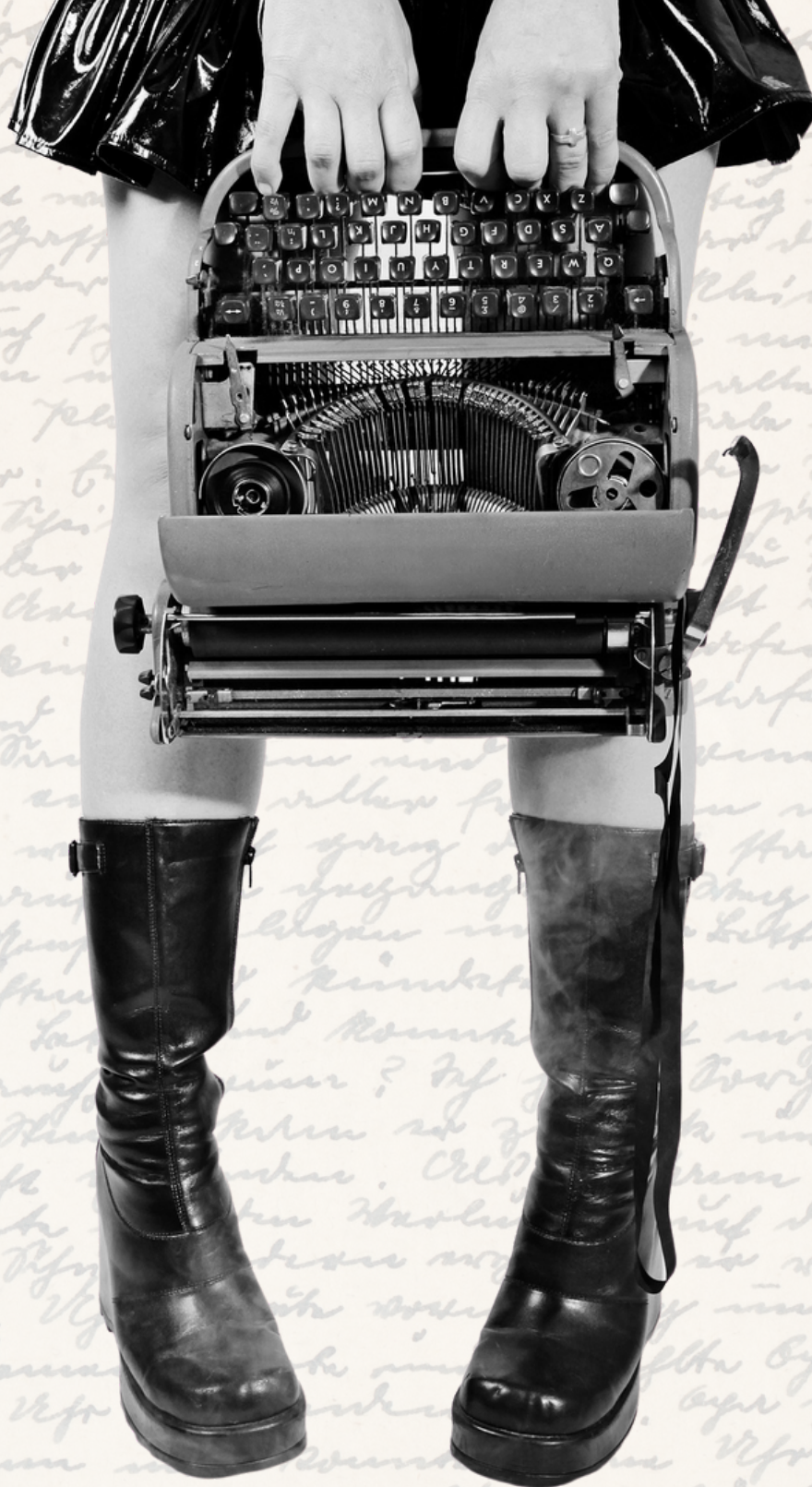
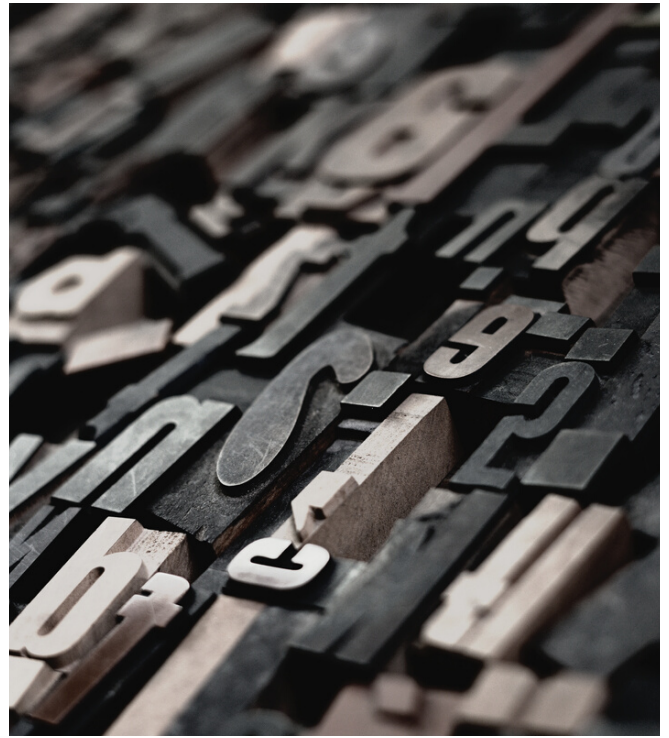




