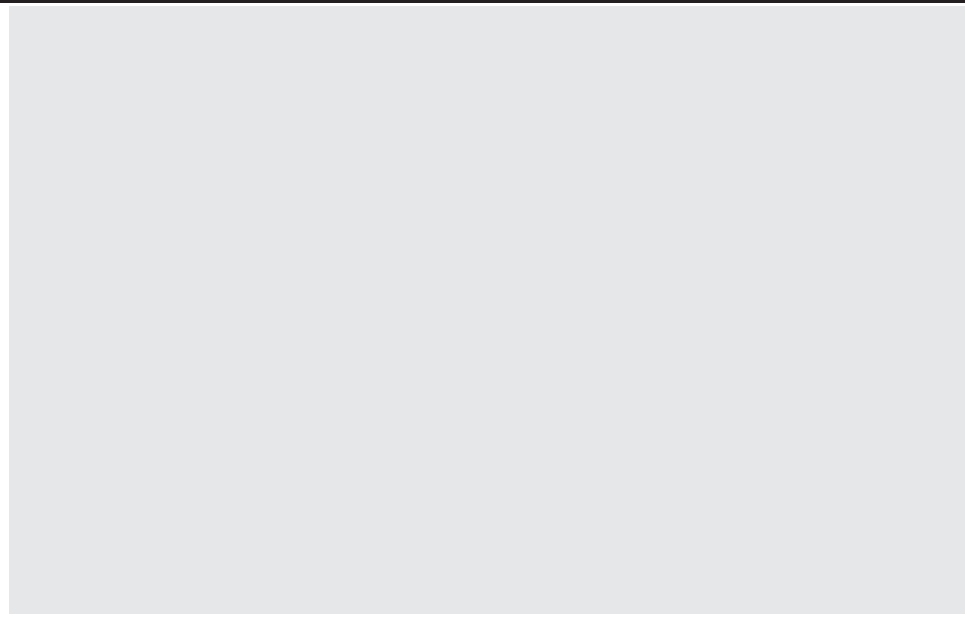
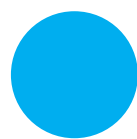
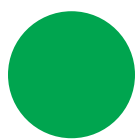
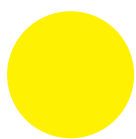


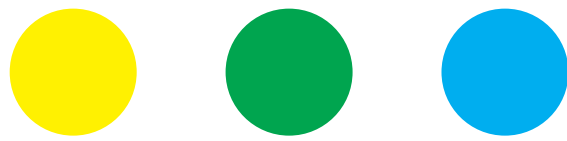
the **positively** true
 actual professional writer's guide
 to **beating** writer's block



copy
 coach

lisa





you're **sitting at your computer**, working away on a **landing page**, or **blog post**, or **book chapter**.

at least, you're **supposed** to be working away. in reality, you're **kinda just sitting there**. staring at the screen. asking **god** or the universe or **whatever higher power you believe in** to **please, please, please** send **something** brilliant to your brain... **like... now**.

but nothing comes.

you try to write **something** - **anything!** - but the second you type some words on the screen, you **HATE** them.

even if the thing you typed is **only your name**.

you, my friend, are experiencing the **two most dreaded words in the creative universe**.

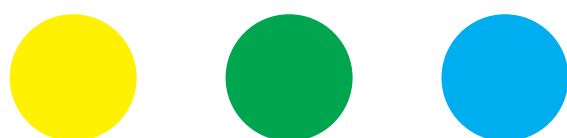
writer's block.

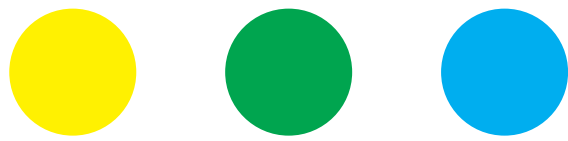
the **good news** is, **you're not alone**. even **professional writers, like me**, get writer's block. **all the time**. in fact, i've gotten it while working on the **very special report you're reading right now**. it's kind of an occupational hazard. and because writers usually only get paid when we actually produce content, it's a particularly **hazardous** hazard.

the **even better news** is, you **can** get past it. in **five easy steps**.

do these five things, and i can almost **guarantee** you will **get over your writer's block**, and on to something way more **productive**.

ready? **let's do this**.





step 1. stop the madness.

stop trying to write whatever it is you're trying to write. accept the fact that **whatever you're doing isn't working** for you. it's time to **move on**. so turn the page, open a **new document**, give yourself a **fresh start**.

okay? **you're ready to go**.

step 2. just the facts.

what are the **facts** you're trying to **convey** in whatever it is you're writing? whatever they are, **now** is the time to **write them down**. **don't worry** if what you write is clever or interesting. **don't even worry if it makes sense**. just pretend you're a reporter and **write down the answers to these questions**:

who?

what?

