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It's All in Your Head: The Write Mindset

By C. L. Kennedy

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Imagine a day like this. You forget to set your alarm clock one night. So, you over sleep the next morning. When you finally do roll out of bed, you realize the clothes you want to wear are still in the washing machine. As if that's not enough, your car doesn't start, and you just remember you have a job interview with an executive in about ten minutes. Finally, out of breath and fervently hoping you don't look as stressed as you feel, you arrive for the interview. Alas, only then do you realize, terrified, that you left your portfolio on the kitchen table.

Is this the right mindset for an important interview? Of course it's not. So, what makes you think you can possibly write in this state? The truth is, just as you have to prepare for an interview, you must prepare yourself to write. But how? Well, here are some helpful hints to get you in the WRITE frame of mind.

1. Make notes. Jot down notes about interesting people, conversations, sights, places, and events during the day. They'll help out later by giving you ideas to write about, in case you have trouble.
2. Take a break. Go for a walk. Linger over a cup of coffee. Take a warm bath. Do something to relax your mind and body... Ah, how wonderful! But what does this have to do with writing, you ask? A lot, actually. If you're tense or you have a lot on your mind, you'll never be able to concentrate on your work, much less enjoy it. Writing should never be a chore; it should be something you love to do. Releasing tension makes that satisfaction possible.
3. Relax and tell yourself you will start and finish what you're about to write. This may sound strange, but it is necessary. You need to firmly believe you can not only start, but also complete your work. Unfortunately, many writers write well when they are inspired, but this is often short-lived. So, before you start writing, decide to finish the piece. Say to yourself, "I am a great writer." "I finish what I start." "My work is worthy of praise." "My stories will soon be published." Feel free to add your own positive affirmations, and repeat them often. Your subconscious mind will believe them, and you will indeed

start to see more finished products.

4. Set aside a specific time for writing. At the same time every day, you must sit down and write. Don't worry, though. It doesn't have to be a long time. Try starting with just a half hour, and then work up to an hour, or as much as you can manage. Consistency is the key to this kingdom. Because once again, your subconscious will get used to this routine and begin to tell you daily, "Hey, you! It's writing time!" Suddenly, glancing up at the clock, you'll realize the little voice is right, and you'll get to work and love it.

5. Reread what you wrote yesterday. This is another great way to shake off the rest of the world. Many people complain of "writer's block," but don't know it can be prevented altogether. The notes from Tip One are part of that, but so is this rereading. By reading your words, you'll get back into "work mode" and rediscover your writing style and pattern. Why this works is somewhat of a mystery, but just try it, and see for yourself.

6. Write something, anything! If you can't think of something to write during the allotted time, just free write. That is, write whatever comes to mind. Don't trouble yourself about what that may be. The writing is the important thing here. Let your mind wander and, if you will, do the writing for you.

7. Have a specific reason for writing. Why do you write? Is it just to see your name in print? Is it because you want to express your deepest thoughts? Does it satisfy you somehow? Do you want to entertain or enrich others? Perhaps it's a combination of these, or something else entirely. No matter what your reasons are, write them down, and think about them for a few moments before you write. This will help to keep you focused during your writing time.

8. Set goals. After you have mastered the basics of note-taking, relaxation, belief, time management, rereading, writing topics, and specific reasons from the previous steps, begin to set writing goals for yourself. For example, "I will write at least one short story a month," or "For the next two weeks, I will work on story plots." Setting goals is the first step to achieving anything. After you have accomplished them, set new ones, and you will not only notice improvement in your writing, but also that it gets easier the more you do it.

9. Forget about inspiration. That's right. Don't wait for inspiration. There's no telling how long you'll have to wait. So, as has been said before, just write. You have to. The urge to write doesn't matter. Write, no matter how you feel. Although it feels great to be "charged," inspiration is extremely elusive. Not everything you're assigned or able to be paid to write will inspire you. That may be sad, but it's true. Therefore, you need to overcome that, decide to write, find a comfortable place to do so, and get going!

10. Enjoy yourself. If writing isn't fun and personally rewarding, at least most of the time, then why write? In order to do this or anything else really well, you have to take pleasure in it. So, be creative, and be proud each time you complete a piece of writing.

Just as you can't go to an interview unprepared, you can't write in the wrong mindset. So, use the above pointers to get into the right frame of mind, so that you can write what you want, what you must,

and, yes, what sells.

C. L. Kennedy is the author of two poetry collections and co-author of a third. For free downloads and paperbacks go to

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The Most Important Marketing Tool

By Nicholas Dixon

As an online marketer, there are many tools available to help you succeed. Some are free, while some will cost you money. Essential tools include a computer, an internet connection and the various softwares. Everywhere you turn nowadays, 'gurus' will tell what you need to do in order to succeed.

However, few people will tell you about the most important and essential marketing tool. It is not something to see or to hold. It exists not on the outside but on the inside. What am I talking about? Your mindset.

A positive mindset. Without it, your chances of success is virtually nil. A positive mindset allows you to overcome the inevitable obstacles. Oh, so you thought this was going to be a joyride? Well, wake up son!

Most people fail because of not having the right mindset. So what is the right mindset? This is a mixture of resilience, commitment, persistence, passion, hardwork and consistency.

Take a look at the most successful people around. Do you think that they started out just a few months ago? Most of have been working for years before they achieved the success they now enjoy. What do you think got them through the frustrations and struggles?

You guess it! The right mindset. Ask any of them and they will tell you. It is needed to overcome the pain, discouragements, insults, rejections and failures.

With the proper mindset and patience, your goals can be achieved. When you learn to apply them without much effort, then you will know you are on the road to success.

It's All in Your Head: The Write Mindset

As an online marketer there are many tools available to help you succeed. A positive mindset will sustain you on the road to success. Don't believe me ? Give it a try and see !

To your success and mine..... ,

Nicholas

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