space and is picked up by aliens, what do they do and how much of the message do they understand?

ADD IN YOUR OWN FAVOURITE WRITING PROMPTS:

01. CHALLENGE PROMPT

02 .CHARACTER PROMPT

03. CLASSIC PROMPT

04. DIALOGUE PROMPT

05. EMOTIONAL PROMPT

06. GENRE PROMPT

07. PHYSICAL PROMPT

08. SETTING PROMPT

ADD IN YOUR OWN FAVOURITE WRITING PROMPTS:

01. CHALLENGE PROMPT

02 .CHARACTER PROMPT

03. CLASSIC PROMPT

04. DIALOGUE PROMPT

05. EMOTIONAL PROMPT

06. GENRE PROMPT

07. PHYSICAL PROMPT

08. SETTING PROMPT

1. Mother nature is trying to explain to a person why using the clients product or service is good for the environment.
2. Forrest spirits share a door that can take you into magical realms, would you trust them enough to try to use one?
3. A choose your own adventure style commercial, should we take path A or path B?



1. In the future big brand names have changed from what they originally were, into something different, BUT - the clients business has remained the same.
2. Use the slogan or tag line from a business to create a full story behind it.
3. A visitor from the future is trying to understand how the clients business had a part in the future of society.





RCCP