

T O B Y N W A Z O R

YOU TOO CAN WRITE

“Proven formula to write what will keep your readers glued and make them come back for more.”



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*Proven formula to write what will
keep your readers glued and
make them come back
for more*

Toby Nwazor

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Introduction

Sometime in 2010, I caught myself writing a couple of notes and publishing them on Facebook. Over time, my friends started asking me to start a blog. Heck, I didn't even know what a blog was. So I did what most people would do; I smiled and said, "Okay."

But I never started it.

Few years later, I met Kc and we became friends. One day I saw an article Kc had written on his laptop, and for a moment I didn't believe he wrote it.

It was flawlessly awesome. How on earth did he do it?

Later I figured that Kc had been writing for people professionally and also making money from it.

What?

I am a writer too. I was the one that has been writing and publishing free contents on Facebook. I should be the one making money from writing. I mean, if Kc could, why not me. I should be the guy who people would pay to write for them.

Yeah, I felt that was supposed to be my story too. After all, everyone says I am a fantastic writer.

Come on, I write a post and a few hours later I get more than a hundred likes and dozens of comments with everyone saying stuff like, “Nice one”, “Inspiring”, “You are good bro”, “You should write a book”, etc.

Those comments made me feel entitled to being an excellent writer who deserved to be respected. I felt I was already making a serious mark in the writing world. The only problem was that the right people were not seeing it yet.

And if all the accreditation I was receiving were from my friends, then it wasn't enough.

So one day I told him my story. It was a nice story about how everyone says I am a wonderful writer and bla bla bla. And how I have also agreed that I am such a wonderful writer too, bla bla.

Like a good friend, he checked me out.

Next, he gave me something to write.

It was my first time getting a writing order. It was a health-based article. I needed to do some research to be able to write what the client wanted. I think the price was \$20 or thereabout.

I was excited.

This was my first shot at making real money with my gift.

I was convinced I was going to 'show them' the stuff I was made of.

“These guys don't know I am the best writer around since after the death of Shakespeare, and I am going to prove that to them, after which, everyone in God's green earth, will bow down to kiss my ring the same way they kissed emperors' way back.”, I thought.

Then the task started.

First of all, I saw that I couldn't get myself to think in the way the client wanted the article to be written.

Secondly, I knew almost next to nothing about the topic. And writing it made me feel like I was writing the most boring medical text ever written. I really tried my best.

But after two days of not succeeding, I finally admitted that my writing talent and writing passion was not enough to make me an exceptional writer.

I was humbled.

I also felt devastated.

If I was not that good as a writer, then what on earth am I good at?

But I didn't wallow in self pity for too long.

Instead, I admitted my shallow thinking and lack of experience, and I moved up immediately.

Thankfully, Google was available. Everything I needed was is there already. So I went on a search.

I googled ‘how to be a good writer’

I saw so many results. And I started devouring as many resources as I could.

Some of the things I saw there were pretty basic common sense. Except that they were not so common to me. Others were a bit far fetched. But with a little practice, I learned.

Few years later, I have been able to write hundreds of articles that have been shared all over the world. I have had the privilege to write ghost articles for so many clients who sincerely love my work.

I have written about business, fashion, finances, Saas, digital marketing, sex, erectile dysfunction, productivity, holidays, artificial intelligence, medical breakthroughs, tech gadgets, seo, wordpress themes, politics, and so many other things.

I have been able to stretch myself and delve into fields I wouldn't have ever dreamed I could go into. And all that was simply because I grew up and learned how to write excellently.

What I am about to share with you are secrets that will help your writing career in no small way. Some of the things you will get here are things you know already, especially if you have been writing for a while.

Others will be new to you.

But I promise that no matter what it is, I would share it simply.

This book is not about to teach you how to use your tenses. If you don't know the basic things about the English language, then you need to go back to the basics and learn.

It is not an English text that will teach you grammar. Instead, I will be placing in your hands the same secrets that helped me become good as a professional freelance writer, and a blogger.

What you are about to learn, is what took me more than five years to learn.

I am about to share my experiences from writing in more than fifty blogs that are read by millions of people. I am about to share my experiences gotten from writing hundreds of articles. Experiences gotten from starting and running three blogs. And the knowledge I have garnered over the years from all the professionals that I have learned from in the past five years.

Does this mean that after reading this you will become the best? No. but I can assure you that after reading this, you would know what I wish I knew five years ago when I started my first blog. The knowledge that would have cut my journey to where I was shorter is what I am about to share with you.

Are you ready?

Let's go.

Chapter One

Less is More

Keep it Short and Simple(KISS). Take a deep breath, and read the example below.

Sometime in 2015, when I had just started writing professionally with my friend Kc, with whom I had just started a blog, one of the biggest challenges I had was how to construct simple sentences that would pass across the message I wanted it to pass across without having to become so complex and ambiguous for the readers, or getting so long like the sentence you are reading now which has so many punctuation marks, that at the end of the sentence, you will probably be wondering what it was you were reading in the first place, not just because of the lack of symmetry in what I am writing, but also because the punctuation must have gotten so complex that you will likely lose the meaning in the sentence without having to go back to read it from the beginning to the point

where you are now, and still lose the whole meaning again, even though it still makes a little sense to the writer, but then, ends up pissing every other person off – the reader, the editor, the publisher – just about anyone who would have to endure the torture of reading such a 216 word complicated and complex sentence that doesn't have one single full stop, except the one that is right here.

Excuse me, please pass me that glass of water. I am almost losing my breath.

What was that?

Did you read that? Do you write like that? That, right there, was me five years ago.

I could go on forever without using a full stop. What on earth was I thinking? Let me break it down to you, professional writer wanna-be.

A study done by Microsoft in 2018, placed the average human being's attention span at eight seconds. This is lower when compared to what it was in 2000: 12 seconds.

Yes. With Twitter's 130 character texts, we have mostly gotten programmed to be attracted to what looks simple. What it means is that the moment your write-ups start getting exceptionally ambiguous and very long, you start losing readership.

Does it mean you can't write long articles? No, but there is an art to it.

I read a lot of Neil Patel's articles and Mark Manson's too.

And trust me, some of their articles can go beyond 5,000 words.

But they have learned the art of writing so well that you would not notice how long their articles are until you get to the end.

According to Larry King, the secret is KISS: Keep it Short and Simple.

How do you apply this to your writing?

THE SECRET TO WRITING WHAT YOUR READERS WOULD LOVE TO READ

Let me break it down for you.

Take note of everything that follows down here, and make sure you apply them in everything you write henceforth.

This secret right here, could be the difference between being an exceptional writer, or a wonderful writer who just bores everyone to death.

1. Don't use ambiguous words and sentences

One of the first rules you must always bear in mind as a writer is that you are not writing for yourself. Instead, you are writing for your audience.

