

Prosperous Writer!

The newsletter for writers who are serious about making real money.

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What would YOU like to know about copywriting, freelancing, prosperity or coaching for copywriters? I welcome your suggestions for articles for this newsletter. Send them to me at clarity@iag.net and put the words "Article Ideas" in the subject box.

What to Do When You Can't Write

I have not written this newsletter for a while. It wasn't because of laziness or lack of ideas or even old-fashioned procrastination. Instead, several serious family health emergencies needed almost all my attention. I'm glad I was able to be there for my family. But there are only 24 hours in a day, so I had to let some things go for a while and re-order my priorities. Now that the emergencies are over, I'm getting back to normal. That means stepping up my marketing and keeping my commitments to current and future clients.

Along the way, I have learned a thing or two about the inability to write...whether it's family emergencies, writer's block, illness, or a lack of ideas. Here are my suggestions if you ever find yourself in such a state:

1. If you have a deadline, tell the editor or publisher that you simply need more time to do the best job you can. If you have a real excuse, like an illness, mention that. Be perfectly honest, without elaborating. (People don't want to hear the *whole* sob story!) Just don't stretch the truth. Karma will get you if you do.
2. Give yourself a break. It's too easy to get burned out with any job, including writing. If you don't have a deadline imposed by a client, try to extend it for the sake of your sanity. For example, promise yourself you will not have to write for two days or one week. It won't be the end of the

world if you don't finish that article today or send that query letter tomorrow.

3. When you feel up to it...and perhaps a little before you do...give yourself a realistic deadline. Tell yourself, "I will try to write at least a page today, and a page the day after tomorrow. Lots of times, you'll find you don't want to quit after one or two pages. That's okay, too. Just give yourself permission to quit when you begin to feel fatigued or if other, more pressing matters beckon.
4. If you have writer's block or a lack of ideas, READ. Do not watch TV. Don't take a nap unless you really need one. Read anything. It doesn't have to be about writing. Just read something you enjoy, or something that makes you think or learn.. You will be amazed at the ideas that will pop into your head and beg you to get back at the computer to start writing again.
5. Hang out at a bookstore. Read some books or magazines, but mostly just watch the people. See what they are doing. Let them inspire you...or let them teach you what not to do!
6. Set priorities. If you can manage to do only one thing a day, do it. Pick the most important thing, unless it's overwhelming.
7. Change your environment. Hang new curtains. Rearrange your office furniture. Clean up the clutter, and enlist the help of some neat-freak friends, if necessary. Put some fresh flowers on your desk. These kinds of things will refresh you mind and help you start thinking about writing again.
8. Go for a walk. It will get your "feel good" endorphins going, so you'll feel more productive. And while you're walking you may come up with some great ideas for writing.
9. Above all, don't fall into bad habits, such as spending all day doing nothing, watching endless hours of TV, playing too many video games, shopping until you drop, or writing anyway even if it's bad copy. (That's a good way to lose a client! They'd rather have it a little late as long as it's good.)
10. When you are ready to write, make a very clear decision that you are going to start that day at a specific time. Then go for a walk. I walk the dog. Almost always, before we get halfway home, my mind is brimming with ideas. My motto: You can't just sit around and wait for inspiration. Instead, you have to tell the Universe (or whatever you want to call it) that you are receptive to new ideas. Then the inspiration will come. When it does, be ready to get to your computer as soon as possible.

Hope that helps. Just remember, the times when you can't write won't last. Mine lasted a lot longer than I wanted, but a whole bunch of unfortunate things happened at once, and I had to take care of them all. Now I'm glad to be back to work. It's a great feeling to be back in the saddle again!

Enlighten your friends and fellow writers! Forward them a copy of this newsletter. That's how we grow and serve more writers. Thank you!

To SUBSCRIBE to this newsletter: Go to <http://www.prosperouswriter.com> and click on the "Fr*ee Newsletter" box. Or _____

Celebrate May with a Discount on Writer's Coaching!

Sign up for writer's coaching any time in May and receive 4 weeks of coaching for just \$200! That's a savings of \$100! You'll receive one in-depth coaching phone call per week, unlimited e-mails, and unlimited "spot calls" when you have an important writing matter.

Take advantage of this special discount now! No matter when you sign up in May, you'll still get your 4 discounted weeks, even if they go into June.

To get started now, e-mail me at clarity@iag.net. Let my 22 years of writing experience help you become a Prosperous Writer, too!

By the Hour or By the Project?

I'm often asked if writers should charge by the hour or the project. My response: Almost always by the project, primarily so both you and your client know up front what the fee will be. The exception is if you have a very complex, long project that you cannot fairly estimate at the beginning because you really can't determine all the twists, turns and challenges that might be involved. Then go with an hourly rate.

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Writer's Inspiration

"Writing is like anything else. You fall, you pick yourself up, and you try again. When you're discouraged, you eat ice cream." Anne Quindlen

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