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To figure out what to write about you might want to *ask questions like*:

- ▶ What important service can you perform for potential clients / readers?
- ▶ What really makes you mad? How can your business / writing alleviate the problem?
- ▶ What needs will your article – book - release create or fill?
- ▶ What excites you or your clientele / audience? What do you have to say about it that is of interest?
- ▶ Do you know a better way to do something?
- ▶ Do you have a specific area of knowledge or particular cluster of knowledge you can draw from to benefit the readers of this article – book - release?
- ▶ What wrong needs to be righted? What is your super power?
- ▶ Has God or some other supernatural entity given you a message for the world?

Seasonal Events

Another good idea is to hook your writing in with seasonal or yearly happenings. To make this job easier you might want to go to the library and collect ideas from the book “*Chase’s Annual Events*” by William D. and Helen M. Chase for tie-ins to national events.

Scamper (<http://litemind.com/scamper/>)

Each of the letters in SCAMPER stands for a unique way of being creative with any project or idea.

S-what can you **substitute**?

C-what can you **combine**?

A-what can you **adapt**?

M-what can you **magnify, miniaturize, or multiply**?

P-what can you **put to other uses**?

E-**what else, who else, where else** (applied to every letter in SCAMPER)

R-what can you **rearrange or reverse**?

Apply the SCAMPER questions to any problem or situation you would like to change, or to be creative with your writing, or demolish writer’s block. Before you make it through the list even once, I bet you will have more ideas than you can use.

Use the “-est” Technique

Think of all the adjectives you can and add “-est” to the end and then create an article around it. Examples:

We have the largest...

Biggest increase since...

The oldest...

The youngest...

The fastest...

The ugliest...?

Focus on a Timeline

In five years we...

Last year at this time...

This is the ? anniversary of...

Over the past ten years...

By the year...

On Saturday, January 25th... (specific date)

At 5:00pm... (specific time)

- **Get ideas from magazine headlines.**
- **Study the top 100 bestselling books in your genre.**

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Creative Ideas for News Releases

Your business is chock full of ideas for news releases. Here are just a few ideas:

- ▶ Profile an employee or significant figure in your business.
- ▶ Significant promotions.
- ▶ Job changes.
- ▶ New hires.
- ▶ Elaborate on extra-curricular activities of your employees or yourself.
- ▶ Attendance by your staff at special clinics / certifications.
- ▶ Speeches or presentations given by employees.
- ▶ Announce retirements.
- ▶ A move by employees to a different branch, division, or area of the country.
- ▶ Awards.
- ▶ Unusual hobbies.
- ▶ Staff participation at civic functions.
- ▶ Group activities.
- ▶ VIP / celebrity visit.
- ▶ New policies or programs.
- ▶ Special service or development of a new product.
- ▶ Profile anniversary or history of the company.
- ▶ Open house / Grand Opening.
- ▶ Participation in charitable events.
- ▶ Report of the annual meeting.
- ▶ Improvements to the facility.
- ▶ Special training set up for the staff.
- ▶ Success / defeat of athletic teams sponsored by your business.
- ▶ New products / programs / services.
- ▶ Programs / products / services discontinued.
- ▶ Unusual use or application of your products / services.
- ▶ Availability of new literature.
- ▶ Price changes.
- ▶ How current news affects your company.
- ▶ A move to a new facility.
- ▶ Special sales or incentives.
- ▶ Special or unique tips for using your product or service.
- ▶ The bottom line.
- ▶ Testimonials or stories from users who had a good experience with your business.
- ▶ Major clients / celebrities that now use your business / product / service.
- ▶ An unusual service you offer or possibly a new use of an existing service.
- ▶ How you have maintained consistently lower prices compared to inflation / your competitors.
- ▶ Your attendance at an upcoming function (I.E. exhibit, trade show, charity event, civic activities etc.)
- ▶ Special resources you have available to the public.

Got the idea? Almost anything can be turned into a good idea for a an article or media release. Just remember to ***slant the article so the news is necessary and beneficial for the people who will eventually read it.***

Google the following creativity products:

- Roger von Oech's Creative "Whack Pack," and his books, *A Whack on the Side of the Head* and *A Kick in the Seat of the Pants*.
- *Rory's Story Cubes*
- *The Amazing Story Generator* by Jason Sacher
- *The Writer's Block: 786 Ideas to Jump-Start Your Imagination* by Jason Rekulak

Get a deck of Tarot cards.

Get a prescription for medical marijuana?