Okay, not entirely. I mean, if you don't love what you are writing, you are still going to suck at it. So we just have to find a way to make sure that you write what you love, but with your audience in mind.

Here is what I mean.

In the later part of this book, I am going to talk about what I call “Bleeding on Your Keyboard.” That chapter will focus on the place of being passionate. This means that you cannot remove your own passion, idiosyncrasies, and personality from your art.

But as much as you follow your heart, you must bear in mind that you are doing it for your audience.

About using ambiguous words, always make sure that what you are writing can be understood by a Grade 5 student any day.

In other words, if your 10-year old brother would need you to break it down for him, then you might as well break it down.

“*Nobody cares if you have a degree from Yale or not. What we want as your audience is to understand the message you are trying to pass across.*”

Instead of saying, “Aves of identical plumage congregate within the confines of the same

geographical axis”, tell us that “birds of the same feather flock together.”

Your job as a writer is to create art that other people will understand and appreciate.

Your motive must always be to express and not to impress. You may be a professor in English language, but if your 18-year old daughter can construct simpler sentences, readers would love her more and tag you boring.

We don't want that!

This means that “come” is better than “proceed”, and “to give up” or “to abandon”, is better than “to relinquish”.

Does it mean you cannot use those words? No. But use them sparingly. Use them only when it is absolutely necessary.

Nobody cares if you have a degree from Yale or not. What we want as your audience is to understand the message you are trying to pass across.

The fact that you are a lawyer doesn't change things for you. It doesn't give you the excuse to use words like “misdemeanor”, “jurisdiction”, “subject matter”, or “repugnant” in just about anything you write, unless you are writing for an audience that are equally lawyers. If that is the case, by all means, use all the law terms you want. I hear they love them.

Take Home

If your 10-year old sister won't understand what you are writing without further explanation, make it simpler.

2. Use simple paragraphs

Remember the sentence I started this chapter with? That was a 216 word sentence. Who does that? Well, I did. That was so me a few years ago. When I look at my Facebook notes of 2014, I still shudder at how I was able to write stuff like that.

In fact, what shocks me more is how my friends were able to read stuff like that and still shower me with praises.

Shocking, right?

Neil Patel is one person I know that practices this rule so well, and it works for him. You could literally read a 10,000 word guide by Neil Patel, and spend more than one hour reading what he wrote and not know it.

How does he do it?

He uses simple paragraphs.

Why do you need to do that? I will tell you.

There is this thing called 'bounce off rate' that Google uses as one of the algorithms to determine if they should send more traffic to your site or not.

NB: I had to use the word "algorithm", because well, I am the one making the rules here, not you. Also, it is something you must be accustomed to if you intend to stay in the game for a long time. It simply means a set of rules, and it relates with artificial intelligence.

If your bounce off rate is high, it means that people usually leave your site almost immediately when they land on it.

In other words, it is like someone stumbles on your article, and instead of reading it and spending five minutes on it, the person closes the page in the next three seconds.

Google's artificial intelligence takes note of that. And it

calculates it to mean that whatever you have written on that page pisses people off.

In other words, they don't like what you are writing.

You know what that means?

Google will reduce the traffic they will send to you, because it seems something on your page is chasing people away.

This means that this particular point is very important.

You need to learn what you can do with your write-ups to keep people drawn in and glued in enough to spend a couple of minutes reading what you wrote before they leave.

When this happens, your bounce off rate will be low. And Google will interpret that to mean that whatever you have on your site is solving problems for the people that come.

This will result in Google sending you more traffic. And that is what we want, right?

Note that this is a bit different from the last point. I don't mean that his sentences are not ambiguous. It is more than that.

It means you have to literally use very simple sentences and paragraphs.

Below are a set of rules to follow if you want to learn how to construct these kinds of simple sentences that will keep your readers glued to your post without bouncing off.

a. Don't use more than two commas in one sentence

It is as simple as that. One sentence should always contain one comma. If you must stretch it, make it two. Anything more than two commas is already too long. I know that 'simple sentences' doesn't necessarily mean 'short sentences', but many times they do.

If you must use three commas in your articles, let it occur...never. No. Never ever use more than two commas in one sentence. Don't ever forget this rule.

b. Reduce the use of complex punctuations

Here is the rule. If you are not sure, reduce, and use a simpler version. Let's face it, punctuations can be very tricky. You know what I mean. The inverted commas and the apostrophes, the dashes, the colons and the semi colons, etc.

They can get confusing at times. I agree. I don't want to bother too much about them now. That is why you have to break things down. The simpler they are, the easier it will be for you.

c. Don't ever write more than five sentences in a paragraph

It will look ridiculous to have just one or two sentences before you hit the 'ENTER' key. But it still beats having eight sentences in one paragraph. Neil Patel does this a lot. Most times, his paragraphs have just one or two sentences. And because of this you can easily go through it.

You can do that. But many times, it will make your write-up have a lot of spaces. The best bet is to use three or four sentences in one paragraph. Or at most, five.

For instance, the paragraph above has four sentences, and it is a good thing. This will help you to break down your ideas into smaller bits and chunks that your readers can assimilate easily. Also, that way, it won't look too long and boring even if the sentences are as long as this particular one.

The psychology behind this is that most of us are naturally lazy. We only do things because we really have to do them. In other words, if we don't have to go to work for instance, many of us won't.

That is why we read those long boring Physiology or Biochemistry textbooks; we don't have a choice. If we had a choice, we wouldn't read those texts.

Guess what?

Your readers have a choice. If they don't read your articles, they won't fail any exam. So, you don't really have anything on them.

Reading long texts is interpreted by the brain to mean hard work. When a paragraph keeps going on and on like the one I am writing now, the brain looks at it and concludes that it is going to take a lot of effort and time for it to read and assimilate it. And because we like to

“
It will look ridiculous to have just one or two sentences before you hit the 'ENTER' key. But it still beats having eight sentences in one paragraph.

pamper ourselves naturally, brain inclusive, we make an unconscious effort to skip that particular paragraph that looks very long. Have you ever found yourself skimming through a particular text? Or maybe someone posted a long post on Facebook, and you went straight to the comment section hoping that someone else who must have read it would summarize what was written so you won't have to read it yourself? I bet that must have happened to you many times in the past. We all do it, me inclusive. And the way around it as a writer is to give your readers what they want, by simply breaking down a would-have-been long paragraph like this paragraph which has eight sentences, into sizable chunks that the brain won't interpret as hard work.

If you read the paragraph above without feeling like it was very hard work, gather here for a selfie. You are the real VIP.

NB: Always remember that these rules are for blog posts and articles, and not for books and novels.

d. Make sure your paragraphs don't exceed four lines

There are some times that three sentences can get very long. Remember that the goal here is to give the reader the impression that what they are reading is simple and easy to read and assimilate.

