



SOMETHING POLISHED

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Building Writing Habits That Work For You

Step 1: Know what you're doing

Step 2: Shift gears

Step 3: Don't do it alone

The workshop prompts

- Know what you're doing:
 - Who is your audience?
 - What do they value?
 - What do they need?
 - What do they already know?
 - What's your goal with this message?
 - What do you need from your audience?
 - What kind of message is this--informational? persuasive?
 - What is the message?
 - What is the most important thing to communicate? If they get nothing else at all, what should they walk away with?
 - Who are you in relation to your audience?
 - Do they trust you? Why should they?
 - Do you already have a working relationship?
 - In what context are you writing?
 - Is this a new conversation or an old one?
 - How long do you have? How much time are they giving you?
 - What do they expect in this format?
- What's your bigger goal?
- How is this writing going to support your business?
- Why is that outcome valuable?
- When you're stuck: internal task switching, external task switching, have a little treat

Tips and Tricks to Try Next Time

- **Dig in.** Especially for the longer projects, do a little work up front to get your plan and understanding out of your head where you can refer to it.

- **Make a plan**
 - What is one project you should be working on right now?
 - Why aren't you?
 - What are you going to do tomorrow to make some progress?
 - What is one tool or source of help you're going to try before the end of March?
- **Be a janitor.** Sometimes we need to just dump out the mess that's in our head so we can clean it up and finish it.
- **Break the blank.** Write literally anything. Doodle. Drip some coffee. Once the page is less pristine, it's a lot easier to mess it up.