



## 27 Ways to Write With More Confidence

### A Guide for Internet Marketers



We're so glad you decided to download this guide. As we've said before and you probably know, content is the **single most powerful tool** business owners have. It brands you, drives traffic, motivates purchases, and so much more.

Yet it's not always easy to create your content.

Writing can be a tremendous challenge for many online business owners. Of course, it has to be done. A business cannot exist without content.

Over the past few years, we've heard from a lot of online marketers who want help with their content. In many cases they simply lacked confidence. "I'm not a writer," they'd say.

We firmly believe that if you have the desire to write and improve, you can become a great writer. Of course not everyone wants to be a writer. In fact many of our customers prefer to focus 100% of their attention on planning, marketing and growing their business. They hire us to manage the writing aspects of their businesses.

But what if you want to do the writing yourself and lack the confidence to really dig in?

*"Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own powers you cannot be successful or happy"*

-Norman Vincent Peale (1898 - 1993)

Throughout this report we've listed 27 tips, strategies, and ideas to help you become a more confident writer.

Confidence breeds success!

We invite you to read through these tips, highlight your favorites and put as many as you can into practice. If you need a hand creating your content, we'd love to help. You can check out our [monthly content savings program here](#). Let us pick up some slack, so you can make sure the writing you do really shines. Space is limited, but we'd be delighted to have you on board.

## 1. Read

Reading helps you accomplish two things. The first is that it helps you realize, "Hey, I can write better than this," which gives you confidence. Secondly, it helps you appreciate good writing, which you can then absorb and try to include styles and techniques you appreciate into your own writing. Most of the top internet marketers attribute some of their writing success and education to learning from other master writers. Read!

## 2. Practice

Write journal entries, blog posts, short stories...write anything you like, but write often. There's an old saying that practice makes perfect. It may or may not be true. Surely if you practice some things incorrectly you're just going to perfect your skill incorrectly. However, writing is one of those skills that always improves with practice. You'll become more comfortable with the process and thus gain confidence.

## 3. Create a Habit of Success

It's okay to start small. If you're uncomfortable writing, start by writing one blog post or article each week or month. Outsource the majority of your writing. As your confidence improves, you can increase the amount of content you write yourself.

## 4. Ask for a Critique

Share your written material with others. Ask trusted associates for feedback on your writing style, information, and voice. Knowledge breeds confidence. When you learn what others appreciate about your writing style and how to improve, you'll be able to approach writing with assurance.

## 5. Take a Class

Continuing with the theme that "knowledge breeds success," take a writing class, online workshop or home study course. You can actually sign up for Alice's **free** 19-week online home study course, valued at \$97, [right here](#).

## **6. Write a Cruddy First Draft**

No one writes perfectly the first time around. Most writers write several drafts before they're remotely happy with their work. Let loose and write your first draft without worrying about the quality of writing. Write from a place of joy and then really dig in during the editing process. That's when you focus on making it the best it can be.

## **7. Experiment**

Try different approaches to writing. If you normally write from the seat of your pants, then try planning and outlining your content. If you are normally a planner then try freestyling.

## **8. Submit Your Work for Publication**

Pursue publication in newspapers and industry magazines, as well as guest blogging opportunities. Yes, this takes fortitude. However, you'll feel proud of yourself when you click "send" on that email or drop the proposal in your mailbox. And it'll be easier to submit your work the next time.

## **9. Learn to Accept Praise and Criticism**

No doubt, praise feels wonderful and it's a real confidence booster. However, criticism can be powerful too. Criticism can help you identify areas where you can improve. The key is to receive it with an open mind. Not all criticism is useful. By opening your mind to receive criticism, you can begin to learn what criticism to take action on and what to let go.

## **10. Treat Writing Like it's Your Job**

As an internet marketer you have many jobs. Chances are you feel confident about most of them. Schedule writing into your day or week and then sit down and get to work. Block or let go of all of the writing doubts that may surface and focus on getting it done.

## **11. Create Rituals and Writing Habits**

Writing rituals can help you establish a positive mindset. They should be supportive and simple to do. For example, you might walk your dog before you sit down to write. The fresh air and physical activity stimulates blood flow. Or you might plan your content by writing longhand in a notebook before you type it on your computer. You might wear the same fuzzy slippers when you write, or write in the same place.

## **12. Step Outside Of Your Writing Comfort Zone**

Push yourself to write on topics that challenge you. Or push yourself to write with a voice or style that is challenging. For example, if your audience responds to humor but you find writing with humor to be a challenge, it's the perfect opportunity to step outside your comfort zone. The more you face your fears and push yourself, the more confident you'll become.

