

121 Unusual Tips to Being a Better Writer

by Yann Girard

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INTRO

I have no clue how many tips you'll get reading this book (link below). Maybe it's exactly 121. But that would surprise me. I didn't count them. It's probably more than 121.

And there's no need to count them. This is some of my best advice on writing. And you won't find anything like this anywhere else. Unless maybe on my blog.

No one has written stuff like this before. Is it any good? I don't know. Maybe. Maybe not. Take a look at it yourself. But if you've enjoyed some of my stuff in the past, then I'm sure you'll enjoy it.

In the past three years I have written 8 books. Not including this one. I have written 540 blog posts. Still, every single time I sit in front of my laptop I try everything I can to not start writing.

I've written and published one blog post every single day for the past year. And it was a struggle every single day. I was trying to avoid it for as long as I could. I was never inspired to start writing. I never felt creative.

Look. I love writing. But it's so damn hard to get started. I don't know if there's anything harder than this. It's hard to constantly come up with ideas. To form the words. To get started...

I enjoy every second of writing. But what I can't stand is that part where I have to get started. It's the

worst thing out there. There are thousands of other things I could do.

Sometimes I write in the morning. But more often than I'd like to admit I start writing when I should already be sleeping. When my eyes are so red and it looks like some small veins popped in my eyes. Maybe they did. I don't know.

So I usually do thousands of other things before I start writing. Until there are only things left that are even harder than to to start writing. That's usually when I get started with writing.

Right now while I write these lines its already 8pm. And I still didn't write my daily post. I'll probably just use this right here as my one article a day and publish it on my blog. You see, that's how much I'm struggling with this.

It's a challenge every single day. Even after more than 500 blog posts. Even after 8 books. I struggle with it every single day.

But writing is my medicine. It keeps me sane in a seemingly insane world. It keeps me balanced in a world out of balance.

Just like some grandparents or some older folk tend to “forget” taking their medicine. They know they have to take it. Heck, their entire life depends on it. Still, they do everything they can to not take their medicine. They do everything they can to “forget” it.

And just like grandparents or some older folks I'm trying to do everything I can to not start writing.

Even though I know that it's the only thing that keeps me alive. That keeps me sane.

Will it ever get any easier? I don't know. I don't think so. But I really hope it will.

Here's to 1000 more posts and dozens of more books. Here's to hopefully thousands of days where I don't feel like taking my medicine but I take it nonetheless.

Here's to life...

MINDSET

Don't aspire. Just be it.

An aspiring writer will always be just an aspiring writer.

And act like an aspiring writer. And not like a real writer.

An aspiring entrepreneur will always be just an aspiring entrepreneur.

And act like an aspiring entrepreneur. And not like a real entrepreneur.

The same holds true for any aspiring anything.

Either you are or you aren't. There's no aspiring.

And when you are, then you'll also act like it.

Like a writer. Like an entrepreneur. Like a blogger.
Or like an artist.

And then you'll treat your work like it should be treated.

Like the work of a real professional.

And not like the work from someone who might maybe some time in the future become something.

Here's the truth..

No one is going to read a piece from an aspiring

writer.

Or buy a book from an aspiring writer.

Or buy art from an aspiring artist.

No one is going to fund an aspiring entrepreneur.

No one is going to listen to an aspiring singer.

People want the real deal.

And the real deal starts in your head.

So you either take that decision right now, act like it and go all in on that or you'll be stuck at being an aspiring whatever for the rest of your life.

Look. It all starts with you.

If you don't believe in yourself, in your capabilities and that you are the real deal (even if you aren't yet) then no one else ever will..

How to come up with ideas

Ideas come from conversations with real people.

They don't come from watching Netflix.

Ideas come from reading meaningful books.

Ideas come from building on top of other ideas.

They don't come from dreaming about „what if.“

Ideas come from reflecting about your day.

Ideas come from exposing yourself to other ideas.

They don't come when you force them to come.
Ideas come from talking to strangers.
Ideas come from doing things you enjoy doing.
Ideas come from talking to friends.
They don't come from binge scrolling.
Ideas come from exposing yourself to new things.
Ideas come from experimenting.
Ideas come from experiencing the unknown.
They don't come from doing things you don't enjoy doing.
Ideas come from doing the same things, but in many different ways.
Ideas come from combining already existing ideas.
They don't come from brainstorming about ideas.
Ideas come from giving your brain some time to breathe.
Ideas ultimately come from everything around us. And inside of us...
Stop admiring creativity

Standing out

It's hard to stand out. To get noticed. Not to say that it's almost impossible.

And because that's the story we tell ourselves over

and over again, we never really start anything.

It doesn't matter. My contribution won't matter. I'm not good enough. No one will even notice.

But that's the wrong way to look at it.

The right way to look at it is to realize that everybody who's now standing out, who's doing work that matters, started with the status of not standing out.

They worked their way up from not standing out to standing out.

Not standing out is part of the process. It's the first step to standing out. To doing work that matters.

And it's impossible to skip that first step. No matter how good or how special you (think you) are.

And if you never make that first step, if you never start anything because you believe in that story you tell yourself over and over again, you'll never make that second, third or fourth step.

You'll never stand out. And never do work that matters..

Stories worth telling

It's hard. Really, really hard. It's hard to tell good stories. And even harder to come up with a story worth telling. I struggle with it every single day.

What I realized over and over again is that the most important ingredient for a story worth telling, to become a good storyteller is to experience things worth telling.

Here's the thing...

If you never experience anything worth telling, if you're glued in front of your screen all day long, you'll probably never come up with good stories.

And you'll probably never become a good storyteller.

You don't become a good storyteller by reading all day long. It helps. Sure. But it's just the first step.

The second, third, fourth and fifth step is to start experiencing things. Again.

You know, we all became so obsessed with optimizing our lives, productivity, rushing from one meeting to the next (private or business) that we forgot to take the time to experience things.

Like going to a place you've never been to before. To open yourself up to new experiences. To new opportunities. To new cultures. To new dishes. New people. New whatever. It doesn't matter.

What matters is that you never stop exploring. That you go out there and experience things worth talking about.

To live a life worth writing a book about. A movie worth watching. And a blog post worth reading...

No one cares about you...

No one cares about the stuff you do.

About what you have to say.

About what you write about.

About what you create.

As a matter of fact no one really cares about you. At all.

And once you realize this you have two choices.

You can either stop doing what you're doing right now, that's what most people do, or you can keep doing your thing.

Until maybe one day some people might care. Which is not very likely. But possible.

And that's what makes this entire thing so predictable even though it's not really predictable.

The longer you're around, the harder it'll be to ignore you.

The harder it'll be to not care about the things you do.

No matter if it's out of love or hate.

The longer you stick around, the longer you keep putting in the work when everybody else already left, the harder it'll get to ignore you.

It's that simple. But not easy.

At all...

One person a day is already enough...

If you're able to get just one person a day to like your product, to read your book, to support your ideas or to share your blog post, you'll have 365 people who support your work at the end of the year.

In itself, a growth rate of just one single person a day seems ridiculously small. But if you focus on just this one person, if you focus on delivering real value to just one person every single day of the year, you'll end up with a lot more than just 365 supporters.

You'll end up with 365 true fans who'll help you spread the word about your art, your work or your product. Because they'll tell their friends about it. And then their friends will turn into true fans. And then their friends..

Getting just one true fan needs an incredible amount of work. It takes a hell lot more work to provide real value to just one single person than providing value to one million people.

Gary Vaynerchuk responds to almost every single tweet. That's an incredible amount of work. A lot more work than automating your Twitter account would take. But it turns hundreds into true fans. It turned me into a true fan.

A few years ago I had a problem with Gumroad and sent a ticket to their helpdesk. Their CEO Sahil

Lavingia responded to my mail after just 10 minutes. I'm telling this story ever since. I'm a true fan.

What's going to happen when you focus on creating value for 1 million people all at once, instead of just one single person is that you'll end up watering down your message.

You'll skip responding to people. You'll have to automate everything. And then you'll skip having true fans.

And this is the real power of one person a day..

The reading myth

A lot of writers tell you that you need to read every day to become a better writer. And it makes a lot of sense. At least for them.

Because the more you read, the more of their books you'll end up buying.

And the more books you read, the more excuses you'll have to NOT start writing yourself. Excuses to not become a better writer.

“I have to read 100s of books first before I can become a better writer.” is what many people say.

Or “I have to read this or I have to read that first to become a better writer.”

Believing in the myth that you have to read every day to become a better writer is a win-win for both sides.

It's a win for the writers because they'll end up selling more of their books. And it's a win for us, the aspiring writers because we now have a good excuse for not getting better at writing.

Because we need to read all of those books first.

Sure, reading helps a lot to become a better writer.

But the only thing that will REALLY help you to become a better writer is to write every day...

Hitting home runs

I've now been writing and publishing one article every day for a year. And I finally start to understand. I finally start to understand how [Seth](#) does it.

