Quick Tips

13 Ways to Write an Effective Article in 15 Minutes

Full article:

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