



The ABC's of Social Media

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Gain More Exposure in Less Time: Leverage Your Writing

- Write something once, use it in various mediums.
For example:
- Write a blog...
- Expand the content into an e-book...
- Present the information as a webinar...
- Create a DVD and sell it as a home-study course...
- ...that you sell at your live event that is based on the information you have already written!



Possible Mediums

- Webinars
- Podcasts
- Teleclasses
- Blogs
- Workbook
- E-courses
- E-books
- Online Articles
- Video/DVDs
- Videocasts
- Live Conferences
- Continuity Programs (Membership sites)
- Physical Book
- Workshops
- Speeches



Writing Fears - Do Any (or all) Sound Familiar?

- “OMG, what will people (especially loved ones) think about what I’m writing!?”
- “ I can’t write that! I’m not an expert. Nobody will believe me if I don’t have a Ph.D!”
- “I don’t know enough big words to dazzle people with my intellect and knowledge!”
- “Aaaaaagh! I can’t write everyday! I can’t write 300 words! I can’t write 3000 words! I can’t write it by tomorrow!”

- Have you read some of the writing on the Internet lately! :-) It’s not as hard as you think it is!



What To Do About Your Writing Fears...

- Stop judging yourself! At least let someone else have the opportunity first! ;-)
- Remember that how you write isn't nearly as important as what you write!
- To get better, you have to write. What have you ever done that you didn't have to learn how to do? Just keep typing!
- 95% of writing is just showing up. The fundamental difference between you and any other writer is how much you value what you have to say.



Treat Your Writing As If It Were Unplanned Sex!

Sneak it in whenever you can. Jot down notes, then expand them on your blog. Like sex, those 10-minute bursts can make you feel exhilarated as you see your progress!



Get Real

Relax and have confidence. To do that, know that you are not the only one who struggles with writing. What's most important is to use your authentic voice.



How Do You Write With an Authentic Voice?

- Remember to look at the world with a steady eye and share your experience.
- Explore yourself, then share what you find.
- Write from the heart.
- Just tell the story.



For More Writing Info,
Tips & Advice...

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