He recently published his sixth thousands blog post. He's been publishing one article every day for the past 10 years or so.

What I finally start to understand is that writing every day is 100 times easier (and faster) than just writing once or twice a week. Let me explain real quick.

What you basically do when you write and publish one post a day is that you take away all the decisions.

You take away the decision about what time of the day to post.

You take away the decision about what day of the week to post.

You take away the decision about how many times a week to post.

You take away the decision about what to write about.

You take away the decision about whether to publish this piece or not.

You take away analyzing metrics, likes, comments and shares.

You take away trying to understand what clicks with your readers (which you can't btw).

You basically take away EVERY single decision you could possibly ever take.

Taking decisions is very time consuming. That's what makes it so hard to constantly create and ship things.

We're tangled in a web of decisions we can't seem to get out of. It's not the creation and shipping of our art, ideas, products or whatever that takes up the biggest chunk of our time. It's the web of decisions we need to untangle before we'll be able to ship anything.

And that's the really hard part. That's the stuff that keeps most of us from shipping stuff.

As a matter of fact all of the decisions we have to take paralyze most of us. So many of us never really start shipping anything. Or when we started shipping stuff, we stop shipping because of all the hard, confusing and conflicting decisions to take.

Even though I now write and publish a lot more posts than I ever did before, I spend considerably less time on it. Because I took away all of the decisions.

And what I basically do now is that I just write. And nothing else. No matter what. No questions asked. You just do it. You don't waste time thinking about this or that any longer. You focus on the most important thing.

You focus on creating your art. On creating value. And you put your thoughts on paper. Or on a screen. It doesn't matter. What matters is that you put them out there. And that's the only thing that really counts. The only thing that ever really counted. That ever really will count.

And it doesn't matter whether people like every single post you publish. You don't have to nail it every single time. You don't have to hit a home run every single time. As a matter of fact, you won't be able to hit a home run every single time.

And that's the true beauty of it. That's the true beauty of writing and publishing one article per day, of shipping every day. It will not only take away all the decisions, it will also take away the pressure.

It takes away the pressure of having to hit a home run every single time..

10 Things that Kill your Creativity

Look. I also don't like these kinds of list posts. But I've done most of the things on this list recently. So I didn't feel very creative today. And the only idea I had today was to write down the 10 things that kill my creativity. As some sort of reminder to myself. Or whatever..

being comfortable

Whenever you're too comfortable, when you have all you need, you will stop being creative. Because creativity and innovation is the result of being uncomfortable. Of willing to change things. Of willing to create things. And when you already have everything you need, there's no need to be creative. To come up with new solutions.

things I don't like

This is probably one of the biggest creativity killers out there. At least for me. Whenever I do things I don't enjoy doing, but have to do, like editing a book I wrote, it's like my brain is shutting down to punish me. I don't come up with new ideas anymore. I stare at the screen for hours and can't think anymore. It's like my brain is completely empty..

alcohol

Whenever I go out drinking too much I don't come up with anything anymore. All my creativity is gone. Puuf! And not only this. I could sleep all day long. Which is what I do most of the time after a night out drinking.

I don't know. Maybe it's just me. But when I was still in my early twenties I could go out drinking all night, sleep for three hours and would be super fresh the next day.

Today when I go out drinking and sleep 6+ hours I still feel like crap. I can't get out of my bed for an entire day and still feel like crap two days after I went out drinking. But maybe I'm just getting old..

productivity

Whenever I try to be super productive, when I write down a big list of things to do and tick one box after another I'm completely exhausted after having done half of the things on the list. I feel like I just like ran a marathon. I never ran a marathon. But I think that's what a marathon feels like. And these sessions feel like a mental marathon that sucks all the creativity out of me.

people I don't like

Meeting and being around people I don't really enjoy being around sucks all the energy out of me. I don't like to argue. I don't like it when other people talk bad behind other people's backs. And when all of this happens, it's just exhausting. And pointless. And I think about all of this pointlessness for way

too long. It keeps my brain busy spinning. I know, I shouldn't care about it. But I do. I just can't help it..

sleep

The longer you're able to work and the less sleep you need, the better. That's a way of thinking that originated during the industrial revolution when we were still working in factories (or on the fields). The longer you were able to work and the less sleep you needed, the stronger your health and the more you could earn.

That was the general understanding back then. When physical strength was most important. And creativity didn't matter. I don't think this still applies today. We work with more and more information, in more and more complex systems with more and more complex tasks where our minds need to be well rested. Otherwise we won't be able to properly navigate through these complex systems and tasks anymore.

no routine

A lot of people believe that creativity is the result of chaos. I don't think this is true. Whenever I travel a lot and don't manage to have some sort of routine going on, I don't come up with anything. It's like I'm a completely different person. Which is good from time to time. To spice things up. To reinvent yourself. Still, I don't believe that creativity is the result of inspiration, a muse or whatever. It's the result of a pretty damn good routine, discipline and

a good portion of sitting down on your ass and doing the work..

information overload

Everything you consume online or offline will take over some of your brain's capacity. It will keep your brain busy thinking. Consciously or unconsciously. Just think about when you check your emails first thing in the morning. Or your Facebook timeline. Ughhhh. Mary is back together with John. And you know that John was cheating on her. Should I tell her. Think. Think. Think..

You know, you're exposing yourself to hundreds of pieces of information within a short period of time. You won't be able to process all of that information anymore. Probably the worst start of the day ever. And the beginning of a cluttered brain for the rest of the day..

you time

If you don't spend enough time with yourself, if you don't give yourself some time to breathe and instead run from one meeting (business or private) to another you'll never have time to figure out what you really want in life. You'll never have time to figure yourself out. And when you don't know what you want in life, when you don't know who you are, you'll never be able to come up with creative ways of getting there. You'll be stuck where you are right now forever..

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I think the general rule is this: BS in. BS out. Whatever you put into your system will come out of it.

If you only put in negative things into your system, like meeting people you don't like, doing things you don't enjoy doing, alcohol, chaos or stress the result of it won't be anything good. You won't be very creative.

On the other hand if you try to put as much positive stuff into your system as possible like doing things you actually enjoy doing, being around people you like, a routine and enough sleep you will be able to be so much more creative. And when I say „you“, I mean „I“.

I know it sounds easy. But it's not. And it doesn't work over night. It only works one step at a time. It only works when you give yourself the permission, time, space and room to avoid all of the above things.

Hopefully I will be able to avoid more of these things again in the future. Then I won't have to write one of these stupid list posts again.

And yes, these were only 9 things. See. That's what I was talking about the whole time. I just couldn't think of anything else anymore..

Blogging saved my life

I never wanted to start a blog.

The only reason I started a blog was because I wanted to write a book.

And because I didn't know a thing about writing books and I was pretty bad at it, it took me 10 months to finish that book. Instead of the 3 months I thought it would take me.

And because quite a few people pre-ordered that book and I didn't want them to think that I was a fraud, I started a blog and sent them a blog post every once in a while so they knew I was still alive.

And over the years blogging and writing turned into the one and only stable thing in my life. I've lived and stayed in more places that I can remember. And the only thing that is and will always be the same is that I'm writing. Every single day.

Writing helps me to stay sane in a seemingly insane world. It helps me to stay balanced in a world out of balance. A world where I understand less and less every single day. A world where we have to constantly adapt to an ever changing environment.

When all we really want to do is to stay at home, be safe and avoid change as much as we can. Where all we want to have, where all we crave is stability. And safety. And for me, writing is my safety net.

It's my way of daily meditation. I know, writing is probably the exact opposite of meditation. I never

meditated, so I don't really know. All I know is that they tell you to not think about stuff when you meditate. But what usually happens when you don't want to think about anything is that you end up thinking about everything.

So for me writing is my way of putting my thoughts together. Of making sense of myself. And everything around me. I mostly write for myself. Most of the advice I give in my writings is advice I give to myself. In the hopes that one day I might be able to follow my own advice. And become a better person.

When I write, I don't wear a mask. I'm mostly just myself. Which is hard in a world where everyone is wearing layers and layers of make up to hide their true self. To hide who they really are. Where we all try to appear knowledgeable when in reality we don't know anything.

Sometimes I don't talk to anyone for days. I feel that the more we talk, the less time we have to think. And the less time you have to think, well you probably know the result. You see it on TV and the news every single day. Writing is my time to think.

I don't know. But for me writing is like medicine.

It's my way of figuring myself out. Of better understanding myself. Of figuring out who I am deep down inside. Who I want to be. Who I might maybe one day be able to be.

But even more importantly, it helped me to accept myself the way I am. It saved my life. It saved the

life that was waiting deep down inside of me waiting to be discovered...

Engagement doesn't matter

It doesn't matter whether people comment on your blog posts or not.

If they like it or not. If they interact with your content. Or with you.

It doesn't matter whether you're having conversations with your readers.

