



## Writing 101: A Beginner's Guide

### 7 Steps For Writing Faster and Better With Less Stress

Full article:

<http://www.marketingforowners.com/writing-101-beginners-guide-7-steps-stress-free-fun-writing/>

1

#### Think Benefits, Not Features

The core of your writing should always, always, always be about **the benefits your customers will reap**. Not the fabulousness of you and your products.

2

#### Always Be Blogging

Down time? Waiting in a queue? Walking the dog? **Use these times to think about blogging topics** and what you could be writing.

3

#### Research Once and Only Once

Have ALL your facts straight and written down somewhere **before** you actually begin the writing process.

4

#### Outline

**Outline your post before you write**. Not only will your writing flow faster but also your blog post will be more engaging and useful to the reader.

5

#### Write, Write, Write

**Get writing**. Tune into the voice in your head and what it starts saying you about each of the points on the outline. **DO NOT edit at this point**. Just write like mad.

6

#### Set A Time Limit

Timing yourself can **'trick' your mind** into cranking out copy.

7

#### Set Yourself Up For Success

**Block out time for your writing**. Remove and switch off all distractions. And get to it!