One way to do that is to ensure that your paragraphs have just four lines or less. This law doesn't apply if you are writing a book. This is because the dimensions of a book are usually lower than that of an average blog post.

But if that is not the case, then the rule applies. If it gets beyond four lines, wrap things up and hit the enter key.

Remember, *Less is More*.

Chapter Two

A Conversational Tone

“Adirika et al (2006) defined e-marketing as marketing that uses the internet as manifestation media. They also gave another definition from a group of CISCO specialists which posits that e-marketing is the sum of all activities a business conducts through the internet with the purpose of finding, attracting, winning, retaining customers and other dimensions to be considered aside from those inherited from the traditional marketing.”

I culled the sentences above from “*The Marketing Manager*”, one of the textbooks I used for my MBA. And the topic to be discussed is obvious: Internet Marketing.

As a textbook, I have no option but to read that. But on a blog or website that teaches internet marketing, do you really expect me to want to read that?

Now compare that to the example below given in this article here: <https://neilpatel.com/what-is-online-marketing/>

Do you know who Chandler Bolt is?

If you're an online marketing nerd like me, you probably do.

But, if you're part of the other 99.9% of the world who isn't super excited about this "Internet marketing stuff," you've probably never heard of this man.

So, what is he doing with [this headline on Business Insider](#)?

BUSINESS INSIDER UK

This 21-year-old dropped out of college last year to start a business that's on track to earn \$1 million in 2015



LIBBY KANE
APRIL 27, 2015, 5:11 PM

In 2013, Chandler Bolt decided he was going to drop out of college.

He was a sophomore at the College of Charleston at the time, juggling classes, an internship, and — after years of starting and profiting from small-scale businesses in his teens — the itch to branch out and do his own thing.

The 21-year-old remembers weighing the idea of graduating early instead of leaving and realizing that he didn't want to take on the increased course load that would require.

"I was like, 'If I finish in three and a half years, that would be miserable,'" Bolt says. "And if it's



Chandler Bolt
Chandler Bolt.

How did he get on there?

Is he rich or something? Yes, he is indeed.

That's part of the beauty of online marketing.

This 21-year-old kid has made hundreds of thousands of dollars from his kitchen table.

No need for fame, magazine interviews, talk show visits, or acting classes (you know, to act in a blockbuster movie).

*You have **no clue who Chandler Bolt is**. But he has made tons of money, and he's also helping others do the same.*

Can you see the difference?

One literally bores you to sleep while the other one draws you in and makes you curious enough to want to read more. You are already convinced that the topic must be a very interesting one, simply because of how the writer wrote; as if you were having a conversation.

That is the tactic you must employ to write what your readers would love to read.

Your write-up must be interesting, engaging, warm, and conversational. If they wanted to read a textbook, they would have ordered one off amazon.

But they came to you.

Why? They needed you to help simplify a topic for them, and make it interesting enough for them to want to read it.

How do you do any of that?

How do you make your write-ups conversational? How do you make it interesting and engaging enough that your readers would want to keep coming back to read more?

Write the Way You Speak

Have you ever had a conversation with a friend? I bet you have. Did you feel tensed up? Were you stuttering and mixing words up in fear?

Absolutely not!

Why? This was your friend, and you were very relaxed with them.

You don't need to impress them in any way. All you had to do was to speak. Right? They already have an idea about how you sound and the way you speak. And you don't feel like you need to be as eloquent as Martin Luther King Jr or Barack Obama for them to 'get you', right?

There are two basic components that can be identified when you speak

“
Your write-up must be interesting, engaging, warm, and conversational. If they wanted to read a textbook, they would have ordered one off Amazon.”

Your voice and your style.

a. Your Voice

A few days before writing this, I called a friend of mine with a new number I had and pretended to be someone else who was crushing on her.

She played along until I started laughing. I was almost about to jubilate that I had 'played' her, but she stopped me immediately.

According to her, she knew it was me from the first minute.

“How did you know?” I asked, surprised.

“Toby there are certain words you use when you speak. It is not just about you changing your voice, you can't help talking the way you do. You are just you, I don't know how to explain it,” she responded.

Her response made me think about it.

I had certain slurs and certain word fillers and certain words I preferred more than the others. I use these things without planning to do so.

It is just like the day another friend of mine commented on a post I had written the previous day. According to her, someone copied it and shared it in a group she belonged to without giving credit to me.

Immediately she read it, she knew. “This is just Toby. That's so him,” she had remarked.

We laughed over it.

To be a writer of excellence, you must discover your own voice.

I have a lot of writers whose blogs I visit often. But no matter how much I try to sound like them, I never do.

Why? I can only sound like Toby. And when I write, my readers always confirm that they can literally hear my voice as they read my write-ups.

How to Discover Your Voice

i. Write as if you are speaking

If you must, make a voice note out of what you wanted to write and then transcribe it.

ii. While writing, imagine you are speaking to someone close to you.

One person, not a group, not an audience, just one. For instance, I have a friend that starts most of her articles with the heading, “Dear Emelda.”

And to be honest, I started writing this book because of a few friends who have been asking me for guidelines on how to become better writers. So as much as I don't address the book to them, I write as if I am speaking to them naturally.

iii. Make sure you are relaxed

Normally, if you practice step one and two above, you should be relaxed. But if you notice you are tensed up, then take a break. Make sure you don't feel tense in any way. Your emotions and feelings have a way of showing in whatever you are writing. And if you are relaxed, you will flow easily.

It is just like when you are chatting with your friend,

compared to when you are delivering a valedictorian speech before an audience of 2000 people. Make sure you feel like you are chatting with your friend when you write.

Once you have discovered your voice, write that way. Don't try to sound like your favorite author. Although it is good to start off following a mentor, you must never make the mistake of trying to be like someone else.

You are unique in your own way. So discover your voice, and stick to it.

b. Your Style

Just like the examples I gave above, we don't just have unique voices, we equally have unique styles.

Normally I talk fast. However, I recently had a conversation with a friend that made me feel like I was literally crawling as I spoke. This friend talks very fast.

How do you talk normally? What is your style? Are you the type that bites each word before you say it? Do you blurt them out as it comes to your head?

Are you calm and collected? Or are you hot headed? Do you laugh in-between sentences when you speak? Do you speak authoritatively or with poise?

Whatever your style of speaking is, let it reflect in your writing.

I have watched and listened to Gary Vee many times in the past for instance. But I had never really read any of his

books until the day before I wrote this. But immediately I started reading the book (which is a classic by the way), I could immediately tell that this was Gary Vee.

The style was the same.

How to discover your style

The only way to do this is to experiment. Your style will not come and meet you. Write, write, and write some more. As you do so, you will notice a trend. Keep honing it until it becomes like a second nature to you.

Use Stories and Anecdotes

One of the most popular men that has ever walked the surface of the earth is Jesus. And 2,000 years later, his teachings are still popular. Not just in the Christian circles, but in many other circles.

