

An Easy Hack to Destroy Writer's Block

Link to original post: <http://www.themcmethod.com/destroy-writers-block/>

John: Okay. John McIntyre here again. The Autoresponder Guy, coming to you from themcmethod.com. Today I want to talk about writer's block, because this is something that goes so many copywriters down. So many people who want to write emails, who want to write sales copy, who want to make more money with their words. Gets them down, and it doesn't need to.

Here's my secret. Here's what I do. This is how you can overcome writer's block any time. Okay? Obviously you need a bit of discipline and a bit of willpower, but if you've got that, if you can bring that to the table, what I'm going to give you right now is going to be a really easy hack, and it will seem remarkably simple as a way to beat writer's block.

Here it is. Go to e.ggtimer.com. This will be in the show notes at themcmethod.com, by the way. Go to that site; set a timer for 15 minutes. It's pretty self-explanatory when you get to this site, and then try to write an email in that 15 minutes. Don't edit. The idea here is to get rid of your editor. We all have that voice inside of us that wants to edit as we go.

What this timer does is it eliminates that editor because you don't have time to edit it. You just have to focus. You have to sit down and write that email as fast as you can without thinking too much, without worrying about it, without getting into cure about it. That's what this timer does. That's my hack. That's one of the best ways to do writer's block.

Same goes for sales copy. Maybe you don't want to do 15 minutes. Maybe do 25 minute blocks, and the goal is, when you sit down for that 25 minutes you are writing non-stop for 25 minutes. Okay? Now after that, you can come back later, you can edit that stuff, okay? The timer forces you, forces your brain to switch off that editor part and just go balls to the wall writing, and then you can come back and edit it. This is "write first, edit later." That's the quote.

Don't remember who said it; it's very true. Write first, edit later. This is how to overcome writer's block. It's not some big, evil demon. Okay? Especially when it comes to emails. Maybe when you're writing a book it's different, but with emails it's as simple as just setting that timer and putting pen to paper, okay? I'm John McIntyre, coming to you from themcmethod.com, as the Autoresponder Guy. I'll see you next time.