**HOW TO TRICK PEOPLE
INTO THINKING
YOU'RE A GOOD WRITER**

In the beginning was the Word.
God spoke EVERYTHING into being.
As we are made in His Image.
You can do the same.
Choose your words carefully.
Words are important.
Our thoughts become our words.
Our words become our deeds.
Our deeds become our reality.
How you speak to yourself.
How you speak to others.



Your internal and external conversations are
literally what's going to shape your reality.

Thinking is so important.
Good writing is not about writing.
It's just about thinking.
Say clever things and people will think you're a good writer.
And... if you say clever things, you don't need to worry about clever ways
to say them.
The purpose of this cheat sheet is to give you confidence.
It will help you to reframe how you approach writing along with some
tips, tricks, techniques and a process for a better ritual or routine.
Follow that and you will be in a better energetic state when you sit down
and write.
My operating principle is good writing equals good thinking.
Writing is a superpower.
Its power comes from truth.
Truth is the foundation for authentic, powerful communication.

Let's find your TRUTH.



1) List (and elaborate on) the five most impressive things you have ever done.

2) Tell me about when you were at your lowest point(s). Be sure to emphasize how you got OUT of the situation and that it is "behind you."

The only reason you WOULD not share this if it is ongoing, e.g. you were an alcoholic and kind of still are, are still in the abusive relationship, have ongoing mental health issues. People will value that you shared with them, but it can't be anything "present" lest they think they shouldn't work with you now as it's still going on.

3) What's something major you've struggled with and overcame?

4) What did your family teach you which was useful in your career?

5) What did they teach you NOT to do?

6) What did your work background teach you which was useful for what you offer.

7) What breaks your heart?

8) What do you HATE about the industry you work in?

9) Name three stories from your life that you could use to inspire people with

10) Why should you do what you do for a living?



11) What makes you great at what you do?

12) What are the five most helpful things you could teach someone about your job/industry?

These can be repeated over and over and become your “thing”.

14) What about about your personal tastes/likes might be of interest to them?

15) What about your personal life might be of interest to them?

PRINCIPLES OF COMMUNICATION

At JWT, all communication was based on what we used to call the ‘stimulus/response’ model.

Instead of wondering what to say, we thought about the response.

We asked, “what do we want people to do, think, or feel as a result of this advertising?”

Once you get that clear, the ‘response’ then you work backwards to reverse engineer the stimulus.

Always write with the audience in mind.

Ask yourself, if I were reading this:

- What's in it for me?
- Why should someone spend their time reading you?
- What are you going to give them? How are you going to reward their attention.
- What value do you have?

Social Media Strategy:

- [illegible]

REMEMBER:

Writing is scary.

Writing is not easy.

scary

Writing is not easy. *scary*

Writing is not natural for humans. *scary*

Writing is not natural for humans.

We are designed to communicate in the moment.

not natura

We are designed to communicate in the moment.

You can hide your own lack of literary talent behind ideas.

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It's never about good you are. It's how good people think you are.

It's never about good you are. It's how good people think you are.
Create confidence.

Create confidence.

Manufacture self-esteem.

Manufacture self-esteem.

People will accept you on your own estimation of yourself.

People will accept you on your own estimation of yourself.

Project yourself with clarity and with confidence, people will believe

Project yourself with clarity and with confidence, people will believe you.

The trick is to do it authentically.

As they say in LA, it's all about being authentic. Once you can fake

As they say in LA, it's all about being authentic. Once you can fake that, you've got it made.

It's a mindset.

Get yourself into that place where you have confidence and then communicate that with clarity.

Good communication is rarely about natural ability. It is something you can learn.

Writing is therapy.

Writing is telepathy.

The process to people going to doing business with people is simple:
Know. Like. Trust.

Anything that creates that connection moves you down this continuum.

Writing does that.

Writing creates that connection.

Position yourself as a specialist, not a generalist.

Use the two tennis ball test: if I throw one ball at you, you'll catch it. If I throw two, you catch neither. And become confused and frustrated.

There are two parts to communication:
Concept and **Craft**.

