

“reflecting on experience” Use what you learn.  
here are 10 ideas. Try them out.

## **1 You’re a creative genius!**

You were born with a gift – to be you, and see the world your way. But we get stuck in a rut. Same thing same way

Ever done something awesome? It’s a wonderful feeling  
Your readers love it too! Be mindful of your genius

Thelonious Monk – sometimes I play things I never heard myself

So step out of your rut and repeat after me “I am a creative genius!”

## **2 Why am I writing?**

Ask: why do you write?

To get things done. Write to inform or persuade.

Think, say, know, give permission, change a process

Lose your bad habits    Fill up space    write a sentence  
cut& paste

K.I.S.S.    Be concise    5th grade level    Dumb it down

## **3 Who is my reader?**

List the people who read your writing and a few words  
How do they make decisions?    What’s important to them?  
What dumb questions they ask you? Those are great!

Visual - learn by seeing. Respond to visuals.  
Say see, show, reveal, looks good, see you later

Auditory - learn by hearing. Respond to face/face, phone.  
Say hear, sounds good, listen, talk to you later

Tactile - learn by touching. Respond to feelings emotions  
face/face. Say tackle, hold, run, toss, feel, touch base, contact  
Alex bell story

## **4 What do I want my reader to learn?**

Not what do I want to say

What is it about the facts that will inform or persuade your reader?

To help your reader understand and make a decision  
Understanding is learning – they can explain to others

Use words with intention – “analyze” Dave the  
Pharmaceutical VP

Elmore Leonard “I leave out the parts my readers skip.”

## 5 What do I expect to accomplish?

What is your reader going to know, think, do, say, give

Clear objective

Tell Sell Consult Join

Understand Decide Contribute Collaborate

Show 1 sentence examples tell evaluation story

## 6 Plan, write, revise, edit.

Where do you usually start?

Plan – think first. Ask those first four questions

Write – turn off your monitor XXX

Revise – don't delete \*\*\*\*\*

Edit – give your writing to someone else read aloud  
bored?!

Strive to thrill yourself ! Tears of joy!

My example Heritage Fabric softener commercial

## 7 Be a sales pro!

We may not think of ourselves as sales people. But we all are.

I give you something, you give me something. Time

“Got a minute?” give your readers something of value

People make decisions based on benefits not features.

Perception of value what's in it for me  
Ginsu Knives Drill/hole

Information → Knowledge → Understanding → Value,  
I can use it

## 8 Be inspired!

Read everything you like and several things you don't

IBM/Apple brochures Warren Buffett – personal,  
honest

Plenty of mistakes, but we sleep well  
Fly fishing magazine

Copy from ten it's research

## 9 Ask simple questions.

Philosophy major Ask simple questions Be skeptical

Who What When Where How Why

Your readers ask them “So what?”

Acting classes - learned to listen. Listen to your readers.

Listening vs hearing Girlfriend/A.C.

Their questions are valuable. They're trying to make your job easier

## 10 Be clear!

Most important goal

Words and numbers are graphics

Language is crazy! Enough though

daughter/laughter

Language changes/river

Yo ASAP \$38 charts

:-) k #YOLO punctuation . ,

Let's eat mom A woman without her man

Ghoti