

7 DEADLY WRITING HABITS

TO KILL YOUR OVERTHINKING

(AND WRITE CONFIDENTLY)



1. SCHEDULE CONTENT AHEAD OF TIME

My path as a digital writer changed when I started doing this.

I used to wake up, write stressed on the spot and the outcome would be horrible.

When I started scheduling content, I was more **organised, thoughtful** and **empowered** as a writer.

Try this: use Taplio to create a queue of content.

2. CREATE A CONTENT SCHEDULE

You want to wake up and know exactly what you're writing on what day.

This is how you write with complete **clarity** and how you avoid writing **random garbage** that you **edit 1,000 times**.

Try this: I keep a simple schedule in Notion that keeps me focused.

3. BATCH WRITE YOUR WEEK'S CONTENT

I've met loads of creators that say "I write what comes to mind on the day".

They boast about it for a few months, but then they're **struggling, stressed** and **burning out**.

Try this: Set aside 2 hours every week in 1 block to write and then forget about it.

4. WRITE WITHIN 2-3 CONTENT PILLARS

Without direction, your brain will go anywhere.

This is why people say to niche down.
Because it's easier to write knowing you
have to write about 3 topics, not 1,000.

I write about **copywriting**,
solopreneurship and **ghostwriting**.

Try this: pick 3 topics that you could spend
hours talking about.

5. USE REPEATABLE WRITING TEMPLATES

Everyone hates on templates.

But they don't realise the best copywriters in the world use **repeatable templates** to get **repeatable results**. And they've done so for **decades**, too.

Try this: research templates like PAS and AIDA to concentrate your writing.

6. DELETE WRITING APPS FROM YOUR PHONE

I started out writing using Buffer on my phone, it was awesome.

But after a few months, I would dip into posts while queuing for coffee, at the pub and hanging out at home. Not ideal.

Try this: respect your writing process and delete the apps. Write only on laptop.

7. PRACTICE

The one that 99% won't do.

Most skills take 20+ hours to become a habit. Copywriting is no different.

But, it takes 1,000s hours to detach emotionally and write **confidently**, with **freedom**.

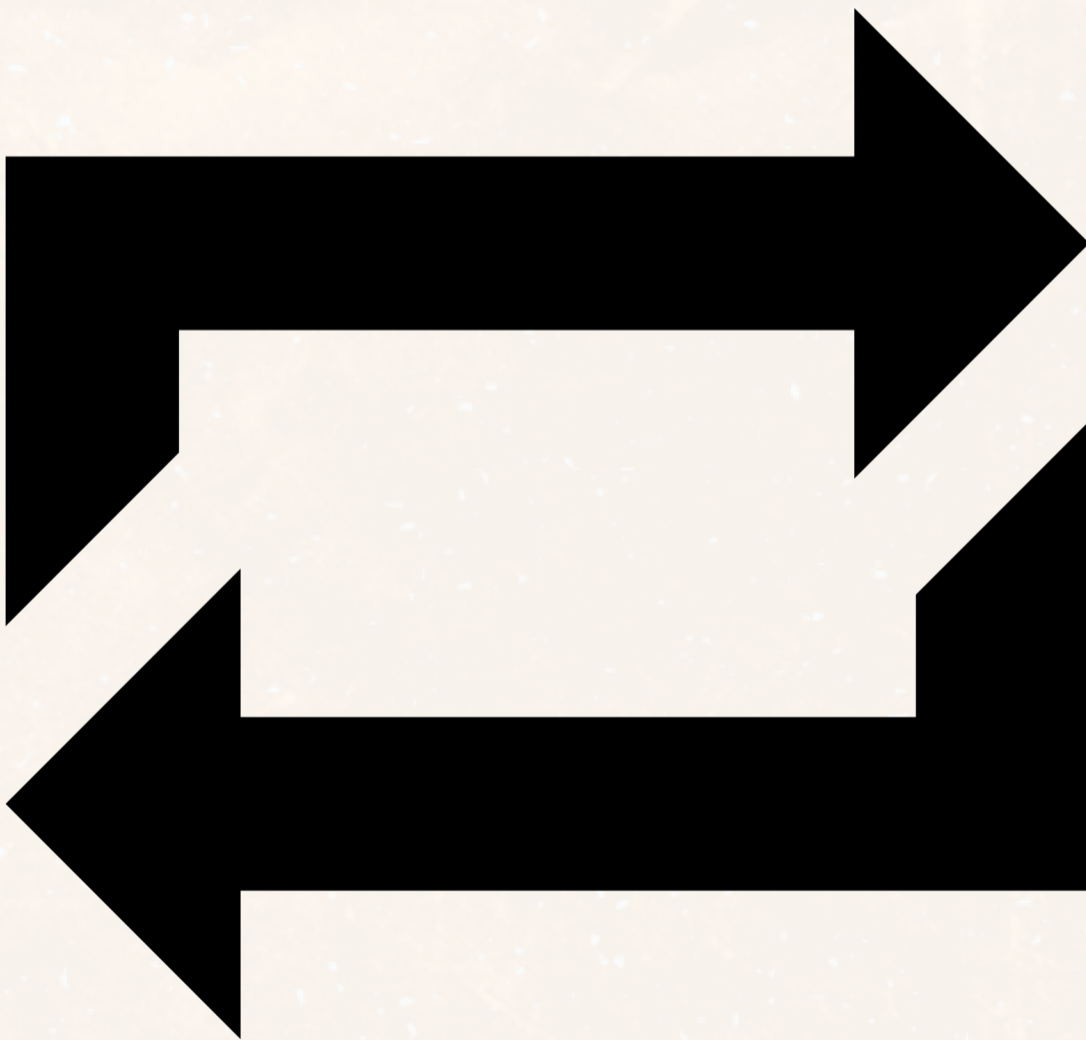
Once you do though, it's **life changing**.

Try this: set a goal to write (something, anything) every day for 15 minutes.


TL;DR:

1. Schedule Content Ahead of Time
2. Create a Content Schedule
3. Batch Write your Week's Content
4. Write within 2-3 Content Pillars
5. Use Repeatable Writing Templates
6. Delete Writing Apps from your Phone
7. Practice

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