

### **3 "Tricks" to Simplify the Writing Process:**

- 1) Work in chunks - don't set out to write the whole thing at once. So you may start off by saying that for the next 30 minutes, I'm going to work on my introduction. Or maybe you want to start with the reveal of your product/program. The point is that you can work on one segment at a time and then piece them together when you're done.
- 2) Work backwards - I typically don't start with the headline. Sometimes I'll mock a "working headline" as more of a placeholder than anything, and then come back and really tackle the headline once I've got all my thoughts out and can pull out the "hook"
- 3) Get all your thoughts out on paper - without stopping to edit. Feel yourself putting your editor's hat on, or if it feels like you're going off on another direction that isn't relevant to your current line of thinking - open a new document, fresh sheet of paper, or even just scroll down to another page in current document and get your thoughts out. Don't erase what you've already written, just let it all out.