

# Getting Started

KICK-START ANY PIECE OF WRITING



STEP 1:  
QUESTIONS

1. WHO IS YOUR AUDIENCE? BE SPECIFIC!
2. WHAT PROBLEM CAN YOU SOLVE FOR YOUR AUDIENCE?
3. WHAT ACTION DO YOU WANT YOUR AUDIENCE TO TAKE?

STEP 2:  
GET  
PERSONAL

1. WRITE A NOTE TO A MEMBER OF YOUR AUDIENCE LIKE YOU'RE EMAILING A FRIEND.
2. DESCRIBE YOUR FRIEND'S PROBLEM WITH CONCERN & EMPATHY.
3. EXPLAIN HOW YOU CAN HELP.

STEP 3:  
DO YOUR  
HOMEWORK

1. RESEARCH WHO YOU'RE WRITING TO, WHAT YOU'RE WRITING ABOUT, AND WHAT HAS ALREADY BEEN WRITTEN.
2. ARE YOU MAKING ANY FALSE OR MISLEADING CLAIMS?
3. CORRECT AS NECESSARY.

STEP 4:  
WRITE  
ANYWAY

1. EVEN IF YOU DON'T HAVE A GREAT IDEA--ESPECIALLY IF YOU DON'T--JUST START WRITING.
2. HAVE SEVERAL DOCUMENTS OPEN, AS ONE IDEA LEADS TO ANOTHER.

STEP 5:  
REVISE

1. DOWNLOAD OUR "EASY REVISION" REFERENCE SHEET.
2. DOWNLOAD OUR 100 MOST COMMON WRITING MISTAKES...AND HOW TO FIX THEM REFERENCE GUIDE TO FIX GRAMMAR ERRORS.