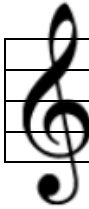


Beat the Blank Page to a Pulp



Narrow your audience down to <i>one</i> person who fits the demographic (it helps if it's somebody you know).
Write as though you're talking to that person (and <i>only</i> that person).
Refer to the reader as 'you' and yourself as 'I'.
Use sensory language as much as possible (sight, sound, touch, taste, smell).



Be specific in your headline.
Then be even more specific in its promise.
State the benefit(s).
Don't be clever.



Use specific subheads.
Limit your paragraphs to a 3-line maximum.
Don't be afraid of 1 or 2-line paragraphs (maybe even 1 or 2-word).
Delete your first paragraph.



Encourage the reader to engage by sharing their thoughts in a comment.
Make a coffee.
Read it out loud.
Redraft.