None of this matters at all! Sure, it's nice. And might get you your moral back up again. But in the grand scheme of it all, it doesn't matter.

And all that really matters is that people read your stuff. Or watch your videos. Or listen to what you have to say.

Here's the thing. Most people don't and won't interact with your content. Or with you. And most of them never will.

And I think you should be happy about this. Because then you don't have to come up with other smart things to say to smart comments people wrote. And you won't be busy ignoring all the trash comments that push your buttons.

As a matter of fact, no one interacting with you or your content, no one commenting on your blog posts is the best thing that could happen to you.

When people are focused on reading and not on interacting with you, then you can focus on what's really important.

You can focus on writing and becoming a better writer. On producing better content. Better art.

And it astonishes me every time someone asks me how he or she can get more comments on their blogs. Or why readers, users or listeners don't engage.

Look. Discussions, engagements, likes and comments don't pay the bills. They don't do a thing.

The only thing that pays the bills are sales. And the only way to get sales is trust. And the only way to build up trust is when you stand for something. No matter what it is you're trying to achieve.

And it's not about engagement rates or interactions. As a matter of fact [they suck for everyone](#) out there. No matter how much someone seems to be mastering social media, blogging or whatever.

[Seth Godin](#) isn't successful because he engages in conversations with his readers. As a matter of fact the comments on his blog are closed. He never comments on anything.

What makes Seth so successful though is what he's known for. And that's his consistency.

He's been publishing one blog post every day for more than 5 years now. Or is it 10 years? I don't even remember. He's been around for so long, it seems like he's always been there.

And that's what makes him so successful. Consistency.

You know what you get when you read, listen or buy stuff from Seth. He will always deliver what he promises. No matter what. That's his brand. That's what he stands for. He stands for consistency. And not for engagement or interaction.

Or [James Altucher](#). James might engage with his audience on his blog and his Facebook account. But again, that's not what makes him so successful. It's just a small part of the reason. What makes him so successful is what he stands for.

And he stands for honesty, telling the truth and no BS. Ever. That's his brand. That's what he's known for. That's what he stands for.

And that's what enabled him to grow his info product business to \$10 million dollars in revenues in less than a year. Because people trust him. And not because he responds to people's comments online.

Or [Gary Vaynerchuk](#). Gary is not successful because he engages with his audience so much. That's just part of the reason. The main reason is his credibility. And his authenticity.

Everything he says and does is based on his own experiences. He's a real practitioner. And everything he says and does is deeply rooted in his own experience. And that's what really makes him so successful.

So what do all of these people in common?

They all stand for something. They are all known for something. They are all known for things that make them trustworthy.

And it's not about interaction. Or engagement. And it never will be. Sure, it might play a minor role here and there. But what really matters is what you stand for.

So before you're thinking about ways to increase engagement, interaction, comments or traffic, ask yourself first what you want to stand for. What you want to be known for. And why people should trust you.

I know. These are all very tough questions. They are very uncomfortable. That's why we tend to skip them. But these are the questions you have to ask yourself before anything else..

The ONE thing you're going to need to be able to follow your passion...

Money.

Money is the only thing you really need to find and follow your passion. And of course a hell lot of time.

And to be able to spend that much time on finding and following your passion you need money. It's that simple.

I know. Many gurus out there will tell you otherwise. They'll tell you that you can make it. That all you have to do is to find and follow your passion. And that's it.

But that's not it. It doesn't work that way. You need money to survive first. To pay the bills. To pay for food. It might work once you have enough money. But if you don't, it's a pretty risky bet.

And of course it works for people who follow these super pricey seminars. Or workshops. Or what not. Because they have all the basics covered already. They already have enough money. Otherwise they wouldn't be able to spend a few hundred or thousand dollars on these things.

I know. People say that when you do your thing, when you follow your passion, when you follow your calling, then money will automatically follow. But here's the thing...

When you're constantly waiting for that money to finally come your way, it will never come. That's what these gurus also say. But when you can't make next month's rent, well then you'll definitely be waiting for that money to come.

And the only way you can really stop waiting for that money to come your way is when you already have enough money to live a comfortable life. No matter how hard you're following your calling, no matter how many people you help every single day.

And I'm not talking Lamborghini comfortable life. I'm talking about a life where you have all the

necessities covered already and are able to pay for the basics every single day without having to worry. Without feeling the pressure.

That's why this follow your calling thing only works once you already have enough money. Again. I'm not talking about millions here. Some people are able to live a comfortable life spending less than \$1000 a month. Including myself. For some it might be a bit more. Or a lot more. I don't know.

Still. What you really need to be able to find your passion, to follow your passion and to live your purpose is money. Period.

That's why you need to find your number. And then work on from there.

If you need \$1000 a month to cover expenses, then do everything you can to have at least 1 year of expenses on your bank account BEFORE you quit your job. Even better, have two years of expenses on your bank account. Or build a side business that generates \$1000 a month. Whatever works for you.

Because you'll need money to buy yourself some freedom. Some time to think. Some time to breathe. Some time to figure yourself out. You need freedom first. And this usually boils down to some sort of financial freedom. Be it a small side business that generates enough money for the necessities or a few years of expenses on your bank account.

So how can you save that much money? How can you make that much money on the side?

I don't know you. I don't know your life situation.

But when I took the leap I saved around 70% of my income for two years. I also tried to scale a side business at the same time. Which didn't really work out. When my friends saw me they said my face was green. That's how little sleep I was getting. And that's how sick I looked (and was) during that time. So for me, the saving part worked best.

I know saving so much money isn't really feasible for most people out there. But maybe it is. Maybe that's exactly what it's all about. Look. I cut back on pretty much everything for just two years. To be able to eventually be free for the rest of my life. What are two years of not spending money on stupid stuff in exchange for a lifetime of freedom? Nothing...

Look. Back then I decided to organize my life in a way that I didn't spend money on stupid stuff all the time. Most of the money we spend, we spend it on stupid stuff anyway.

Most of the things we spend money on are the things we buy because we want to reward ourselves, because we work a job we don't really like. "I deserve this. I worked really, really hard. I did many things I didn't enjoy doing so much. That's why I deserve all of this..."

And if you say you can't possibly cut back, whatever that might look like in your case (your car, a smaller apartment or what not), well then it's probably not a good idea to ever quit your job and start following your calling. Then it's probably a good idea to just wait until you get replaced by an algorithm or someone who works for a third of your salary.

Look. Here's how I see things...

We're all trapped in this follow your passion and find your purpose stuff. And the truth is that most of us just don't have such a big life purpose or calling. Or we just haven't found it yet. We're still seeking.

So if you haven't found your purpose yet, why not make it your purpose to be able to buy yourself some freedom in the future? To be able to spend more time on figuring yourself out. To be able to spend more time on following your dreams. And to ultimately find your purpose.

Why not make this the reason why you're getting up every single morning? Why not make this the purpose of your job that you hate. The job that's missing purpose. That's just not fulfilling.

That's at least what I did. The only reason I got up every single morning was to be able to save enough money to maybe one day have enough money on the bank to quit my job and buy myself some freedom.

Sure, you might also be able to buy yourself some freedom without any money on your bank account. Or without a side business that covers all your costs.

But then you'd have to be really, really good at what you're doing. You might have to be among the best of the best. You might need to have made it in the past already. You might have to know the right people. Or you might have to be a chess master.

But ordinary people like you and me, we need cash in the bank first. Or a well running side business.

Because if we don't, then all that's going to happen is that we have to quit without ever having really started. Started what? Everything...

WRITING

Why no one reads your stuff

Most of the writing advice out there is complete BS.

No one will read your stuff just because you include pictures.

No one will read your stuff just because you use infographics.

No one will read your stuff just because you format your text nicely.

No one will read your stuff just because you leave a comment on someone else's stuff.

I know. It's nice to believe in all of this. Because it sounds so easy. It's like someone's giving you a map. And we all like maps. It feels like you're in control. It feels like you can achieve anything. And get anywhere. When in reality, writing doesn't follow any maps.

All I've got to do is to follow this list, tick boxes and that's it. People will magically discover me, read my stuff and I'll get famous.

Unfortunately, that's not the way it works. When you follow a map, a guidebook or whatever all you're going to do is to go to the same places everybody else is going to. You'll never find the hidden gems.

All you're going to find is a whole bunch of people doing, saying and writing the exact same stuff you're doing, saying and writing. So nothing really special. And that's why no one REALLY reads your stuff.

The thing is this.

The ONLY thing you need so that people will read your stuff is an audience.

If you don't have an audience, no one is going to read your stuff. And all of the above things won't change a thing if you don't have an audience already. And once you have an audience all of the above things might help you to increase your reach by a few percents.

BUT only if you already have an audience.

Once you've done all the hard work already. And doing all of the above things is not the hard work. The hard work is something else entirely. The hard work is building your following. Your audience.

So how do you build your audience? Your following?

