

Shitty First Drafts

How can you avoid writer's block? How to not procrastinate?

Answer = accept your shitty first drafts, you are not going to be perfect from the beginning.

If you get hired for a photo shoot, are you going to take one photograph? Or tens of thousands? How many make it to the end? Only one.

As a writer, you need to write your copy many times. As you get better, your muscle memory will help you not think too much about everything you want.

To become a master, you need to have 10,000 hours of deliberate practice.

Deliberate practice: means you're actively trying to improve, rather than doing the basics.

Speeding up that process is writing more, not better.

Move from the first perfect sentence to writing 30 bad sentences.

Three words that inspire, usually have more of an impact than full sentences.

"Fresh. Local. Yours" > "Fresh local coffee for you"

Get into the flow, it'll help you get creative thoughts.

Questions:

How can you improve your writing as a copywriter?

When writing for businesses, should you favor quality over quantity?