

50 Tips to Inspire and Improve Your Writing

1. *Don't let perfect be the enemy of good and done. Agonizing over every last comma is rarely worth the time.*
2. Have fun! Brew a pot of coffee, put on your favorite music, write with your favorite pen.
3. *Write first, edit later. After all, it's called a draft for a reason! Get your raw content on paper and revise from there.*
4. Writers don't have to be lone rangers. Get help with writing when you need it: bounce ideas off a colleague, consult a fellow writer, text a friend.
5. *Social media, in spite of its advantages, can ruin concentration and get in the way of your writing. So just log off when you need to focus: social media will still be there when you're done writing.*
6. When un-inspired, read *Bird By Bird*. It's our go-to writing book.
7. *Constructive criticism can make us better writers, so check your ego at the door and listen carefully to what others say . . .*
8. . . But by the same token, don't give a bully's feedback a second thought. Know your value and ability as a writer, and guard it closely.
9. *Dedicate time to writing just for yourself—not for your clients, your readers, your audience, your boss or anyone else. It's good for both your writing ability and your soul as a person.*
10. One of Stephen Covey's Seven Habits is "Begin with the end in mind," and this applies to writing too. Know your audience and what you want the piece to accomplish before putting pen to paper.
11. *Put your finished draft aside and give yourself time before editing it—an hour, a day, a week. You'll return to your writing with new ideas and fresh eyes.*
12. Share the story, not just the facts. It will make what you're writing about more relatable and interesting.
13. *Don't be afraid to insert your own voice into your writing. Your audience will feel like you're speaking right to them.*
14. You may love every single word of your draft, but if you have to shorten it, look for the big cuts. Editing out single words won't get you far—or it will take way too much time.
15. *Keep a big-picture perspective. It's easy to get caught up in the little details, but if the main ideas aren't there, your writing won't make an impact.*
16. Sometimes, creativity can be forced (hello, deadline!). And sometimes, it just can't. Allow yourself time and space to listen, think, brainstorm, or do nothing.
17. *You won't always feel inspired... and that's okay. Just put words on paper and you've accomplished something.*
18. Consider taking a writing workshop class to learn new techniques, stretch your imagination, and meet fellow writers.
19. *Keep an idea file or an inspiration board for those times when you have nothing to write about.*
20. Read good books to expand your vocabulary and experience different writing styles.

21. *Bookmark articles and blog posts that really get you fired up—great for when you need a pep talk or reality check!*
22. Rest assured, even the most experienced writers have doubts about their abilities and the quality of their writing. Putting your words out there is a scary thing, but it brings so much value to others.
23. *Start small. Write one sentence, then another.*
24. Find a writing process that works for you. It might look very different from anyone else's.
25. *If you want to become a better writer, you have to write. Learn as you go.*
26. Every so often, take a look at some of your past writing and see how much you've improved and grown.
27. *What have you always wanted to write? Map out a plan to make that happen.*
28. When in doubt, look it up—facts, grammar rules, sources, spelling.
29. *Write what you know. And write what you don't know.*
30. Even great writers can benefit from working with an expert editor. It will only make you better.
31. *Pay attention to word choice. It's a simple way to take your writing to the next level.*
32. Active voice and active verbs makes for stronger, more precise writing.
33. *Visualize what you're trying to say. Then describe that image, tapping into all five senses.*
34. Try writing the same thing from the opposite perspective. Flip your idea on its head. Start at a different place. See what happens!
35. *Writing is a craft that will always provide challenges and opportunities to improve. Be patient with yourself and open to new ideas.*
36. If writing were easy, everyone would be a writer. So give yourself grace in times of struggle.
37. *Alliteration isn't just a good writing trick: it's a good brainstorming trick when you want to find just the right verb.*
38. It's easier to write for the right audience with a character in mind. Are you writing for Joey from Friends or Don from Mad Men?
39. *A deep breath works wonders when words aren't flowing.*
40. Always start with why and dig deep for the heart of the project.
41. *Sometimes, procrastination has little to do with your willpower and everything to do with what you're writing. Shameless plug: contact one of your trusty Create.Compose.Communicate ladies and we'll write it up for you!*
42. Medium matters. Writing for the web is different from print and the style should showcase that.
43. *Overwhelming project? Breaking it into bite-sized tasks makes it more manageable.*
44. It's called "fresh" air for a reason. Take a walk or just sit outdoors to gain perspective between your first draft and final copy.
45. *Courage is underrated. Writing bold, writing strong and writing from the heart is what makes history.*
46. It's not substance over style or style over substance—it's both. Good content with creative flair is what educates, sells, encourages, persuades, entertains, connects.
47. *So what if your idea is a little crazy? Many good artists, businesspeople and creatives have a little crazy in their blood.*
48. Know what makes you tick as you create to set yourself up for success. If it ain't broke, don't fix it.
49. *Don't spend so much time setting the table that you forget to make the meal. At some point, you have to stop getting ready to write, outlining and preparing. Just get started.*
50. What you have to contribute is a gift. Your abilities matter, your talents matter and YOU matter. So write, write, write with all your heart.