I have no clue about what works for you. But I can tell you what works for me..

pictures of naked women

Everybody who tells you that you need to use pictures is talking BS. Why? Well, because EVERYBODY is using pictures. Everybody reads the same advice. And if you use pictures, nobody will even notice. Or even care.

What's true though is that pictures, infographics and all of this stuff increases the amount of people reading content from someone who ALREADY has an audience. But where there is no audience, there are no readers.

The only way I see how you could get more readers (and not having an audience yet) is by using pictures of naked women. Which I never did of course. But feel free to give it a try..

screw everybody else

A lot of people tell you to comment on smart people's posts. But the problem is that you need to read all of their stuff and then really understand that smart person's post first. And then you have to think about something smart to respond.

And that's a hell lot of work. It's probably more work than writing a standalone piece of content.

And that's why most of the comment people leave on other people's posts are just meaningless jibber jabber. You can clearly tell that most people didn't even read the initial post. So whenever you feel like commenting on someone else's post, put in the work. And don't waste your and everybody else's time.

I never comment on other people's blogs. Mainly because I simply don't feel like reading other people's stuff, thinking about a smart response and all that other BS. And mainly because I don't understand most of the stuff smart people say and write.

What I mainly do and care about is that I produce my own stuff. I never even read other people's stuff. This helps me (or I think it does) to create original thoughts. To be creative. And innovative.

And if I'm not, I won't even notice..

insult people

Ok, you don't have to insult people. Please don't insult people. But you have to generalize like crazy. You have to say things and already know that some people might not agree with you. But it doesn't matter. What matters is that you have an opinion. And that you show it.

99.9% of the people out there don't have their own opinion. Or are afraid of sharing their own opinion. Or their own thoughts. Or their own emotions. They're too afraid of what other people might think of them.

That's why 99.9% of the people say the exact same things everybody else already said hundreds of times. That's why no one REALLY reads your stuff..

you don't add people

Every month I add thousands of people on Twitter. On Medium. And on Quora. Why? Because no one will magically find out about me. About my work. And my ideas.

[Ideas don't spread. You need to make them spread..](#)

screw analytics

Too many people are obsessed with analytics and optimizing stuff. How much time people spend on their blogs. If they finish an article. How many minutes they watched of that YouTube video. How many returning visitors and so on.

I don't even know how much time people spend on my blog. Or how many articles they read. Or if they even finish them. I installed Google Analytics more than a year ago. I've checked it maybe twice.

All I know is how many people click on my site and sign up at the end of the day.

Everything else doesn't matter. At least not for me. Because what's going to happen when you obsess about analytics is that you'll think that something is wrong with you. Your stuff. Or the way you write.

Because only 2% of the people finish reading your stuff. And then you'll want to increase that number. And then you'll water down your message to please everybody. And when you're trying to please everybody, you're going to sound like everybody. And then you'll never be able to build an audience.

Because the audience who listens, reads or watches that kind of stuff is already taken. It's already taken by that person who came up with his own style, that everybody else is now copying..

not more than two lines

The first two lines are the most important ones in your writing. Just like the last two lines. Take a look at what I wrote in the first two lines. If you're still reading this, it's very likely that those two first lines

were what made you read this article. Why? See above and below..

list posts to die for

Most people use list posts wrong. If you have a list post, the first thing (and usually only thing) people will read are your sub headlines. If these sound boring or like something someone else already said a hundred times, people won't continue reading your content.

That's why my first sub headline is super provocative. That's why I try to keep most of my sub headlines fresh. Sure, I exaggerated a bit in here for demonstration purposes, but the fact that you're still reading means that it works.

[don't read](#)

Everybody tells you that you should read every day to become a better writer. I think this is BS. The only way to become a better writer is to write every day. Sure, reading is important, especially when you're starting off. But most people get trapped in reading, instead of writing.

Because reading is a lot easier than writing. You don't have to make your brain sweat. You just sit back, relax and enjoy the show. [That's why I stopped reading in 2015](#). To make my brain sweat some more. And to find my own voice..

when to write

Write every day. [It'll cost you a lot less time and resources than writing maybe once or twice a week.](#)

If you write once or twice a week, you mostly spend the rest of the week thinking about when to write, what to write about, if people will like it and many other meaningless stuff.

The decision when to write usually takes away more of your brain capacity and time than it takes to just write every single day. Because if you write every single day you'll eliminate all these time and resources consuming decisions. You'll just write. No matter what. And no matter when.

reinvention

When you write every day, you'll HAVE to reinvent yourself. Because some days you might just not have the time to write a two pages long list post. Maybe you only have 5 minutes to write down a few thoughts of yours.

And that's the only way to reinvent yourself. Your writing and the way you think, write and speak over and over again. That's the only way you'll be able to constantly learn new things. That's the only way to get over the fear of writing. Sometimes I don't have enough time. So I write just one sentence long posts..

write bad stuff

Another way to get over your fear of writing and the fear of publishing a post that no one might like is to write bad stuff every once in a while. [Most of my stuff is just ok](#). But that doesn't matter. What matters is to get over your fear of screwing up.

If you only write super amazing stuff all the time, you'll feel the pressure of having to write super amazing stuff all the time. A pressure that no one will be able to stand for too long. And writing and publishing stuff you know that's not going to be a home run is the only way to take away that pressure. To break the vicious circle of perfectionism.

Sometimes it really is about quantity instead of quality..

writing rules

Writing follows its own rules. There are no rules. Everything I say or write doesn't really matter. It only matters to me. And applies to me. It doesn't apply to you. What matters though is that you get out there and start creating your own rules by not following someone else's rules..

How to be the world's best writer

I've been writing online for the past three years now. So I basically don't know anything about writing.

The only thing I know is that the only way you'll become a better writer is to write.

Look. Reading won't make you a better writer. And especially reading stuff about how to become a better writer won't make you a better writer.

The only thing that will make you a better writer is to write. And maybe read a bit every once in a while. But without writing the reading part is pretty much useless.

It's just like entrepreneurship. Reading about being an entrepreneur won't make you a better entrepreneur.

The only thing that will make you a better entrepreneur is to get out there, to build stuff, to market stuff, to ship stuff, to see what happens, to learn your lessons and then adapt that offer as fast as possible.

Just like the only thing that will make you a better writer is to write, the only thing that will make you a better entrepreneur is to be an entrepreneur and do the stuff an entrepreneur does.

But whatever.

So the one thing that a lot of people have asked me over and over again is to take a look at their first blog post. They asked for my feedback.

Why? What do I know. Maybe they think I know a thing or two about writing. Maybe they're right. Maybe they're wrong. Who knows? I don't.

So I did what everyone would do. I read their stuff.

And then I told them to ask me again for feedback once they wrote their 30th blog post.

And you know what?

I haven't heard back from a single one of them.

And you know what?

That's probably not the way to become the world's best writer...

The ROI of Blogging (or why I blog)

It doesn't make any sense to blog.

Really it doesn't. From a sane person's perspective it really doesn't make any sense at all to start a blog. And from a business perspective it makes even less sense. You're never going to make money with it anyways. Trust me on this one.

The competition is just way too tough. Almost every imaginable niche was already taken over by some major players/bloggers. It takes years and years to build up an audience. It doesn't pay the bills (and will probably never pay your bills).

These are just a few things that speak against starting a blog. Really, I discourage everyone to start a blog. I encourage YOU to not start a blog.

You'll have to put in hours and hours and you'll probably never be able to monetize your writing ever. I don't make a dime with my blog. And I already do this for 18+ months.

Even worse, it takes pigheaded discipline, persistence and a hell lot of work before your writing will get any good. Before people will even notice it.

Before anyone will finish an entire article of yours. Your writing will simply suck.

That's a matter of fact.

Still, a lot of people blog. It seems like the entire world is blogging. Everyone is looking for their fifteen minutes of fame. I also blog even though I'm a business guy. I should know better that all of this is useless. That it's complete BS.

And a lot of people (mostly business people) have asked me why the hell I even blog.

I'll tell you why. And I'll try to focus on the hard facts here, as this post should be about the Return on Investment (ROI) of blogging. Needless to say that blogging helps me quite a lot to get my own thoughts straight, to rethink my now and all that other stuff.

So here are a few reasons why I blog:

- Ever since I started writing, I reached more than 100k+ people, compared to zero people if I didn't launch a blog. Each and every single person represents a potential opportunity/customer. It's like 100k+ people took a look at my CV (or product if you're a business).
- Through my writings I was invited to 20+ events as a speaker/coach/mentor, etc. Some folks started seeing me as some sort of expert, whatever that is. I got to travel the world. Some of them only covered my

expenses. Some of them paid me a few thousand for a few hours of work.

- My blog helped me to get connected to people that are way out of my league. People that manage \$100mn+ funds. People I might otherwise never ever in my entire life have gotten in touch with.
- I got countless job offers from all over the world. That would never have happened if I never started a blog. I rejected all of the offers. But that's another story.
- I got in touch with amazingly inspiring people. People that I tried to help out. People that tried to help me out. My network grew exponentially with every introduction I made.