What was it about his teachings that made them so appealing?

Parables.

In other words, he used stories to drive home his point.

I just concluded my MBA about two weeks before the time of this writing. And to be honest, there are some lecturers I cannot even remember what their classes were like; neither do I remember what they taught.

Were they good lecturers? Yes.

Similarly, there is a particular lecturer that I cannot forget.

In fact, I can still answer a lot of his exam questions without making any revision as I write.

Why?

I enjoyed his classes.

And the main reason I enjoyed those classes was simply because he used a lot of real life stories that we could all relate to, to drive home his point.

The lecturer was once in the manufacturing industry. He did an MBA in France, and had lectured for many years. He always had something to entertain us with. Not with the goal of entertaining us, but to drive home his points.

It was as if he came to class without any notes, but at the end of the classes, we could from his stories, recount all the points he wanted to pass across to us.

Similarly, I believe I have used that story to share with you, practically, why you should use stories in your write-ups.

Let me break it down.

a. Human beings naturally like *Amebo*

Amebo is a Nigerian slang that means curiosity. Or a little bit more than that. It actually tends to describe someone who has a very keen interest in what is happening in other people's lives.

Let's face it. We are social animals. All of us. We want to know what is happening in the next compound. That is why social media is doing so well. That is why a show like

Keeping up With the Kardashians, had millions of viewers while it lasted.

You must learn how to satisfy this curiosity.

As a writer, any experience you have is priceless.

b. We want to have the feeling that we are not alone

The first day I remember speaking publicly, it was in a church. I wasn't prepared to speak. But the main speaker came late, and we had just one shot to make a presentation before this audience of about three hundred people filled with professors and senior lecturers.

I was an undergraduate student, in my third year. I had never envisaged such an experience. And to make things worse, I wasn't prepared to make this presentation.

At a point, I caught myself shaking uncontrollably. I was starting to sweat on my palms and the soles of my feet. I had wiped my face countless number of times, so much that my handkerchief had gotten soaked.

It was supposed to be a presentation that wouldn't last beyond ten minutes, but there I was wishing that somehow the earth would open up and we would all drown.

Few minutes later, I heard the chaplain call on me to come and speak...

Pause.

That was a true life story. And I bet that if you had ever

experienced something similar, you definitely wanted to keep reading until you got to the end.

Something in you probably want to see how I handled it. Did I fumble? Did I run away? Did I deliver exceptionally? What was the response of the audience like? Valid questions. Mostly because you could relate to it.

c. We get bored easily, and stories spice things up

I cannot count the number of articles that I had started reading and before you could say Jack, I'd have closed the page and skipped to the next thing.

Come on, you know what I am talking about.

Most of us have books that we started reading but we never got beyond the tenth page before dropping it and picking up another book.

Sounds like you? Yeah, it happens to even the most disciplined people you know.

Why does that happen?

Why would you pick a book that looks very interesting, and drop it five minutes later? Simple, you lost interest.

Want to know how to get people's attention, and keep their interest aroused as a writer?

Use stories in your writings

Remember the story I started telling in the point above about my public speaking experience? As a writer, my job

is not really to entertain you. Unless I am writing a novel or a script for a movie.

My job is rather to use that story to get you aroused, and to keep your attention for as long as possible. Then, I will make my points while entertaining you at the same time.

All great writers do the same thing. That is why you still read novels even when you are bored.

“
To keep your audience coming back for more, it is not enough to tell them what you want to tell them, show it to them.”

d. Storytelling is an art, those who master it are invaluable

Storytelling is one of the highest paid forms of writing today. J.K Rowling, the author of Harry Potter, is one of the richest writers in the world today. And she became massively successful by weaving stories together and getting people glued to the pages of her books.

According to Bill Gates, content is king. That is why content marketing is thriving today. But behind the success of content marketing is the art of using stories to engage your prospects until they convert into paying customers.

If you can do that successfully, you will make millions easily. And even if you can't make it on your own, someone else will pay you to make it for them.

3. Don't just tell your audience, show them

The first time I read a Mary Higgins Clark Novel, I felt like

I could navigate the streets of Brooklyn in New York on my own.

Her descriptions were so real that I felt I had lived in the city myself. When you are reading such novels, you can literally see the characters as they go for dinner. You can see what the woman is wearing, how her gown flows seamlessly as she walks.

You can perceive the steak the guy is eating and feel the cold from the snow outside.

All these enrapture your mind and suck you into the novel so you can't keep it down until you finish it.

To keep your audience coming back for more, it is not enough to tell them what you want to tell them, show it to them.

Make them see what you are trying to describe. Let them see you take the steps you are asking them to take.

How?

a. Use stories.

A descriptive story will show your audience what you are trying to say. Just like I did in the example with Mary Higgins Clark, use stories to show them your point.

b. Use case studies and screenshot them as examples.

Just about anyone can write anything and make bogus claims. But people will tend to pay more attention and believe you more when you show them proof. A proof is a

You can get free images on pixabay.com or unsplash.com

Chapter Three

Read Daily

“It usually helps me write by reading – somehow the reading gear in your head turns the writing gear.” – Steven Wright

Sometime, towards the end of 2015, I experienced a **burnout**. I had been writing consistently for months without any break. And I literally felt like I had nothing new to say.

I had been on a writing streak for some time. I had a list of websites I visited every day, and I always dropped a useful comment on such websites. Then I had my own articles to write. And of course, I was writing and publishing on so many other new sites.

And amid all that, I forgot something very important. I forgot to 'refuel'. And automatically, I started blanking out.

Writing takes a lot of mental energy. That is why you can write 2,000 words and suddenly notice you have become physically tired. Beyond that, it also gets you mentally tired. And the way to get back that lost mental energy is by reading.

Ever seen a music artist who is not always listening to music? How about an actor that doesn't watch movies regularly? Or a comedian that is not always listening to other people's jokes?

Every good writer is a reader. And every good reader is a potentially good writer. Thought patterns are formed when you read. It is like putting an armory in your weapons store. Or making deposits in your bank account.

One day, while writing something, you will be surprised at the amount of information you have at your disposal. One day, you will catch yourself writing something about a topic you didn't know you had a lot of experience in. But because you have been reading in the past, you will know what to write.

Reading exposes you to other people's styles and voices. It gives you access to the ideas and opinions from others which are like the raw materials that will help you form yours. It equally shows you writing that is better than yours for you to learn from.

Do you want to be a successful writer?

If the answer is not a resounding yes, then you should stop reading this book altogether. But if it is, then read regularly. Read far. Read wide. Read daily.

As at the time of my writing this, (the seventh month of the year), I had read and completed 15 books. But note that as a writer, your goal is not to complete a book. Your goal is to read.

Read magazines. Read interesting blog posts. Read journals. Read articles on Facebook. Read other people's works. Read novels. Read a chapter from a book you find fascinating. The fact that you read that book two months ago doesn't mean you can't read a page in it today.

