

**Online Writing for Profit and Purpose**

**The Ultimate Writer's Block of Tips and Bits 1**

**by Karen Daniels**

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You can make money AND make a difference with your writing *Online Writing for Profit and Purpose* will help you get where you want to go.



## Introduction

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Have you ever been frustrated with your lack of writing success?

Have you ever gone in search of information you thought you needed to *make your writing work* – only to find:

- no usable information
- ebooks that were too dense so you gave up part way through?
- posts or articles so filled with jargon you felt stupid because you couldn't understand it?
- conflicting “expert” advice so you ended up not knowing what to do?
- “advice” that made you feel you had to be so salesy to make it as a writer you said forget it?

We've all been there.

Here's the thing.

Yes, the Internet is awesome. Yes, there is a ton of great information about writing and how to make your living as a writer.

And YES, opportunities for writers have never been greater.

But...the sheer volume of information out there makes it frustrating and sometimes impossible to learn what you need to know right now in order to succeed with your online writing...

**...in a way that works for you.**

***Writing Online for Profit and Purpose*** is not just about how you can make a boatload of money with your writing because beyond the idea of PROFIT there has to be PURPOSE.

PROFIT is great. You have to profit if you want to make a living as writer. But if you are going to create sustainable income then your writing must fulfill some purpose – for you and your readers. Sustainable income is income that you create in a way that makes you happy so you can sustain it over the long haul.

Part of what makes writers happy is writing but to be really happy most writers need to make a difference.

This book is designed to give you the basic information you need to develop the understanding and skills necessary to succeed with your online writing.

## **Some Easy-Peasy Get Started Quick Writing Tips**

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### **First Make Your Writing R.E.A.L**

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R.E.A.L. writing is:

**RELEVANT:** Writing that is honest and relates to what your readers or customers want.

**EFFECTIVE:** Writing that gets your points across to the reader and results in an action (or call to action) that satisfies a need.

**ADVENTUROUS:** Writing that pushes a boundary of ordinary; writing that is unique to you. Does your content inspire readers to learn, laugh, try something new – perhaps even happily buy your product or subscribe?

**LINKABLE:** Writing that is incredibly useful. Will readers feel compelled to share the love by linking to your content, telling their friends, recommend your ebook?

If the content you write online is weak, whether in a blog post or ebook, in any of the above areas then it's time to get rid of the words that are standing in your way. You need to revisit the word swamp, and come up with something that is authentic and real.

## **How to Get R.E.A.L.**

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Have you ever had that naked dream where you find yourself sans clothes in some public place and you're mortified? What if you could have that dream and rather than being mortified you were, well, freed by it? That would be awesome, right?

The truth in writing is that if you really want to succeed you have to expose yourself.

**Go to what hurts.** I've had the privilege of meeting the famed writer [Harlan Ellison](#) a number of times. I once asked him what made for his best writing and he told me, "Go to what hurts." Judging by the caliber of his writing and success, this clearly works.

**Share the pain.** Once you steer yourself to what hurts, share your pain through your writing. We're all human, whether we like it or not (sorry all you nonhuman automatons). Uncensored writing created from your biggest points of pain can feel a tad humiliating in the beginning. However, this will be some of your best work - people will be able to relate and they will feel less alone. That is one reason reality shows are so successful.

**Fear is awesome.** When you try and write from those painful places so you can share, you are likely to find yourself shying away because you are afraid. Make yourself plow forward and dig deeper rather than turning around. Somewhere long ago I read, “Turn and face your fears or they will climb over your back.” (I think it was Kurt Vonnegut). Memorize that and live by it.

**Stand out and get crucified.** Facing your fears will make you strong – it will make you a leader worthy of following. History does teach us that standing out is not easy. Joan of Arc comes to mind, among hundreds of others. But if you’re blending in all the time we need more from you. Anyone can copy and paste words. We need you to face your fears and break your mold so we can be inspired to break ours.

**If at first you don’t succeed keep at it.** Keep digging deeper into the pain, and beyond, to take yourself and your writing to the next level.

When you keep at it long enough something very cool happens – you become empowered and freed because fear is no longer a roadblock.

Going to what hurts, facing your fears and moving through, will not only make your writing better than ever, you’ll set yourself free and your whole life will be better.

## **Use This Super “S” Strategy So Your Writing Won’t Suck**

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*“Don’t gimme none o’ that jibba-jabba!” –Mr. T*

Writing that is effective, that drives the readers’ emotions and propels them to action, needs to be 3 things:

### **Simple, Smart, and Soulful.**

In other words, great copy needs this super “S” strategy.

### **Start with Simple Copy**

*“I notice that you use plain, simple language, short words, and brief sentences. That is the way to write English. It is the modern way and the best way. Stick to it; don’t let fluff and flowers and verbosity creep in.” —Mark Twain*

As Mark Twain so nicely illustrates with his words, your words need to be easily understood by anyone reading them. Forget jargon or industry-specific words when writing online. Take a look at this example of complicated overly jargonish writing taken from an actual website:

*“In other words, X Coaching’s services meet the expectations of business leaders who recognize the value of purposeful investments in human capital—often beginning with themselves—as a means of preparing and aligning people and systems in pursuit of growth.”*

Kind of makes you want to poke your eyes out with a fork, doesn’t it? And more importantly, what in the hell does that even mean?

Whatever you’re trying to accomplish with your online writing, whether personal or business, people need to understand what you’re saying and enjoy reading it.



END SAMPLE. The full version has 190+ pages.