

# Writer's Idea Matrix

DESCRIPTION	RESULT	SUBJECT-WHO	DESIRES
Fastest	Save money	Family	Money
Easiest	Save time	Friends	Fame
Safest	Look good	Co-Worker	Credit
Cheapest	Get	Client	Physical possessions
Fun	Feel better	Prospect	Spiritual
Secret	Gain	Customer	Admiration
Hidden	Lose	Boss	Travel
Little Known	Healthier	Enemy	Security
Alternative	Stronger	Adversary	Freedom
Controversial	Weaker	Competition	Loss prevention
Slowest	Advance	Teacher	Investments
Worst	Get rid of	Mentor	Fun
Ironically	End	Student	Revenge
Surprising	More	Pets	Respect
Avoid	Enjoy	Government	Recognition

Simply mix and match words from these columns to help stimulate writing ideas!  
Ex. The fastest way to get rid of fat and feel healthier is...



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