



Quick Tips

13 Ways to Write an Effective Article in 15 Minutes

Full article:

<http://www.marketingforowners.com/crank-13-ways-write-effective-article-15-minutes/>

1. Keep A Notebook Handy

- Always **keep a paper notebook and pen handy** so that you can **jot down your ideas**

2. Talk it Over

- **Chat about what you'll be writing about** with a friend, co-worker or your spouse
- You'll **crystallize the idea** in your mind and maybe even **get new angles** you hadn't thought of

3. Distractions

- **Turn off any distractions inside and outside**
- This includes shutting your door, telling family members to please 'do not disturb' for an hour, put your mobile phone on silent, turn off the TV etc.

4. Use A Timer

- Optional: Get a loud and annoying old school timer and set it
- Don't stop until that timer goes off or you have completed the article, whichever comes first

5. Read First

- Take 10-15 minutes to **Google your topic *before you start***
- **Read and immerse yourself in the topic**
- Helps to banish writers block

6. Research First Then Cut And Paste

- Flipping back and forth between windows will drain your creativity
- **Do all your research first and put it in one place**
- Then **re-write it**
 - **Put your own spin on it – do not plagiarize!**

7. Create Your Outline: Use A 'Bullet Point' Framework

- **Break out each point**
- Use short phrases
- **Rearrange** what you want to say

8. Turn Off Spell Checker And Grammar Checker

- Focus on **writing first, editing later**
- Spell checker and grammar checker are great for distracting you from the flow of your writing, so switch them both off

9. Go Full Screen And Zero Sound

- Set your Word Processor program to be in **full screen view** while you type
- **Mute** your speakers
- **Stop any notifications** from popping up (e.g. Skype)

10. Don't Write The Intro First

- **Jump right into the meat of the article**
 - Go to bullet #1 and start writing about that, and then onto #2 and so on
- **Return to the opening paragraph once you're done** – your creative juices are flowing by now
 - Make the introduction engaging, clever and catchy

11. Let It Come Naturally And Be Flexible

- If you start writing and you're 'in the zone', **keep going!**
- If you go 'off tangent' use it in another article
- If you go over your word count, break it into two articles instead

12. Add Interesting Images

- Bulk up your article with **interesting photos and graphics**
- Remember! **Don't steal without permission**
 - **Give full credit** and **link back** to the site you found it on

13. Write The Title Last

- **Write the article *first*** - let it come alive
- Your creative juices will be flowing *once you've written your article* so use that momentum then to think of your title