Concept is having something interesting to say.

Craft is developing an interesting way of saying it.

You don't need to worry if you've got a concept.



Concept & Craft

Pomodotodo.com - sit down and do 25 minutes.

You can do 25 minutes of anything.

Information has no convincing power.

Stories link information with emotion.

Stories make shit interesting.

A story is the perfectly designed tool to keep people's attention.

Read [The Hero's Journey](#) by [Joseph Campbell](#) or [Story](#) by [Robert McKee](#) or [The Writer's Journey](#) by [Christopher Vogler](#).



A story has three elements:
attention, empathy and reward.

Ernest Hemingway.

For sale (grabs your attention) baby shoes (empathy), never worn.
(reward/resolution)

Stories are so powerful they change your brain chemistry.

[Attention](#) - Cortisol

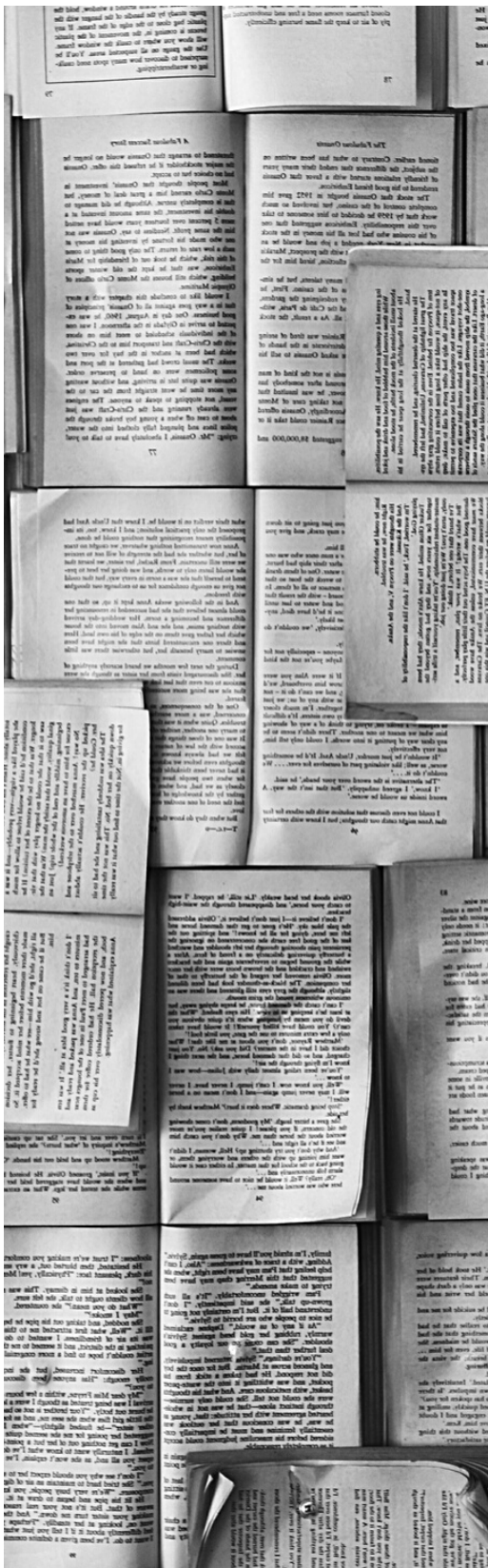
[Empathy](#) - Oxytocin

[Reward](#) - Dopamine

Here's the big secret that no one ever likes to hear - writing is rewriting.

No one writes anything great first time.

Get to a SHITTY FIRST DRAFT as soon as you can.



Post It notes are the result of millions of years of evolution to contain one single thought or an idea.

Grab a bunch, grab a pad, write a bunch, drink coffee, have a beer and get started.

EVERYTHING has a beginning, middle and an end.

Writing is not a performance. You can always write over it.

You are not your work.

Have an avatar.

Stick a photo on your wall or laptop.

Success comes from managing your energy.

Manage Fear.

Worry is a prayer for something you don't want.

Worry is the negative use of the imagination.

If you're worried, you're living out of your limbic system: fight, flight feed or fornicate!

Perfectionism is just fear in high heels. Scrappy is the new perfect.

Avoid jargon.

Stop trying to sound smart.



Don't use complex words where simple ones will do.

Shortened.

Delete, rewrite, anything that does not add to the meaning.

Use [Hemingway editor](#).

Make a start.

Remember, you're doing something that's unnatural. It takes a lot of mental energy. It strains your working memory. It makes you feel vulnerable.

Get to a first draft as quickly as possible.

Have the courage to write badly.

You are not your work.

Writing is not a performance art.

If it sounds like writing, rewrite it.

Use simple words.

Don't repeat yourself.

Remember, motivation shows up when you're in action.

Now make a start, write your life story...