Reading other people's works will inspire you

If you are always complaining about writers' block, then you are not reading as regularly as you should. Your lifeblood as a writer are words. They should never run dry, else you will get anemic.

“If you don't have time to read, you don't have the time (or the tools) to write. Simple as that.” – Stephen King

Personally, I love reading business books and books on self development. But I don't let that limit me. I read vastly these days. On relationships, psychology, sex, parenting, etc.

Few hours ago, I read a post on rejection online. And I made a very interesting comment that got the writer applauding. It was like I wanted to give a lecture on the subject. But the only reason I could do that is because I had read a book on the subject a few days back.

When you pick up a material to read, notice what makes it fascinating. Tear it apart in your mind and piece it back

together. Your goal is not to complete a material but to make a discovery or learn something new.

Writing is a skill

But unlike other skills, you can't just go to school and learn the art of writing. The most you can learn is how to use certain punctuations in certain ways, or how to structure your tenses. Although those would help you write correctly, it won't make you a good writer.

To achieve greatness as a writer, you must be a reader.

Reading helps you discover your style, your voice, your genre, and find your own language. If you enjoy reading a certain type of work, there are chances that what you produce will look similar.

It also helps to widen your vocabulary. But most importantly, it will give you access to new knowledge, and inspire you when you least expect it.

How to Carve out Time to Read

As a writer, one of the leisure you most certainly won't have, is the leisure of time. Writing on its own takes a lot of time. Add reading to that, your whole life may as well be gone.

Still, you must read. So how can you carve out the time you need to read?

1. Make a budget for it

This is not about money. It is about your time instead. You

can decide to read for one hour or thirty minutes each day. Once that decision is made, you must try all you can to fulfil your part of the bargain.

Let that time be non-negotiable. If it is 30 minutes each day, then you should do all you can to follow it.

2. Break it into bits and chunks

The reason you are not reading as much as you should, is probably because of the size of the books you planned to read. If the book looks voluminous, it is likely going to scare you, unless it is a novel.

To avoid that, decide rather to read two chapters of a book each day. Or read 20 pages daily. Just 20 pages, right?

“
*Every good writer is a reader.
 And every good reader is a
 potentially good writer.
 Thought patterns are formed
 when you read. It is like putting
 an armory in your weapons
 store.*

But what those twenty pages could do in you is marvelous. 20 pages a day, means 140 pages a week, and 560 pages a month.

This means that if you do this consistently, you would have completed one book each fortnight, and 24 books before the end of the year. And don't get me started at the knowledge you would have amassed.

3. Create a habit around it

We are creatures of habit. And our brain loves to form and work with habits. It is like operating on autopilot.

Form a habit of reading immediately you wake up, or last

thing before you sleep. Do that consistently for 21 days, and you will start doing it without even making any effort at all.

4. Join a reading club

A reading club will motivate you to read more. It could be a physical reading club. Or it could be done online.

My present reading club is online, and it is very effective. We share books, and encourage one another. Even if you don't feel like reading, once you see that someone else has read and summarized, you'd want to read too.

5. Get an accountability partner

This will help you in no small way. You know, someone that can check up on you to see how much you have been reading. Just knowing that someone else is counting on you, you won't want to disappoint the person.

To take it a notch higher, add a point of pain to it. Mine was money. So I made a commitment to give my accountability partner a certain amount of money any time I miss my reading mark for the month.

Remembering that I would have to part with such money keeps me on my feet. It helps me ensure that I read regularly.

Chapter Four

Write Every Day

According to bestselling author Malcolm Gladwell, you need to spend 10,000 hours on your craft to become an expert in it. This includes marketing, leadership, negotiating, public speaking, and of course, writing.

When it comes to expertise, there are no shortcuts. That is why no medical school will certify you as a medical doctor until you have passed through the rigorous learning process which usually lasts for as much as five years at the minimum. And no matter how good you are, the same rules will apply to you.

You must put in the hours. You must work.

Why must you write every day?

As I type these words, the time is 2:19 am. I woke up about

an hour ago just to pen these words down. While most of the people in my world are sleeping, I am up here, writing.

Why?

I am a writer, and writers write.

What makes you a writer is your ability to create art using your pen and paper. Or your fingers and a keyboard as the case may be. Writing is what makes you a writer. So, if you are not writing, then you are not a writer. Period!

If you are a newbie writer, give yourself the task of writing a minimum of 500 words every day. This has to be done consciously for the first 30 days when you begin it.

For the benefit of doubt, below are some of the benefits you get for writing every day

- You will write faster and equally type faster.
- You will have clearer thoughts about almost anything.
- Your writing skills will literally skyrocket.
- You learn the art of self discipline by making yourself do something you have to do whether you feel like doing it or not.
- You learn to embrace failure and conquer fear, by putting yourself out there no matter how imperfect you think you are.
- You become more focused.

- You learn to overcome the force of procrastination.

Make out time

“Time is a created thing. To say 'I don't have time,' is like saying 'I don't want to.’” – Lao Tzu

“
If you are a newbie writer, give yourself the task of writing a minimum of 500 words every day. This has to be done consciously for the first 30 days when you begin it.

Map out a particular time within the day that you can devote to your art. The time where you are at your best mentally. A time where you are sure your creative

juices can flow best.

For me that time is very early in the morning. That way, I would have been able to explore my brain when it is still very fresh, before I start encountering the hustle bustle of the regular day.

If you are a night person unlike me, then you should block out time at night that you devote to writing. As a newbie, fix an appointment with your art. Let it be something your brain can remember.

For example, you could fix it in your calendar every morning. You could set an alarm for 5 am every day when you have to write for one hour. Remember that the goal is to produce a minimum of 500 words.

500 words because if it is less than 300 words, Google will not recognize it. And since our goal is for you to become a writer of excellence, you are not going to just get by with 400. So, raise the bar to 500.

And if you stay on it for a month, you could raise it to 750 words.

Stay in front of your laptop and write. Make it a habit to pen stuff down.

What do I write about?

- Your experiences from the previous day.
- Lessons you learned recently.
- A conversation with a friend.
- A recipe you just learned on YouTube.
- A letter to your kids.
- A chapter of the book you've been working on.
- Anything at all.

Whatever it is, write them down. At this point, the goal is not for you to produce excellent quality. The goal rather, is for you to develop the habit of writing daily.

750 Words

login

Hello, welcome to a little thing called 750 Words

Join 511,609 other writers by [signing up now](#) →

★ What is this site about?

It's about learning a new habit: Writing Every Day.