## **13. Approach Each Day With A Positive Attitude**

Each day is a new opportunity to do your best. Let go of past mistakes and difficulties and write from a positive place. The more positive you feel about the writing process, the easier it'll be. Writing can be fun.

## **14. Appreciate That Writing Is A Process.**

Some days will be good, some not so good, and you'll learn along the way. Take some confidence in the fact that the more you write, the more comfortable you'll become with the process, and the better your writing will be.

## **15. Uncover Your Fears and Limiting Beliefs**

What do you dislike about writing? Why do you lack confidence? For example, maybe you received a negative comment about one of your blog posts and it has affected your confidence. Write down your limiting beliefs and explore them. If you received a negative comment about your writing, assess whether the comment has any truth to it.

## **16. Rejoice**

Celebrate your writing accomplishments, no matter how small. For example, when you publish an article or blog post that you're proud of, celebrate. You don't have to throw a party, but you can take five minutes to pat yourself on the back. You can post something on Twitter or Facebook about your article or blog post and combine celebration with marketing.

## **17. Retain Your Successes**

When you have significant writing success – for example, you published an information product that receives great reviews or a nice email from a customer – frame it!

## **18. Set Writing Goals You Can Achieve**

One of the reasons many struggle with writing confidence is that their goals are overwhelming. They set aside a few days to write a book, or try to complete one

month's blog posts in a single day. The result is stress, a dissatisfaction with writing, and content that may not be up to your standards.

Give yourself time and space to create content that you're proud of. And if you can't do it all yourself (and who can?), then hire someone to help. You can hire an editor, a ghostwriter, or buy PLR and spruce it up.

### **19. Appreciate Skill In Other Writers**

It's okay to emulate the style, voice, and approach other writers take. In fact, that's how many professional writers get started. Find a few bloggers that you enjoy and take a look at how they write. Dissect their content and try to emulate it.

### **20. Take Good Care Of Yourself**

Confidence is practically impossible if you feel lousy. Practice good self care. Get enough sleep. Eat well and exercise. Take time off from work. Play and relax. The healthier you are, the more you'll be able to face your fears and doubts with a positive attitude.

### **21. Write When Inspired**

Writing confidence can wax and wane. When it's expanding, take advantage of it. When you have a great content idea, record it immediately. Use your phone to dictate it. Send yourself an email. Or keep a notebook with you so you can write the idea down on paper. If you're having a day filled with writing confidence, arrange your schedule so you can write as much as possible.

### **22. Collect Inspiration**

Gather writing quotes, internet marketing quotes, sayings, and images that make you feel proud about being a marketer and a content writer. Post them on a bulletin board in your office. If you are active on Pinterest you might create a pin board that reflects your writing interests and style.

### **23. Write with Passion**

When you're writing, make sure you're writing about topics that you find engaging and fun. If you don't like the topic, your writing may suffer. And it'll definitely be a less enjoyable process. If you're at a point in your business where your passion is fading, it's the perfect time to take a break. Hire a ghostwriter until you can reignite your passion. It's a lot easier to write confidently when you are excited about what you have to say.

## 24. Put Your Readers First

Before you sit down to write, or put your fingers to the keyboard, make sure you're writing something that your readers will appreciate and value. Put them first and write for them, no one else.

## 25. Know When To Walk Away

We've already mentioned that some days, heck come weeks, are just plain difficult. If you're feeling awful about your writing and it's not happening for you, walk away. Relax. Fill the gap with PLR or a quick and accessible resource. Come back to your writing when you feel more positive.

## 26. Try Different Tools

Writing doesn't mean you have to put pen to paper or fingers to keyboard. There are a number of tools to support you to create exceptional content. Consider, for example, speaking your content. If you are uncomfortable writing, try dictating your content with a tool like Dragon Naturally Speaking. Consider planning your content with mind maps or note cards.

## 27. Mix it Up

Earlier we mentioned creating writing habits and used the example of writing in the same place every day. However, that doesn't work for everyone. Some people thrive on variety. Try writing in different settings. Visit coffee shops, parks, and even shopping malls.

*“One important key to success is self-confidence. An important key to self-confidence is preparation. “*

- Arthur Ashe

## What's Next?

Content is the foundation of a successful online business. The more confident you are as a writer and business owner, the more successful you'll be.

Confidence breeds success.

You now have 27 ideas, tips and strategies to help you become a more confident writer. Where you go from here is up to you.



Remember, you don't have to do it all yourself. Focus on taking small steps and creating a pattern of success.

Hire us to help you get there. We can assist with proofreading, and content creation. Whether you need articles, blog posts, reports or email messages, we've got you covered. Come on by and [check out our monthly savings program](#), so you can stay on top of your content marketing all year round.

Space is limited, so come on and join us.

To your content marketing confidence and success,



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