

Write? Right!

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Write? Right!

By Michael Ambrosio

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I gotta tell you . . . writing is the one thing about being on the web that I just don't enjoy as much as, say, installing and testing scripts or designing a web site. Writing has always been a chore for me. Those of you who have been subscribers for a while know this by the amount of time that goes by between my newsletters ;-).

Even this one - I've been hemming and hawing for more than a week now just trying to decide on a subject.

It has been said in so many places that to put out a newsletter is easy because of the amount of fr*e content that's available on the net. And I suppose that's true. I could peruse the net and find articles - in fact, I DO. All my newsletters contain an article I have read and particularly enjoy.

But I still feel that it's necessary to contribute something original.

There are several reasons for this:

Credibility - Why would people want to read your newsletter when you don't even contribute to it yourself?

Content - If you write your own articles, then you are guaranteed to have fresh content.

Visibility - Once you start writing articles, you will get to the point where you will start to submit them to ezines, article databases, etc. This is a great traffic builder!

Anyone who reads my articles knows - I am no writer. I'll never win any awards. But each one I write gets a little easier. Even a

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little more fun. You start to realize that you really do have something to say. You even start to believe that what you have to say has an impact on SOME one. That maybe one or two of your readers become inspired through one of your articles. That's where the rush is for me.

My problem is imagination. Or lack of one, really. I find it hard to come up with an article idea. Even in this day and age of information at your fingertips you still need to sit and brainstorm for ideas. For me this is the hardest part of writing. It's amazing, though, once you have found the subject you want to write about how it will just flow once you start.

Over time I have learned a few tips about preparing your next article or ezine. Some of these tips come from the numerous books I have read on the subject - the rest from personal trial and error.

1. Always carry a small notebook and pencil or pen. This tip I think has helped me the most. There are times when an idea will pop in to your head, but by the time you get home - poof! It's gone. With this handy little tool you can write down your ideas as they come. A small recorder will do the same thing.
2. Schedule yourself brainstorming time. You really need to make a conscious effort to brainstorm. If you plan this first, you will find yourself thinking ahead and putting yourself in the right frame of mind to do this.
3. Create the right environment. It is very important to create the best environment for yourself. I prefer shutting the door to my office, with my light snack and bottle of water. I prefer doing this at night, after everyone is in bed. I also enjoy some soothing background music - either easy listening jazz or baroque.
4. Focus yourself. If you need the internet for research, that's fine. Just restrict yourself to the research at hand. I can't tell you how often I found myself, two hours later, surfing some unrelated sites and being no closer to my goal. It's easy to get side-tracked so watch yourself.
5. LIMIT yourself. Provided you can stay focused on the task at hand, you should limit yourself to a certain amount of time. You don't want to burn yourself out and end up hating the task. Get yourself a clock or watch and choose a comfortable time limit. I usually give myself thirty minutes at a time. It may not seem like a lot

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of time, but remember - if you focus on the task at hand, you will accomplish a lot.

6. Organize your research. You will no doubt find so much information on your subject. Set yourself up with a file or notebook that is only for your article information. I can't tell you HOW you should set this up because I don't know you. But if you want to read an outstanding book on creating ezines then you should check out "Too Busy To Create A Profitable Ezine" by Ann Rusnak. It's one of the best books I've read. <http://www.getresultsquicker.com/services.htm>

7. Write often. Practice makes (almost) perfect. It truly DOES get easier the more you do it. Don't get discouraged. If your first article isn't all that good, write another one. Then another.

There are so many "tips" and "suggestions" we could go through. We could be here for hours - but there are already so many good books on this subject.

The bottom line is that you need to make that commitment to yourself if you want to write successfully, whether it's for your own ezine or to submit to article databases.

Writing, for most people, requires a little patience. Go easy on yourself. Keep trying. As I am just starting to learn - the easier it gets, the more rewarding it gets. And it gets more enjoyable. And as I am also learning, I am starting to get a bigger flow of traffic.

After all is said and done, isn't that the overall goal?

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Get Profits Now. Newsletter and tools for your web success.

Michael Ambrosio is the owner and webmaster of Get Profits Now as well as a few other internet businesses. He has been "online" since 1995 and running various web businesses since 1998. His Get Profits Now newsletter was started in 2002.

7 Writing Muse Kickers to Fill Up That Blank Page

By Shery Ma Belle Arrieta–Russ

Nothing is more daunting for any writer than having to stare at a blank sheet of paper.

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When we stare at a blank sheet of paper, we often think, "What am I going to write?" A few minutes later, it becomes, "Oh my goodness, I can't think of anything to write!" And several minutes later, it turns into something like, "Write, dangnabit! Write! Write! WRITE!"

Some writers call this writer's block. But I call it the "Writing–Muse–Needs–A–Kick" syndrome.

And that's exactly what we're going to do with your writing muse gone truant. We're going to kick her back into gear so you can fill up that blank page.

Here are 7 writing muse kickers for you to try right now:

1. First Line: Begin a story with "There was once a chance I didn't take..."
2. Cliche Starter: Weave a story or poem around the cliché, "keep your powder dry."
3. Power of Metaphor: What does "a string of laughter" make you think of?
4. Proverb Mix: "Beauty breaks the camel's back."
5. Story Words: Use the words "pianist, pencil, high–rise building, running shoes" in a story.
6. What If? Story: What if you're going to write a story about betrayal, with a young man as the main character and a locket as the key object? Set your story on a ranch.
7. Quick Prompt: Write about what you'd say to an uninvited guest.

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For more similar kickers to help start off your writing or even fill up that page you've been staring at since yesterday, pick up a copy of Shery's software for writers, WriteSparks! Lite for free =>

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