These are just a few reasons why I blog.

What you usually see when you read someone's blog is just the tip of the iceberg. What happens backstage will usually stay hidden to an outsider. To me. To you.

To me, a blog is the single most important asset you, your company or your startup have. It's the first thing you should invest in if you want to start stuff. It's the single most important thing you need to gain your potential customer's trust.

People trust me. My readers trust me. You trust me. Otherwise you wouldn't spend 5 to 10 minutes of your life reading this article. You could've gone to the New York Times website.

But no, you preferred to read this article instead. That means that you trust me almost as much as the NYT. Damn it. While writing this, I realize how powerful this blogging crap can really be. It really is insane...

I'm not saying that any of this stuff that happened to me will happen to you if you start writing.

No, not at all. That's just what has happened to me. What has worked for me. But for most people it might never work out. Most people will simply give up too early. They'll try to cash in too early.

Please, never start a blog. And if you do start a blog, please give up too early. If you plan to write a blog for your business, always try to think from the business perspective. It doesn't pay off. And never will. Period.

If you're a startup, don't write about your journey. Don't write about the stuff your prospect's care about. Don't educate them about what they should pay attention to. Only try to sell them your product. Don't tell them anything useful. Just try to close that deal. Ok?

Don't start a blog. Ok?

Because if you start a blog it might take away my readership. And I really love my readers.

Don't start a blog.

Because then I won't have any competition. Maybe everyone might read my blog then. My follower base will get bigger and bigger. Maybe kids in rural

India might read my blog then. That might be really cool.

And if you don't blog, even more opportunities will get thrown at me.

Opportunities I will reject, of course but that doesn't matter. But who knows. Maybe I might accept one in the future. Maybe not. But remember, please don't start a blog. Ever!

Thank you...

The 100 rules to being a better writer

When I was down on my knees at the end of 2013, I decided to turn this blog completely upside down (read more about it [here](#)).

Back then, I didn't have a job, no regular income (still don't have), my girlfriend of many years broke up with me and I had to move back in with my mom.

I was very confused. My mind was very confused. And confused minds make confused decisions.

Sick of all of this, I decided to write about the stuff I really cared about. The stuff I wanted to write about. And nothing else. No more BS.

Ever since, I'm writing about my lessons learned, my ideas and thoughts. Completely unfiltered. Some people like it. Some people don't. I don't care.

My blog has become the place where I share my personal notes to self.

The only difference is that everybody out there can read my personal notes to self. It's like my personal notes gone public for everybody to see, read and laugh about.

I've now been following this approach for over a year.

And a few months ago I hit more than 100 published posts. So I decided to write down the 100 things I learned having written 100+ blog posts.

So here we go..

PEOPLE WILL NOT LIKE WHAT YOU WRITE

As a matter of fact, a lot of people won't like your writing. Or what you write about. But that doesn't really matter. You should only care about the people that like your writing. Don't let the others get you down.

PEOPLE WON'T UNDERSTAND YOU

A lot of people get a lot of my posts wrong. Sometimes I wasn't clear enough. Sometimes people obviously didn't read the article. And again. You shouldn't care about the last group of people. You should only care about the people that have read your posts and give you honest feedback.

YOU SUCK WHEN YOU START

It's really, really, really hard to start something new. Especially if you've never done it before. That

doesn't matter. [We all suck at things we just started.](#)
The most important thing is to keep pushing.

To keep pushing through that devastating period where you write for 5 hours, publish it and no reaction. This is where most people will give up. They do it maybe once or twice. Unfortunately you have to do it 50+ times until anybody out there will even notice that you exist.

If I think about it, it might probably take even 100+ posts. And then most people will still not take you serious. But luckily, if you get past 100 posts I guarantee you that you'll be a lot better writer than 95% of the people will ever be. That's just a matter of fact.

BE READY TO BURN BRIDGES

When you blog you will often say things that a lot of people will not agree with. And if you don't, that means that you might never be able to stand out. Unless you're already famous when you're starting. I wasn't.

I guess your readers need to feel that you're taking a risk writing all of your thoughts down. That you embarrass yourself. That you're actually really willing to burn bridges.

That will make them feel good. It's like a mutual deal. Your stories in exchange for your reader's precious time.

If you're not willing to take the risk of almost ruining your life, your readers won't take the risk of reading your stuff..

EMBARRASS YOURSELF

If you don't feel embarrassed or afraid about what people might think about your post, then don't publish it. I'm not quite sure if I'll feel embarrassed enough about this post. Maybe I won't publish it.

If you read it right now, you know that I published it. I really do wonder whether or not someone might actually read all of these 100 points. Let me know if you did..

MAKE FUN OF YOURSELF

Never ever take yourself too serious. Because if you start taking yourself too serious people will feel it. They will feel it reading your words. Hell, they might even smell it. I don't know how people do this. It's something like a sixth sense.

And once people started feeling it they will walk away. Because if they want to read something serious from someone that takes himself or herself serious, they'll go and grab a newspaper. Because that's what newspapers are all about. They are about serious stuff.

So don't try to compete with these guys. Because you just can't. Be the funny guy instead. The funny guy that doesn't take himself too serious. That sometimes also writes some smart stuff..

BE AUTHENTIC

If you're trying to be someone else, let's say an expert and you're not really an expert people's sixth sense will start to kick in. How? I don't know. They

will just sense it. And again, the result is that people walk away. Or they never really stopped to listen. Or to read.

There is so much content out there. And people read on average 10+ blog posts a day (I just made that number up). So they are probably better than any other editor that's making money reading stuff.

They will immediately be able to recognize whether or not someone is authentic. Whether or not it's worth spending two to five minutes of their time reading the entire piece. Most people will just skim it. Even better.

They will go through the article and try to understand the headlines and if they identify themselves with it (or want to show their friends that they possess all of the features of highly successful people) they hit the like or share button. BINGO!

But here's the thing. Do you remember anyone who ever wrote one of these list articles about highly successful people? Well, I don't. And that's a pretty bad sign if you want to be known for your writing. At least in my book.

[The only thing you shouldn't suck at is being yourself.](#)

EXPERIMENT

Try to figure out what works and what doesn't while you still have a small audience.

It's better to completely and miserably fail with a small audience. So experiment the hell out of what's possible or what you thought was possible.

And then experiment some more. Just a few weeks ago I published a one word long post. Did it work? Hell yeah, it worked pretty damn well. And now I write a probably 10 pages long post. Does it matter? No!

I'm just trying to figure stuff out..

EXERCISE DAILY

Unfortunately writing is not like riding a bike, driving a car or walking. Unfortunately you'll forget how to write properly if you don't do it almost every day. I don't know why, but usually when I stop writing for a few days, the level of my writing is very poor.

And don't even get me started about how hard it is to get back into the flow. It's probably one of the hardest things in the world. I don't even know what would happen with my writing if I didn't do it for an entire month.

I would probably go back to zero. And that's why it's so pretty damn hard to become a good writer. That's why a lot of people told me that I didn't make any progress at all. But then again, a lot of people told me that I made a hell lot of progress.

I guess the only thing that works is to keep on writing and stop listening to what other people say...

NEVER REGRET

Never regret anything that you published. Be embarrassed about it. But don't regret it.

When I started, I deleted entire posts because I felt that people won't like them. That they might think I'm crazy. But what I learned is that it doesn't really matter.

People actually expect you to write bad articles. They wait for it to happen. And that's actually a good thing. Because once you published a bad article it's like an enormous weight was put off your shoulders. It means that from now on you never have to worry again.

You already screwed up. And now your critics are satisfied and you can focus on what's really important. On getting even more ideas, thoughts and stuff out there. That's all that counts. Nothing else.

Because the more stuff you put out there, the better you get and the more people might start taking you serious. Or not. I don't know. I just have the feeling it works for me.

HAVE FUN

This is very obvious. But I wanted to point it out nevertheless.

Every time I wanted to write a book or anything else just to make money, it somehow didn't feel like fun anymore. It felt a lot like work. And work does usually not feel like a lot of fun..

So focus on the fun part instead.

CLOSE COMMENTS

I guess what really helped me in the beginning was that I closed comments on my blog. I was just way too fragile, so every negative comment could have resulted in me stopping the entire project.

And if you remember what I said in the beginning, if you want to stand out as a writer you need to have a strong opinion. And a strong opinion will lead to others having strong opinions about you and your writing.

It worked for me. Maybe it works for you as well. I just didn't want to bother with all the extra noise of thinking about smart responses to stuff people said. I just didn't have the time, guts, willingness to do it. Maybe I was a wimp. But I don't care.

All I care about is writing stuff people love. And the ones that don't love it can go and love something else. I don't need my stuff to be loved by every single person on this planet. I'm already happy when a kid from India writes me that the stuff I write about is inspiring..