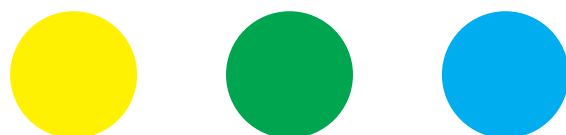
when?

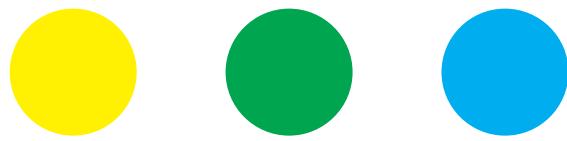
where?

why?

how?

are you finished? **great**. now you have **something you can work from**.





step 3. clean it up.

you've just completed a **brain dump** of sorts. you have a **bunch of facts** sitting on a page **in front of you**. now ask yourself, "*What do I need to do to make this pile of random facts hang together and make... you know... a point?*"

there are a **couple of questions** to ask yourself here. **do the facts**, the way they're presented, **make sense**? **if they do**, go ahead and **skip to step 4**. oh, and pat yourself on the back first.

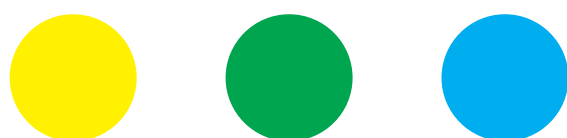
if what you have **doesn't quite make sense**, **what would it take to fix that**? do the facts need to **be moved around**? or does **something need to be added**?

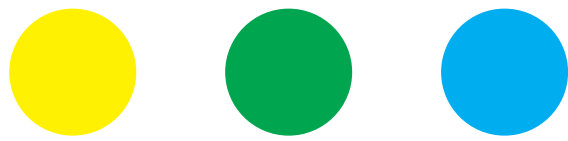
do that!

now, while you're moving and/or adding, you might find yourself **playing with your language** and making what you've written **more clever**, or **more elegant**, or **funnier**. and if that's happening, **great!**

but if it isn't, **no worries**. all you're **supposed** to be doing right now is **putting things in order** and making sure they **make sense**. that's it.

okay? done? **good**, now we move on to the **all-important step 4**.





step 4. walk away.

seriously. leave. go walk your dog, or if you don't have a dog, **walk yourself.** have lunch, take a bath, **even go to sleep** - **whatever you need** to clear your mind and **recharge your batteries.** you can take an hour, or you can take the rest of the day. **just do it.**

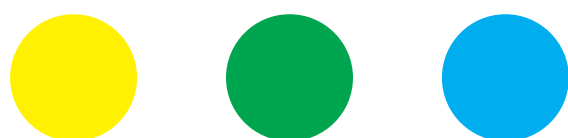
because, **when you're done,** you'll be able to...

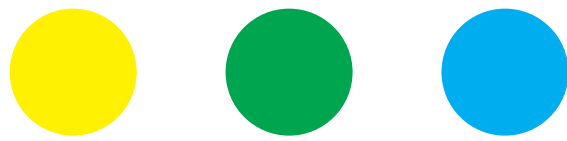
step 5. make it pretty.

read through what **you've written.** you should have **everything you want to say** right there in front of you - **now all you need to do** is tweak it to **make it sound the way you want to say it.**

and **that's it.** you've **overcome writer's block** and written what you **needed** to write. so feel free to do a **little happy dance** around the room.

you've earned it.





but **what**, you might be asking, **if it still doesn't work?**

you can **sleep on it**. you can **start over**. or, if you really, really need to stop messing around and get whatever you're working on done, you can **hire someone to help you**. **someone like...** oh, I don't know... **me!!!**

if you're **stuck on a project** or **planning something big** and word-related, click (**here**) to schedule a time to talk about how I might be able to help. or **shoot me an email** at **lisa@copycoachlisa.com**.

bio

lisa canfield is a **writing coach** and **ghostwriter** who specializes in **helping people tell their stories**.

she has a b.a. in english from **ucla**, and got her start in **hollywood**, doing **marketing** and **advertising** for tv shows like **ellen**, **friends**, **american idol** and **24** for giant studios like **paramount**, **fox** and **warner bros**.

today, lisa's clients include **pro athletes** and the **occasional gangster**, as well as **solopreneurs** and **professionals** - you know, regular people! she uses the **tricks she learned in the entertainment industry** to help her clients find a voice that captures their **true essence**, and create compelling stories that are **fun for people to read**.