I've long been inspired by an idea I first learned about in *The Artist's Way* called morning pages. Morning pages are three pages of writing done every day, typically encouraged to be in "long hand", typically done in the morning, that can be about anything and everything that comes into your head. It's about getting it all out of your head, and is not supposed to be edited or censored in any way. The idea is that if you can get in the habit of writing three pages a day, that it will help clear your mind and get the ideas flowing for the rest of the day. Unlike many of the other exercises in that book, I found that this one actually worked and was really really useful.

How to develop the habit of writing every day

At a later point in the book, I am going to teach you practical ways you can overcome the phenomenal “Writer's Block”. But till then, the tips below will help you develop the habit of writing every day.

1. Get an accountability partner

This could mean someone you report yourself to. A mentor kind of. Or it could be a writing group you belong to where everyone is supposed to report their daily writing progress.

But if you can't do any of that, and you still want to stay accountable, use 750words.

750words.com

This website was developed for writers who want to develop a writing habit. It's fun. It is private. It keeps you accountable. It measures your progress, and it rewards you with points.

All you have to do is sign up and write daily. And there is something about it that will get you addicted. Let's say you have been on a writing streak for fifty days, you won't want to break it on the 51st day. Even if you don't feel like writing, you will write, just so your record won't have a break.

2. Fix a writing 'date'

You know how the regular dates go. You both decide on a day, a time, and a venue to meet. Same thing applies here.

From today, your writing habit is your new love interest. So fix a date with them. But in this case, it is going to be a daily thing.

How do you do this effectively?

a. Choose a 'venue'

It could be your study, your dining room, your office, your bedroom, or a library. Make sure you choose a space where you feel the most comfortable. Somewhere you can have your privacy with your new 'love interest'.

b. Choose a time

A date can never be possible without a time. Fix it, honor it. Remember this is a new love interest, right? You don't want to stand them up, so you'd better honor that date.

c. Pick a day for your 'date'

In this case, the day is Every day!

3. Get motivated with a 'why'

If you don't have a strong enough 'why', you won't last in a tasking venture. What is the reason behind your daily writing goal. Out of all the benefits I listed above, is there anyone of them you can identify and specially hold on to?

A personal reason is what will keep you going the days when you don't feel like it. Make sure yours is well defined.

Maybe you have a dream of becoming a successful author.

Or you want to be a big time blogger. Or you want to become an Amazon bestselling author. Or you just want to have a feeling of setting a writing goal and accomplishing it. All these will take regular writing. And to succeed, you must learn the art of writing, and also form the habit of writing daily.

4. Embrace imperfection

To write daily, accept the fact that your work must not be perfect. When you do, you will spend more time producing your art than you do judging your imperfection. Your first job is to let it all out. Good, bad, ugly. Just write. Nobody cares about how good or perfect it is just yet. We will care later, but for now, just start writing.

5. Put your mind on a leash

Can I tell you a secret? Most times, when I need to write, I switch off my internet access and make sure my phone is on silent mode.

Come on, how else are you going to write if you keep letting your mind wander off. The mind is naturally equipped to distract itself through daydreams. What then do you think would happen if you add external distractions to it.

Remember this is a date between you and your love interest. Give them your utmost attention. That means you don't check your social media notifications, or emails.

6. Keep a notebook handy

I mean Evernote, or your phone's Note App. Ideas have a way of sneaking in on us when we are not expecting them to. You must make sure you are prepared by keeping these apps handy, to capture the ideas you get.

This way, when you try to write at your normal time, you won't run out of ideas on what to write.

7. Keep the editing for later

When I started writing professionally a few years ago, I came across an app that lets you write without highlighting any error. With that app, I don't spend time editing as I write. I don't distract myself with the mistakes I make on the way. My only job at that point in time is to write, and I do just that.

“Write drunk; edit sober.” – Ernest Hemingway

Don't allow yourself to be distracted with red or blue lines. Writing is a job, and must not be done side by side with editing.

“*To write daily, accept the fact that your work must not be perfect. When you do, you will spend more time producing your art than you do judging your imperfection.*”

So, decide which task you wish to perform at each point in time. Writing or editing? Stick with your choice.

The good news is that as you write daily, your ability to write will get easier. And if you are reading daily like we discussed in the previous chapter, then your art will improve automatically.

I am sure you know Stephen King, John Grisham, and Nora Roberts. They are not exceptional in the field of novel writing because they wrote two or three books. They became exceptional because they were able to pen down dozens and scores of books year after year.

There is a place for talent as a writer. But talent can only take you so far. There is a level you can never get to without a lot of grit and sheer determination and hard work. You must put in the hours. You must make the word count.

Chapter Five

'Bleed' On Your Keyboard

I started applying to write on *Huffington Post* sometime in May 2015. I kept writing articles upon articles which kept getting rejected. But sometime in October, a few days before my birthday, I submitted another article. And this time around, I got the account.

The article I wrote was not about business or personal development. It was an article I wrote from the depth of my heart. It meant something to me. The article was about what it means to lose one's mother as a child.

Because it was a personal experience for me, I wrote with my heart. And although I was positively surprised when I heard from the *Huffington Post* that I had become a contributor, I wasn't so surprised. That article was different from the other ones I'd been writing.



What made it different?

I didn't just write from the top of my head; I wrote from my heart. I didn't just type on the keyboard, I bled on it.

To be an exceptional writer, you must come to terms with your emotions. You must be honest with your feelings and be real about them.

If you are writing about a topic that makes you very angry, feel free to let that anger flow into your writing, creatively.

Had a heartbreak? You could write a series of articles on that subject alone. You just fell in love and your feelings are flying without formation? Channel that passion into something you will be proud of.

If you are playing around with words, your readers will know. And the only reward they will give you, is not coming back for more.

Words are powerful. They are not to be played with. They

can heal or kill. They can destroy or give life. They can demoralize or inspire. A doctor's tools are his stethoscope, ultrasound, MRI scanner, and other surgical equipment.

As a writer, your tools are words. When you let your soul out through what you are writing, your readers would resonate with your message. They will “feel you”. It will echo in their hearts long after they must have read your piece. And they will come back for more.

How do you Bleed on your pages?

1. Live the best life you can and build words around it

Writers are human beings too. They have lives outside their keyboards and their notepads. The more interesting your life is, the more interesting your writing will be.

One of the best things you can write about is the experiences you have had. Experiences give you a sense of authority.

Whenever you have an experience, it is an opportunity to create a masterpiece.

Ask questions like:

- How can this experience be applied in my writing?
- Can I relate this experience to any topic I am working on?
- How can I draw out a story from this experience?

- What lesson did I learn from this?

2. Write down ideas as they come

In the previous chapter, we discussed writing every day. The goal is not to write exceptionally; but to build a habit of letting your words flow.

To write exceptionally, you will need what I call “The strike of Genius”. In my own words, these are ideas that come to you when you are not expecting. These ideas, when explored, are usually like gold mines.

You could be having a conversation and all of a sudden, the idea will hit you. You must not develop it immediately, but you can jot down the idea somewhere.