TAKE BREAKS

Nobody can write for 4 hours straight. Or an entire day. It's impossible. Everyone that tells me to be able to do this is lying. You might be able to write for an entire day. But then you'll probably spend 50% of the time on Facebook, Twitter or any other platform.

You need to give your brain a break. Otherwise it will collapse. Or it will look for ways how it can distract you into doing all sorts of other "important"

stuff. As I feel my brain trying to distract me for quite a while now, I'll take a break.

I'll go to the beach and watch the sea for a while.

The sea is really rough these days in Montenegro. And it's really beautiful here. The old town, looking like a small medieval town. Small alleys. Surrounded by ten meter high walls. Beautiful flowers everywhere. The smell of the sea.. Mhhhh.

OK, I lied about the flowers. There are no flowers. It only has 12 degrees. But I thought that the flowers would fit in quite nicely.

MARKET, SELL, PROMOTE

Alright, back to writing. There's one thing, that's so important that it's even more important than the writing itself. It's more important than any product, idea or whatever. It's the willingness to learn how to market your stuff properly.

How to sell it. How to sell yourself. And how to best promote it. How to promote yourself.

Believing that your ideas, thoughts, products or what not will travel far just like that is never going to work out. The battle for attention is tougher than it was ever before. Simply being a genius or producing genius products is not going to work anymore.

You need to master the art of promoting. And then the art of selling. And then the art of interacting with people. And the art of showing up. And all sorts of other arts. I guess you get the idea..

USE ALL CHANNELS

It's not enough to put your thoughts onto your blog anymore. No one will find it. Building an audience might take decades. You think Google will send you traffic? Maybe, but only after 1+ years.

I never had a single visitor sent over from Google. Just recently they started dripping in. Where did my traffic come from? Mostly social media, my email newsletter and that's about it.

So be everywhere. Publish your content to an already existing audience.

Publish your ideas on LinkedIn. On Medium. On Twitter. On Quora. Everywhere! Then, maybe if you're lucky some people will remember you. And after they read maybe ten of your stories they will click through to your blog. But only maybe.

Competition is tough. So be where your readers are. You might call this spam. I call this customer service..

BUILD AN EMAIL LIST

The most important thing are people coming back to your blog. Unfortunately most people will only visit your blog once. And then never come back. Ever again. So make sure that you try to collect their email addresses.

Only if you're able to follow up, to help that seed you planted grow into a beautiful tree will you ever be able to cut through the noise. And become the signal. For some people at least.

That's why I have probably 5 different ways of collecting email addresses on my blog. Too obvious? Maybe. But it helped me to get where I'm now. It's probably the only reason that I am where I'm at now (whatever that might be)..

EXPERIMENT WITH HEADLINES

If your headline sucks, your content won't get anywhere. Because if your headline is not appealing, no one is going to read your article. Sad but true.

Go on Twitter and tweet the same content with different headlines. See which one performs best. Which one gets more clicks. More retweets.

And then do it again. And then again. Until you understand what people are likely to click on and read.

#SOURCE YOUR IDEAS EVERYWHERE

It doesn't matter where your ideas come from. If you see a cool headline, a cool article or whatever, just copy it. And come up with your own story. Everything has been said and done before at least once.

So don't be afraid to say or do something someone might already have said once. And then come up with your perspective. People care about perspectives. Especially new and fresh perspectives..

BE EVERYWHERE

Don't just blog on your blog. Publish your stuff everywhere.

If someone asks you to write an article for them, offer them some stuff that you already published on your blog. Or somewhere else. At the end of the day the stuff that you write on someone else's blog, website whatever won't get you any clicks.

It will get you a really, really, really small amount of clicks. Clicks that will end nowhere.

I published a content on a site once that has millions and millions of visitors. My article got 500+ Facebook shares and maybe 10 clicks to my blog. Nirvana.

But it helps to be everywhere.

If it's not for clicks it might help to increase your credibility. So be smart about it, don't write original content and just offer them recycled content. Everything else might be just a waste of your time and focus.

IF YOU DON'T WRITE, READ

You should always be writing. And if you're not writing you should be reading. I know this is a stupid rule. And I don't follow it. And nobody on this planet is able to follow it. But I know for sure that this is the only way to become better at writing.

If I don't read or write, all of my skills somehow magically disappear and I have to start from zero again. So you either do it 150% or you don't do it at all.

I know it sounds tough. And to tell you the truth, it is tough. I didn't write for two days and all I could come up is this crappy post.

But to get back on track I needed to write a horribly long post. To get my brain sweating. That's the only way. No one is born a good writer. It all comes down to writing, writing, writing and the same with reading..

START SMALL (REALLY SMALL)

When I started I didn't start with a blog. This would have taken a really big effort and would have distracted me from what's essential. It would have kept me from writing. I would have been busy trying to figure out Wordpress. And then finding a nice theme. And then plugins.

I would have stopped already before I even started because I'm sure I would have encountered thousands of problems. And all of them would have been potential game stoppers. And because I knew how easy I could be distracted I simply started posting my thoughts on Facebook, as notes.

Once I saw people liking and commenting, I started publishing them somewhere else and then post a link on Facebook, so I could see how many people clicked on it. After that went pretty well, I started a blog. But not a Wordpress blog. That would have been too complicated.

Too many things could go wrong. Too much distraction, themes and options. So I went for the easiest solution possible. I took Typepad. A very old

school kind of blog provider where you can barely install any additional features. So that forces me to focus on the writing instead of some UX/UI BS..

DON'T LISTEN

Don't listen to the people that only want to bring you down. Don't listen to the people that only want to criticize you. Just ignore them. If they write a comment just to get you down, to push your button, just click the like button or upvote it and leave it like that.

OK, LISTEN

Listen to people that want to encourage you. Those are the people you need to focus on.. Those are the people that will help you get up in the morning. Those are the people why you're doing all of this. Those are the people that support you, so support them. Period.

STAND OUT

You need to stand out. How can you stand out?

I guess the only way to stand out these days is to be yourself. There have been billions of people living on this planet earth. And none of them looked like you. Smelled like you. Walked and talked like you. Thinks the way you think.

Because we're all unique. We're all one of a kind.

Unfortunately, we live in a society where sameness has become the norm.

That's why people that focus on just being themselves will stand out. Even if you're a little

crazy you should be yourself. Because that's how you stand out. Be yourself. Celebrate your differences. And hide your similarities.

RESPECT THE PLATFORM

Every platform favors a certain way of dialogue or interaction. Make sure that you know and understand these differences. One thing that almost always holds true is to not direct people away from the platform they're on.

If they're on Facebook, they will usually want to stay on Facebook. So post directly into Facebook. No link to your blog. Only if it's absolutely necessary should you post a link to somewhere else.

I know it is very tempting to direct people away from a platform and onto your platform.

But leave it up to them. Don't force them.

BE ALMOST ILLEGAL

Whatever you do, don't ask. Don't ask for any permission. But please don't harm anyone. Or do anything illegal. Other than that, everything is allowed. And probably even appreciated..

BS IN BS OUT

If you only read and consume snippets of content and articles like “how to become successful” or some other BS you will never ever be able to produce anything original or come up with cool and fresh ideas.

Your thoughts are the product of the thoughts and ideas you put into your system. It's as simple as that..

LOOKS DON'T MATTER

It doesn't matter how your blog looks like.

All that matters is that you produce great content, ideas and thoughts. Everything else is useless. People telling you that you need a better design, a mobile optimized website or whatever kind of BS, don't get the point. They're not interested in your ideas anyways. They're just interested in looking at nice things.

Let those people look at Pinterest or their beautiful iPhones instead. They're not your target group. Your target group are people that care about your ideas. Your writings. So focus on them and forget about all the others..

SHOW UP OFFLINE

Don't be online-only.

Be offline as well. Show up in the real world almost as much as you do online. The Internet is a great medium for a first step but in general nothing beats seeing someone in real life. It increases trust a lot faster and building a connection is a lot easier as well.

Think about it. Who would you prefer to tell your friends about? Someone you only met online or someone you met online, fell in love with online and

then fell in love with even more when you met offline. I guess you get the point..

REINVENT YOURSELF

Be constantly reinventing yourself. Do something unexpected. Do something no one would have thought possible. Come up with one hundred ideas. And then two hundred. Redefine what everyone thought was possible.

Make the impossible possible. Change the rules. And then make new ones. And mix them with the old rules. It doesn't matter. As long as you keep it fresh and exciting, people will want to come back. Never settle. EVER.

[Reinvent yourself over and over again.](#)

FORGET ABOUT SEO

If you care about SEO, forget about it. It won't help your blog. It might work for a niche site but not for a blog. Maybe it might, but then you would always have to think about keywords and all of that other BS.

I tried it once. And it was limiting my thoughts. My ideas. And it felt empty. It somehow felt like a job that had to be done. And that's the worst thing that can happen to you (if you want to be a writer or blogger).

