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**Do the Write Thing**

**By Donald Schnell**

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Dear Colleague,

Here is one of the real, hidden secrets of those who consistently produce product: make inviolate appointments with yourself to write. You most likely do a fairly good job at keeping the appointments you make with others. You have mastered this skill, so why not use it to get things done?

For example, I have to write the Spiritual Java course, the Dream Achievers course, the daily Winning Edge,

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my coaching practice, there's another novel I'm working on, a newsletter in a different field, seminar planning etc.

I block out several hours days in advance of the due date. If I didn't block out that time in advance, I'd wind up desperately scribbling out copy minutes before the due date.

Some years back, I was counseling a hypnotherapist new to his

practice. I shocked him when I told him to close his practice for a day if he wanted to see more business success. I suggested that instead of seeing clients that he devote an entire day to "marketing". This was a day that he was to call patients, visit health foods stores, give speeches, and his charity work.

Most of these important tasks weren't getting done because his time was eaten by talking to patients. his little extra time to promote his business paid him back in huge dividends. He had to block out time for himself, so that he could accomplish this.

I'm often asked about how I manage to do as much writing as I do, along with everything else I juggle. There are two answers. First, I write for at least two hours every morning, no matter what. The first hour of my morning, I write. At home, on the road, weekdays, or weekends, it doesn't matter. Tired or not, inspired or not, it doesn't matter. Second, I block time, often weeks, occasionally months in advance, as appointments with myself—just as I would keep an appointment with a client.

Here is another power technique is to minimize any unplanned activity. By reducing unscheduled time and unplanned activity, you automatically reduce waste. If you look carefully, you'll see that most people just sort of show up.

They arrive at the office, at work, and react to situations. If you press them for their day's plan, you'll find they may have only one or two scheduled activities—one of which is usually lunch—and maybe a few things on a vague things-to-do-list. All the unscheduled time somehow gets

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used up, but if you again press them at the end of the day, or better yet, at the end of the week, they cannot tell you where it went. The person who cannot tell you where his or her time goes is forever destined to be unpublished.

Ideally, have your day scheduled out by the half hour, from start to finish. I recommend blocking out each hour into four, 15 minute segments. At the top of each hour make it a point to see how many of your most important items you can clear. Start your planning with 15 minutes.

Why not try to plan for just one week?

It is a cliché, that those who fail to plan, plan to fail. Cliché or not, it is worth remembering and worth taking the time

to plan. When you plan, you free up mental energy that is pulling on you because you don't have a clear direction. When this happens, practically no writing gets done.

Do the write thing,

Donald Schnell

Dr. Donald Schnell co– founded with Marilyn Diamond of Fit For Life, the Spiritual Java Diet Coaching Program,that is transforming thousands. The New Spiritual Diet,Incredible Value, One on One coaching Amazing Results. <http://www.SpiritualJava.com> or email:Donald@SpiritualJava.com Donald Schnell is the author of The Initiation. Free MotivationalNewsletter, The Buzz <http://www.spiritualjava.com>

### **How to write an Article?**

**By Lakshmi Menon**

#### **How to write an Article? by Lakshmi Menon**

Most of us know that writing an article is the best and the cheapest way to get targetted customers to your website. But how do we go about it?

You may be thinking, "I'm not a writer. I don't have the required talent. I've not written anything in the past."

One thing you must understand is you need not be a professional

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writer to write an informative article consisting of about 300–500 words. All that is required is your knowledge about the given topic which you want to write. This knowledge can be attained through your own experience and reading through other articles.

The best thing to do is just browse through the articles in various ezines. Pick up the topic of interest to you and start reading as many articles as possible preferably at a stretch. You will be amazed to know that you too can produce such simple articles.

The next question which may pop up in your mind is "Already so many people have written articles on this topic and how can I write about such a topic again?"

Don't get disappointed on this issue. Please remember each one's article is a unique piece when they write it in their own words.

If you have any doubt, give it a try. Give a topic to 10 people and ask them to write an article on that topic. You won't believe until you see them, all of them will be a unique piece.

You will be surprised to see that when you write your thoughts on the paper and publish it as an article there will be lot of readers. The only thing you have to be careful is that your article is informative and easy to understand for a common man. Once you start writing you will notice your depth of knowledge on the subject and your hidden talent of writing.

If you can write an "How to" article you can be a successful writer. Millions of people will be browsing through the net for the "How to" articles.

Try writing your own experience when you faced a problem how did you solve it. That information might of help for many others.

Just keep writing.

Lakshmi Menon is the owner of <http://www.net4homeincome.com/>



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