



## Five tips to overcoming writer's block

Have you ever sat down to write something – whether it's the copy for your company's website, text for a newsletter or even a few words for a flyer – only to be met with a flashing cursor and a frustratingly empty head?

You are certainly not alone.

Rather than going around in circles or settling for something second-rate, here are five tips to get those words flowing again:

1. **Think of your key message:** Try asking yourself “why am I writing this?”, “what do I hope to achieve?” and “what value can I give readers?”. It may help to jot down some bullet points under these headings before you start working on the document.
2. **Think of your audience:** The way you structure the copy and what you say will need to appeal to your readers. With your key message in mind, think of an interesting way to begin the piece to capture your audience.
3. **Let it flow:** If you are still having no luck, just write. Commit every thought and rambling down without analysing the quality of your writing. You can then go back and edit this draft into something more finely crafted.
4. **Speed research:** While being careful not to use researching as a way of avoiding the task at hand, use the internet to have a quick look at what others in your industry and outside your field have done. While this can act as stimulation when you are stuck, ensure you don't plagiarise their work.
5. **Ask around:** Have a quick chat to a colleague, friend or family member about what the subject means to them. This may help you to find an interesting angle/way to approach the piece.

Remember: once you have your final draft, spell-check and proof read! There is nothing that will distract from professionalism and great expression more than avoidable errors.

Make your words count!