The moment writing feels like work you'll start to hate it. You'll despise it. Just like every other job. So do yourself a favor and just write. Write about

whatever you want to. Whatever makes you feel good.

Mhhhh, writing this last paragraph felt good. Really, really good..

DON'T COMMENT ON OTHER PEOPLE'S POSTS

A lot of people will tell you that you have to comment on other people's blogs. To build up some crazy, super star, Team America kind of super blogger crew. But that's all BS. Or maybe that's great. I don't know. I've never done it.

Too much work. Reading someone else's article and then thinking about something smart to write. Takes way too much time. And it takes away my focus. So I don't do it. But give it a try. Maybe it works for you..

WRITE ABOUT EVERYTHING

After a while you'll realize that you can write about everything. See I'm even writing a paragraph explaining you that it's possible to write about everything. And that's a good sign. Because that's when you know that you got into the flow. That writing became a habit.

When you walk around on the streets, see something and have to think about a post, that's when you're in the flow. When you talk to someone and you think, oh hey that would be a great post, that's when you're in the flow.

When you can't think about anything else than just the one thing you want to write about until you wrote it down, that's when you're in the flow.

So how do you get into the flow? By writing. And then writing more. And then more. And then some more. And then, you'll maybe at some point get into the flow. Or not. I really don't know.

DON'T TRY TO CONVINCING PEOPLE

Never ever try convince people. If someone thinks a certain way you won't be able to change it. So don't waste your energy trying to convince someone that doesn't agree. Respect their opinion and move on.

I've done this mistake many times in my life. And I was never able to convince anyone. I might have been able to explain why my ideas are better or more true, but in the end I didn't make more friends.

Instead, the only thing you might be able is to make enemies. Or people that don't like you because you showed them that they were wrong.

If that's the price, I prefer making friends and respecting other people's opinions. But it's a long way to get there. I'm not there myself either..

WRITE DOWN YOUR IDEAS

Write down all of your ideas. It doesn't matter if you have hundreds of ideas a day. Write them down as soon as you have them. Because one moment the idea might be super clear right in front of you and then the next moment... GONE.

Happened to me so many times. Or another thing that might happen. You focus super hard on your thought and don't think about anything else. And then you'll be stuck with that one single thought until you find a piece of paper and a pen.

Get that thought out of your system. As soon and as fast as you can. Write it down. Have a small writing pad. Or take your phone. Whatever. Just get it out of your system.

DON'T GUEST BLOG

I already mentioned it before. Don't guest blog. It's a waste of time. If someone only wants original content, drop it. It's just not worth it. Recycle your content instead, save time and get some easy credibility (if needed).

But always remember. Guest blogging won't make you any more successful, any faster. If your writing sucks on your own blog, it will still suck on somebody else's blog. So focus on getting better instead.

I know I repeat myself a bit here. Focusing on writing to improve my game every single day and trying to ignore all of the outside noise worked for me. No clue if it'll work for you. But it's definitely worth a try.

BE PATIENT

Your first 40+ posts will most probably not be read by anyone out there. I know it's sad, but that's just what it is. But look on the bright side. You can easily

recycle all of that content that everybody ignored in a few months.

I did that with almost all of my content. I just recently started sending out my first 30 posts on Twitter. Again and again. And it received more upvotes than ever before. True story.

NEVER SETTLE

Every time you feel like you made it, get over yourself, buckle up and try to work even harder. Because there are millions of other people out there trying to grab your reader's attention. It's a tough world and there are many talented folks out there.

So never settle. Be moving. Always. Be flexible. All the time. Be awake. Don't sleep.

DON'T OFFEND

Don't offend or talk bad about anybody. That's an absolute must. And don't hurt anybody's feelings.

NEVER EVER ARGUE

Don't argue with anybody. I know that's hard and it happened to me many times already. And then all of a sudden it's 1am in the morning and you realize that your girlfriend is back home waiting for you..

There was this brilliant sentence I read recently. I guess it was on James Altucher's blog and it went something like this:

"When you get in the mud with a pig, the pig gets happy and you get dirty."

CELEBRATE

Trying to become a better writer is tough. That's why you should try to celebrate your wins. It doesn't matter how small these wins are. Celebrate. Celebrate and reward yourself. Reward your system. Reward your brain.

Then it will start to associate writing with a reward. And then your system will want to write even more. Because it wants its reward.

Our brains really are a bit like dogs. You reward them and then they'll do whatever you want them to do.

If you don't reward your brain, it will never ever do what you want it to do..

FORGET ABOUT YOUR REPUTATION

If you care about your reputation or believe that you might have a reputation to loose you should probably not start blogging. Because people want to hear crazy stories. Bad stories. Stories never told.

If you're not willing to write this kind of stuff, people will most likely not read your stuff. Unless you're a famous person. Then they will read everything. And share everything you say. And buy your underwear..

NO STORIES. NO READERS.

If you don't tell stories and only write down some boring information (as accurate as it might be), people will not read your stuff. They will watch the news instead. People won't come to your personal blog to read the news. That's why these things are called blogs and not the news..

FAILURE

Writing, publishing and then waiting for people's comments, likes and shares almost always feels like being close to failure. You put out something you spent a lot of time working on. And then people are going to judge it.

Publishing an article that no one likes feels like the ultimate failure. I use it to get used to failure. To get used to shipping things. To get better at handling failure. To me, publishing an article is like putting a small product of yours in front of the public.

It can succeed or it can fail. People can like it and you will be able to immediately see it. But you will also see it if people don't like it. So for me, writing is the best, easiest and fastest way of getting used to failure and getting closer to becoming a shipping machine.

TWO FIRST LINES

The first two lines are the most important thing in your article. Right after the headline. If the first two lines are not like “damnnn, I need to read the entire thing,” you won't get anywhere. So try to put your best stuff in the two first lines. If people like the first two lines they'll be likely to continue reading. At least for a bit..

TWO LAST LINES

The two last lines are the make it or break it decision. Your readers will remember these two lines. If they don't blow them away they will never hit

the share button or the like button. The last two lines will be the stuff your readers will remember.

So use them wisely and make them memorable. It's the icing on your cake.

RUN YOUR OWN SHOW

There are no rules. You can write about everything. It doesn't matter.

GO FOR WALKS

Walks will light your brain on fire. If you've writer's block go out for a walk. Look around. Enjoy the beauty of nature. Enjoy life. And then go back to writing..

HAVE A SIDE HUSTLE

Making money with writing is almost impossible. Maybe it's possible. But it will probably take 5+ years. Or more. I don't know. And again, if you're trying to write to make money, then writing will soon feel like a job. And then you will start hating it. And then you'll stop writing...

GIVE TALKS

What I realized is that writing enabled me to become a better speaker. I can now talk for hours and hours without any slides. I simply tell the stories I tell people on my blog. Having all of that stuff written down and having checked all of my posts for errors multiple times enabled me to almost know them by heart. True story.

Here's a list of my [future and past appearances](#) (remember, always be selling!). I'd love you to drop by and hang out..

CREATE IDEAS.

Create ideas and don't just simply spread content without any personal opinion or story.

That's just information. And information is already available everywhere else. Ideas are the currency of the 21st century.

Last century, knowledge was power. Today, ideas are power.

So start spreading your ideas and join the 21st century. The idea century..

EVERYONE CAN BE A WRITER

Seriously. I strongly believe that everybody can become a good writer. It's the one thing almost everybody on this planet earth can do. No one has a competitive advantage. We all start in exactly the same way.

When I went to school I always had bad grades on my writings, my essays and my letters. I regularly got Es and Fs (the German equivalent). And now, I'm spending most of my time writing. And some people told me that it's really good.

Whereas others have told me that it's really bad. So I don't know. Maybe my teachers were right and I just suck at writing. But I know for sure what I don't suck at.

I don't suck at being myself...

MISTAKES

Don't worry about spelling errors. Or grammar. Or punctuation. It doesn't matter. All that matters is your voice. And if your voice sounds like someone from the streets that's good. Because that's you. that's unique. That's how you'll stand out..

YOU MAKE THE RULES

I have no clue about how many points I already wrote up until now. But you know what? I make the freaking rules.

So I'll just stop here...

Blogging is dead

Blogging is dead. Just like every other form of creative expression is.

You don't make money with blogging, writing, making music or with any other type of creative expression anymore. Those days are long gone. It doesn't work anymore.

People don't pay for art anymore. And the "artists" people pay for are the top 0.1% out there. 99.9% of the authors, bloggers, musicians or whatever won't see a thing. Ever.

I never made a single cent with my blog. Making money through ad networks doesn't work

anymore. Maybe they do work for people that started decades ago and have millions and millions of visitors every day. But it doesn't work for most of us. For you. For me..

I barely made anything with the books I wrote. With every book I sold I made less than 2 bucks. The average ebook earns an author less than \$500. Considering the time and energy it takes to write a book it's ludicrous to even consider writing at all.

And it doesn't stop here. The same with music.