To do that successfully, you must always have a note handy. You can create pocket sized pads with A4 paper. All you need is to fold them and cut them into sizable bits.

Carry these with you at all times.

Another option is your smartphone. You can either record your ideas, or write them down in your evernote app.

If you are worried that your friends will think you are weird, then that's too bad. Any friend that doesn't respect the fact that you are a writer, and you do what every great writer does, does not deserve to be your friend. Lose them.

3. Don't worry about editing yet

When you are bleeding, the last thing you should worry about is editing. The part of the brain that writes is different from the part of the brain that edits. You must never use both at the same time. You can't be creative and analytical at the same time.

4. Absorb good work

Remember the chapter about reading every day? Read it again. Good music is a byproduct of listening to good sound. Similarly, great words are by-products of reading or listening to great words.

“
You must never write as if you are not sure. Even if you don't have the experience that should give you the needed competence, get the relevant facts.

5. Write as fast as you can

One of your greatest enemies as a writer is distractions. And an easy way to fight this is to write very fast.

Our brains are wired to think very fast. So if your writing is slow, it will be very easy for your brain to get bored, and to wander off. To prevent this, and to keep your brain engaged fully in what you are writing, type fast. Don't give it the chance to wander.

You can get **Mavis Beacon** for this.

6. Write with authority

There are two types of writers. There are the wannabe

writers who write apologetically. They are not sure of themselves. They don't believe they are good, and you can see it from what they write.

Then there are the kingmakers. These are the ones who understand how to create art using words. And when they write, they don't beg you to accept their opinion. They write with authority, and you can feel it from their works.

Many times, authority comes from experience. For example, a medical doctor who has been practicing for 10 years will naturally write more authoritatively than a doctor that is still doing his internship.

Having experience in the niche or topic you want to write about gives you a great advantage. People don't want to follow the advice of someone who is not sure he knows the way.

So, you must never write as if you are not sure. Even if you don't have the experience that should give you the needed competence, get the relevant facts.

Do your research, so that when you are writing, you will come across as someone who is very sure of what he is saying. If your readers perceive you to be competent, they will follow you.

And the easiest way to make them see that is by writing with authority.

Chapter Six

Edit Without Mercy

As far as I am concerned, writing is easy. Editing is the hard part. Editing goes beyond copy editing, where you are merely doing a grammatical editing.

This is the stage where you make sure that the ideas you are trying to convey, and the emotions you are trying to provoke are doing the jobs you want them to do.

Writing uses one side of the brain, while editing uses the other side. This is because, although you need emotions while writing, editing needs logic.

You must never be emotionally attached to any work you have created.

At times, you may have to delete almost everything you have written and start afresh.

If that is what it means, by all means, do it.

Your first draft is merely the skeleton of your finished work. It will need a lot of polishing, to go from raw material to finished product.

Editing is not just about correction of grammar.

“
Writing uses one side of the brain, while editing uses the other side. This is because, although you need emotions while writing, editing needs logic.

You have Grammarly for that.

Editing is like building a house. The bricks and mortar are the words you want to use to build the house. The editor's job is to use the materials you have provided to build a wonderful house.

How to Edit like a Pro

1. Read through what you wrote from beginning to the end

Your goal here is to ensure that the message you are trying to pass was passed across successfully. As a word artist, the beauty of your work lies in your ability to carry your readers along from the beginning to the end of the work you are doing.

You should make sure that your writings accomplish one of the following:

- Solve a problem.
- Serve as a source of entertainment.

- Answer a question.
- Educate.
- Provoke an emotion.
- Tell a story.
- Provide information.

Every great write-up does one of those, and your job is to make sure that you did a very good job of any of them. Or a combination of some or all of them.

Reading through will help you see if you were able to do that successfully.

2. Ensure your work flows

Have you ever read a work in which chapter three was not connected to chapter two? Or something in which some paragraphs don't just flow?

That must not be you!

Editing involves a lot of rephrasing, deleting, cutting out, re-writing, and rearranging. You must do all that without emotions or any form of feeling for yourself.

Don't ever get so sentimentally attached to your writing that you can't make the necessary edit. For the sake of emphasis, I will repeat that.

Don't ever get so sentimentally attached to your writing that you can't make the necessary edit.

Each sentence should flow into the next one seamlessly.

Every chapter should begin where the last one stopped. There must be no gaps. Connect all the dots here and cross all the Ts.

3. Read Aloud

Reading your work aloud will help you notice when the tempo and the energy drops in your work. And when it does, it means you should work on that part. It is a way of ensuring that your work flows.

The same energy level must be maintained throughout the piece.

If something needs to be added, add it. If it needs to be edited, do so without apology.

“
Reading your work aloud will help you notice when the tempo and the energy drops in your work. And when it does, it means you should work on that part. It is a way of ensuring that your work flows.

4. For a book, edit with a pen

If the volume of what you are writing is big, then you should print out your work, and use a pen to edit.

5. Cut

The fact that your write-up is currently about 25,000 words, does not mean that 25,000 words should be published.

Only the necessary words, stories, anecdotes, paragraphs, etc. should be left. Tighten every loose space. There should be no playing around with words.

Chapter Seven

Writer's Block: The Writer's Nightmare

Before the end of 2017, I had a chat with one of my proteges. When I asked her how far she was going with her book and her articles, she complained about writer's block.

Every writer knows how annoying writer's block can be.

You know, you have this wonderful idea that you want to translate into a book, article or even a course. Somehow, things are not just flowing.

And if you are like me, you must have wondered how these other fantastic writers seem to be churning out content upon content all the time.

It seems they are having it easy, right?

But for you, things are not that rosy. Maybe there is a secret they are using that you don't know. Or maybe they are just lucky.

Okay, here's the deal.

I have been a writer since 2005. And I have done nothing else to make a living since 2015, apart from offering the service of writing. Trust me, I have been in this game long enough to know what works.

If you are a writer, then you must write!

“Write when you feel like writing. Write when you don't feel like writing. And write until you feel like writing.” – Toby Nwazor

But how can you write when writer's block is messing you up?

1. Don't force things

If you have been writing and suddenly you can't seem to write anymore, take a break. Writing, like other forms of art, requires creativity and innovation. And if you force it, you will see that 'it doesn't flow'. And we all know when it doesn't flow.

Don't force it!

Take a break for a few minutes or hours. Get distracted. Watch a movie. Chat with your friends. Do all you can to take your mind off that book, or topic you are working on.

Inspiration has a way of flowing when we are not looking

for it. That is why you must always have your notepad with you. I have received inspiration and ideas while driving, and at times, immediately I wake up.

Many times, the answers I seek don't come when I am thinking about them. But when I let go and relax, I receive what I need.

2. Take advantage of nature

Involve nature in this. Get out of that confined space. Leave your room, or your office. In fact, put off that TV and get outside immediately.

