

## How Onomatopoeia Can Make Your Writing Sizzle

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Pop! Snap! The bacon grease is flying high. The aroma in my kitchen right now...fantastic. Mouth watering, if I were a dog there'd be a literal pool of saliva by my feet right now.

I contain my emotional connection to these prized pig particles long enough to flip them from their stationed sizzling spots.

Yaaouch! That one connected, singeing the hairs on my forearm. Then, Wham! My knuckles meet the edge of the drawer as I recoil from the startling surge of pain.

Double whammy. I need a minute. Walk away, Sara, walk away...

My husband instilled the necessity of bacon with breakfasts in our home. Despite its taste that causes orgasmic reactions with taste buds, I've always despised cooking bacon. Despised it. It's messy, exploding grease into cosmic coordinates. Don't get too close, better yet—gloving up to your elbows would likely be the appropriate charge for personal protective equipment when dutifully indulging such kitchen requests.

Alas, the growling stomachs and seduced senses call, and the bacon must be cooked.

### ***Are you hungry yet?***

Let's cut the bacon chatter and get down to business...onomatopoeias. Right.

There's nothing quite like setting the stage for a great story by using onomatopoeia as the first word of copy, as a stand-alone sentence. It's the hook of hooks. The *pièce de résistance*, drawing the reader into the text to better understand what made that abrupt sound that was just breathed into their minds.

Every good writer knows that if your reader is engaged, you've won half the battle in presenting your message. To feel engaged, readers need relation. Onomatopoeia is a perfect expression of our humanity, bringing our experience of sound to life through the written word.

For the copywriter, using story is still an effective, ideal format to engage the reader and draw them into the copy you're desiring action in.

### **Persuasion is amplified by story.**

By the reader becoming one with the character on the page, they are half-way sold on the product or service being cited.

If I was in *cookware sales* I'd have drawn the reader into the scene...ideally having their mouths watering and bellies growling right along with the descriptive scenario of bacon cooking in the pan. Hooked.

Add some *yaaouch* and *wham*, and the line is being set for the need to be properly donned for the task of browning bacon. The bacon prep experience just went from delightful to disastrous with the help of some onomatopoeic brilliance.

Where first the reader was enticed by the sizzle of some literal sizzle, they've now been duped by the expressive cry of pain. Pain that could have been avoided by being properly prepared for the kitchen catastrophe that is *bacon*.

Time to engage the product promotion. Those almost-better-than-bacon themselves, gloves! Or whatever else you're promoting... You get the point.

Onomatopoeia. The word that will still be hard to spell after writing it in an article nine times or more. The word that most of us need to look up online because middle school was ages ago and our brains weren't meant to carry such a word with us for years on end. Onomatopoeia is the brilliant writer's choice to engage, promote, and push the reader down the page to their final destination. The sinker—yet not so downright-negatively, of course.

Those gloves are indeed a great deal to be had. You've presented the argument well. The numbers, the evidence, don't lie. But what good do they do unless they make it into the hands of your beloved readers. And beloved is what they are.

Those readers are the reason we live and breathe and write. Well, mostly. They are why we earn a pay-check, though, so there's that...

**When promoting products that, on their own, lack a little sizzle; consider creating a story and bringing the scene to life with onomatopoeic awesomeness.**

Your readers will thank you, indirectly, for bringing them into a story—whatever type of story it is you choose. The bacon will thank you for keeping its sizzle alive. Your client will thank you for the completed calls to action, and therefore your bank account will thank you, too.

It's a win-win all around. The only downfall? Typing out that darn word to tell others of this amazing secret you've found in onomatopoeias...