

10 STEPS TO BETTER, FASTER, EASIER WRITING



WORDPLAY Resource

Say goodbye to “marketing” and hello to connecting with people who totally dig you

The 10-step writing process

1. BRAINSTORM

Do a brain dump on the topic you want to write about, getting as many thoughts and ideas down on paper as possible. Write in bullet points, fragments, random words – the goal is QUANTITY, not quality. Works best on paper.

2. REVIEW YOUR NOTES

Review your brainstorming notes or type them up if you wrote them on paper. Flesh out your thoughts as new ideas occur to you, taking note of the ideas that you’d like to explore further.

3. IDENTIFY YOUR KEY IDEAS

Review your expanded brainstorming notes and highlight the ideas that are most interesting to you. – then decide which ones you want to include in this particular article. Look for the ones you can group together in a logical way, e.g., a story, how-to article, top tips, or random observations article.

WORDPLAY Resource

Say goodbye to “marketing” and hello to connecting with people who totally dig you

4. PUT YOUR IDEAS IN LOGICAL ORDER

Create an outline that lists your ideas in the order in which it makes the most sense to share them. Is it a “How-To” article or a story with definite start and end points? Is it a “Best Of” list, where you start with the least interesting point and end with the best? Is it a series of random observations, where you want to start AND end strong?

5. WRITE YOUR FIRST DRAFT

Flesh out your outline, writing at least one full paragraph for each of the ideas. Don't worry too much if you're using the PERFECT words at this point. The point is to get down all the thoughts and ideas you want to share in the right order.

6. WRITE YOUR SECOND DRAFT

Go back through your first draft and look for ways to tighten your writing and make it stronger. Take out as many unnecessary ideas, phrases, and words as you can to reduce your wordcount by at least 10%.

7. FORMAT YOUR WRITING

Look for ways to break up your paragraphs and add more white space to make your writing more readable. Use a “choppy” paragraph structure and sub-headlines wherever appropriate

WORDPLAY Resource

Say goodbye to “marketing” and hello to connecting with people who totally dig you

8. DO A SUBSTANTIVE EDIT

Review your piece from beginning to end, asking yourself: Do these ideas follow a logical order and make sense to the reader? Is there anything that’s missing or needs to be moved around or taken out?

9. DO A COPY EDIT

Review your piece one last time, looking at your writing at the level of the word and sentence. Fix typos, spelling and grammar errors, and awkward phrasing.

10. PUBLISH

Time to do the happy dance!