“
Personally, I write better early in the morning. What about you? Find out when you write better and discipline yourself to sit down and write.

Watch the birds. Go for a stroll in the evening. Go to a cool place and just watch the trees sway and listen to the birds chirp.

We are organic beings, and nature has a way of rejuvenating us. And while you do these, take your mind off your writing.

Inspiration has a way of flowing when we don't expect it. That is why we usually remember stuff when we stop trying to remember them.

3. Start reading something

What we give out is normally supposed to be out of an overflow. But if you get so busy writing that you forget to read, sooner than later, you will lack what to write.

It goes without saying that writers are readers. So, it could

be that you have hung yourself out to dry. You've given out so much that you forgot to get refilled.

If that's the case, get refilled. Take a break from your writing and start reading.

4. Discipline yourself to write

Many people who experience writer's block are at a place where they need to exert a little pressure on their brain for the ideas to flow. But because the ideas didn't come easy in the morning, they put off their writing for days and then weeks.

But many times, all you need is to sit in front of your laptop and just write. You could start by writing about something unrelated. Then, the creative juice will start flowing.

If you have a particular time you write better with minimal distractions, it could work better too.

Personally, I write better early in the morning. What about you? Find out when you write better and discipline yourself to sit down and write.

Why discipline?

Sometimes, what you need is not extra inspiration. It could be you just need to perspire. Get in front of that laptop and just write. It could be nonsense. Delete it and write again. Sweat that brain. If you want to get the juice, then you gotta squeeze.

Yes. If you train yourself to write every day, you will write

every day with or without writer's block.

At times, you just need to cool off and get inspiration. But other times, it could be that you are just being lazy. Once you recognize the difference, writer's block will no longer be an issue for you.

Chapter Eight

Overcoming The Fear Of Rejection

One of the biggest fears crippling your creativity is the fear of rejection. You are scared of putting yourself out there. You are scared of not being good enough. You are scared that your work will be scrutinized and judged and you will not measure up.

It is a good thing you are scared. That's why you need Courage.

I learned that courage was not the absence of fear, but the triumph over it. The brave man is not he who does not feel afraid, but he who conquers that fear. - Nelson Mandela

So feel the fear, but do it anyway.

Nobody has the right to condemn you. Nobody can deny you of your right to write. It is your right, and you don't

need anyone's permission to be a great writer. You are enough.

The worst that can happen is that someone will reject what you have written. Maybe an editor, or a blog reader. It doesn't matter.

Rejection should really be seen for what it really is. Rejection is feedback.

It is merely a statement telling you what you should correct or fix. And if you are not proud, you will be willing to correct the error.

That's simply what it is.

Whenever I get rejections I remind myself that the rejections are not a measure of my self worth. They are merely feedback.

How to overcome the fear of rejection as a writer

Unlike what you probably think, the fear of rejection is worse than the act of rejection itself. What you are battling with is more of the fear than the act.

The steps below will help you dispel these fears, and give you the wings to fly.

1. Don't take it personal

When I first started out as a writer, I learned that to break through in the writing world, I would have to get more visibility. And one of the easiest ways to do that was by guest posting.

So, I started applying to some of the top sites I knew in the business and personal development niche for guest posting opportunities.

Most of them turned me down. But I didn't let that keep me down.

I knew it wasn't personal. I always reminded myself that what they were rejecting was what I wrote and not my person.

Knowing that nobody had the power to reject me was what helped me write and apply again.

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The easiest way to grow is through feedback. Getting feedback means you know exactly what needs improvement...This attitude will help you see rejection as part of a learning process.

2. View it as a form of feedback

The easiest way to grow is through feedback. Getting feedback means you know exactly what needs to be improved upon, what needs to be discontinued or what needs to be done more of.

This attitude will help you see rejection as part of a learning process. That way, the fear of rejection will lose its grip over you.

Back when I started writing for a living, I applied to so many sites to guest post in order to gain visibility and gain traffic.

Many of these sites rejected my applications. And when I get these rejection emails, I send an email back, asking the

editors what they think I should do to be a better fit for them.

Many times, they told me. And when they do, I'd incorporate what they told me in the next application I send to them.

For instance, when I applied to write for Bella Naija, they turned me down. But they equally told me what they were looking for.

Then I went a step further to read almost everything some of their best columnists wrote. That way, it was quite easy for me to write something better. And the next time I applied, they accepted it. I was given an account, and they published my story.

And a few months later, they gave me my own column: *Life Hacks With Toby*.

3. Remind yourself of your worth regularly

Rejection sometimes seems like another person's evaluation and judgement about you. The major reason it will get to you is because you have not been evaluating and appraising yourself as you should.

If you remind yourself through your thoughts that you are a fantastic writer, it will start showing in your products. You don't have to wait for someone to give you their opinion.

Conclusion

As a high school student, it was my dream to make a living as a writer. I had envisioned building a career out of it. But for 10 years I never had the courage to follow up on my dream.

I wanted to become a writer badly, but I didn't get the necessary inspiration. When I looked around me, I couldn't see any other person who was doing what I wanted to do and doing well in it.

I saw people like Chinua Achebe and Chimamanda Adichie, but they seemed too big. I needed someone whose stories or struggles I could relate to.

In 2015, I came across Carol Tice and Bamidele Onibalusi. They were those people for me, especially Bamidele.

Upon following him, I got the needed motivation I needed to know that my dreams were valid and I could make a living as a freelance writer.

By reading about his struggles and seeing him succeed, a seed got planted in me. By following him, I got the courage to give expression to my own skill and pursue my dreams with reckless abandon.

We all need a Bamidele in our lives. We all need that one

person we can look up to and draw inspiration from. We all need that internal push that comes from seeing someone doing something you want to do and getting challenged to do it yourself.

Let me be that person for you. Yes, I want to be that person you can look at and believe in your dreams strongly enough to start taking action immediately.

That is why I wrote this book. I want to tell you that **You too can write!**

ABOUT THE AUTHOR

Toby Nwazor is the founder of Millionaire Writers Agency where he offers freelance writing services, and shares tips on how to monetize freelance writing. Since 2015, he has helped hundreds of businesses turn in 10x profit by employing effective content marketing strategies to drive thousands of customers to their websites. He writes on topics related to digital marketing, SEO, and startups. He can be contacted at toby@millionairewriters.com

ABOUT THE BOOK

Do you know that you are only one or two strategic tweaks away from turning your readers into raving fans? In **YOU TOO CAN WRITE**, you will see why readers get bored with some write-ups, and the simple strategies you can use to turn your write-ups into page-turners. This book will open your eyes to the science-backed and straightforward ways to make your writing sizzling hot for your readers. Whether you are an aspiring writer or a budding writer, this book will show you how to shatter the self doubts that has held you back and help you live a life of fulfilment as a writer by having more readers waiting to read more of what you write.