After 50 Cent filed for bankruptcy he told a New York judge that he only made 10 cents a record. 10 cents a record? WTF.. Even though he sold 38 million records he's only worth 4 million. And he's one of the most popular artists out there..

Nobody really makes money anymore with any type of creative expression. Even Dr. Dre doesn't make money with his music anymore. He was smart enough to start his own headphone company a few years ago instead of making music.

When Dr. Dre sold his company to Apple he became Hip Hop's first billionaire. Not with music. But with headphones..

Still, dozens of people ask me how they can become a full time blogger or writer, make a living with it and quit their jobs. I don't think this works anymore.

Focusing on just one thing doesn't work anymore. Nowhere. No matter what you're currently

doing. To be able to make a living being a writer, a blogger or whatever you need to build a business around your art.

Or you do it the other way round. You can also create art to promote your main source of income. It works both ways.

Even one of the best writers and bloggers out there, James Altucher, only makes 30 cents with every ebook he sells. So he started a publishing company on the side. And dozens of other companies. And invested in dozens more.

Or you can leverage your name and start a headphone company like Dr. Dre did. Or a clothing company like Jay-Z did.

It doesn't matter.

What matters is to realize that all forms of creative expression won't help you make a living. I had to learn it the hard way. Over and over again. With every book I wrote.

Unless you're among the above mentioned 0,1%. Then you might be able to make a living with your art. If you're among the 99,9%, forget about it.

The way most artists make money these days is not by creating art. It's by creating art that helps them to leverage and promote their main source of income.

Be it a digital agency, an online course, a coaching or consulting business, speaker engagements or what not.

The traditional artist, blogger, writer or musician as we know her is dead. We killed her a long time ago. Welcome to a new era. The era of the artrepneur..

1 or 2 more things I learned about writing

Writing can be a pretty dark and lonely place. Not to mention that it's very, very time consuming. And the rewards are usually so little that you must be insane to be willing to put that much time, energy and effort into it.

As of writing this I published 208 posts on my blog. With this one right here it'll be 209. I published four books on Amazon. Actually five, but I'm reworking the fifth one, so you can't get it online right now. I'm currently working on two other books.

I've about 10k+ visitors on my blog every month. I've almost 1 million views on Quora. I have a few hundred thousands or so views on LinkedIn and Medium combined. Mostly Medium. LinkedIn doesn't seem to work any longer.

I've been doing this for the past two years now. I have no clue how much time I spent writing over the past two years. Probably more than I want to admit. But I probably spent more time checking my stats, my likes, comments and so on than I spent on the writing itself.

So I guess, I know one or two things about writing. But not more. Apparently it takes 20 years until you

might be a successful writer. Whatever a successful writer is. I don't know. I'm not a particular good writer. But that's a whole other story. Still, I feel like sharing a thing or two with you what I learned over the past two years. The things I wish I knew when I started writing..

There are no consumers left

The other day I had a great chat with Mike Thomas on my podcast. Mike has been a TV, video and movie producer for the past 20 years. He has worked with presidents, Larry King, reported about the Gulf War and many other things.

When I asked him about what the future about content is, be it audio, video or written content he said something that scared the shit out of me.

He told me that soon, there will only be producers. Everybody will produce content. And no one will consume content any longer. Because everybody will be busy producing content.

And I think this is very true. And that's why it scares the hell out of me. If everybody produces content who is going to read it, listen to it or even watch it?

From 2008 to 2013 the number of self published authors increased by 437%. Not to mention all the blogs, video blogs and Medium posts. Insane amounts of content and data no one really reads anymore.

I'm probably the best example of what's going to happen in the near future. I don't consume any content at all. I don't even remember when I read an

entire article from someone who wasn't called James Altucher or Seth Godin.

Actually I did. To get ready for the show, I read 20+ articles on Mike's blog. He has a really cool blog. You should check it out. It's called thedailyboss.com.

Writing is like a monopoly

So what's going to happen next, what's actually already happening right now is that everybody will read the same stuff. Everybody will read the same stuff from the exact same people. Remember what I said just a few lines ago? I read only 2-3 blogs. The ones you're probably reading as well.

And that's what's going to happen more and more.

Due to the ever increasing offer of content, of any product whatsoever, people will gravitate to the stuff they already know. It's called The Paradox of Choice. It's a book written by Barry Schwartz which explains this exact phenomenon.

The bigger the choice, the more confused we get about what to buy. And the more we gravitate to the stuff we already know. The stuff we trust.

And the same holds true for writing. To break through, to get into the top 1% of writers, you'll have to enter the clique. You can't make it without them. I don't know if you realized this, but all the top content producers are like a big family.

They all appear on each others podcasts and seem to share their audiences. Which is really cool. But

makes it even harder to get into these cycles. Tim Ferriss, James Altucher, Ryan Holiday, Tucker Max, Seth Godin and many more. They seem to be one big gang. Screw the PayPal mafia. The PayPal mafia was yesterday. Today it's the content mafia that might already have passed an accumulated audience of 1bn people..

Writing is the easy part

The easiest part is to write your content. The hard part only begins once you're done with writing. With the competition getting bigger and bigger, with more and more people producing content and the content mafia getting stronger and stronger, content distribution gets harder and harder.

If you want to start off today, it's not enough anymore to be on one platform. To just have a blog. You have to publish your stuff everywhere. On LinkedIn, Quora, Medium, you name it. You Have to be everywhere!

Still, this won't help you to get noticed. Remember, the folks who already have a large audience will only get a larger audience over time. With the choice getting bigger and bigger we tend to gravitate to the stuff we already know. The stuff our friends recommend to us. And breaking through that cycle takes not only a hell lot of time but also mastery..

Trying to predict the future doesn't work

Every time I publish something I try to analyze the number of likes I get, the numbers of comments,

shares or whatever. I try to find out why this post performed better than the other one. And so on. I try to predict the future. I probably spend more time watching the number of interactions go up than I spend writing.

When the numbers go up, I'm happy. When the numbers don't get up, I'm upset. And I was never able to predict people's reactions. Ever. Whenever I thought this would be an absolute hit, it was a total flop. And whenever I thought it would be an absolute flop, it was an absolute hit.

The thing is that no one can predict people's reactions. I seem to particularly suck at it.

The only way to figure it out, is to get it out there as fast as possible. And then don't waste any time watching your share count go up. You won't be able to change it anyway. I know it's hard. I struggle with it every time. It's just so tempting to believe that you're able to predict the future.

But the truth is that the only thing you'll be able to predict is that you'll most likely be wrong all the time..

Likes, comments, shares

So here's the thing. I posted three separate updates on my Facebook wall when I released my new book [*The Art of Being Remarkable*](#). It got more than 300 likes, 10+ shares and 30+ comments. The number of sales? Less than 10..

What you read about online never works

There are so many guides and how to manuals out there that want to tell you how to boost your book sales, your email list and so on. I tried them all. I tried all the how to boost your email subscribers, the how to sell more books and what not guides.

I gave away a few thousand copies for free on Amazon. I didn't get a single review out of it. Maybe it's just that my books suck. Which could be true. But I didn't even get a negative review. And it didn't lead to more book sales once I stopped giving it away for free.

None of the stuff worked for me. Maybe I'm just stupid. I don't know.

Maybe it's just that these things can't be replicated. They might work for that one person and that's about it. But that doesn't mean it's going to work for you. And people tend to only write about the stuff that worked for them. I think they should write about the stuff that didn't work for them.

Maybe one of the things that didn't work for them might work for you. For me.

Most people lose money writing books

I recently read that the average author makes \$500 on an ebook. The thing is that this also includes the top 1% who take home 99% of the cash. That means that the average author makes a lot less than the \$500 above.

If you have someone to design your cover, to edit your writing and so on, most people probably lose

money on writing ebooks. Not to mention the countless days and nights you put into writing them.

I don't know about fiction books. Maybe it's different when you write about romance. Maybe you can still make money writing about love. Maybe I'll write a book about romance next time. Maybe this will help me to find a girlfriend..

Readers are not stupid

The thing is that readers aren't stupid. They've been fooled many, many times by shiny covers and great sounding titles. And once you open the book, once you start reading it, you realize that it's all BS. That it's all been a big scam to get them into buying horseshit.

And readers don't like it. I don't like it. It happened to me many, many times already. It sounded like a great book and all I got was a lot of crap. So what I do now is that I only buy books from people I know who are trustworthy. Whose names I've already heard multiple times before. Whose blogs I read. And I only read two or three blogs. Again, this reinforces the top 1%. It helps the content mafia. Man, I really love this new expression. The content mafia..

Whenever I see a book from someone I don't know, I skip it. Or if it's for free, I download it and then never look at it. That's the environment you have to operate in if you want to break through. That's the environment I have to operate in, as well.

Another thing that readers realized is that no book will ever really help them. Some old books do. Most new books just don't. You read them and when you're done you ask yourself what the hell were all these 200 pages all about? I don't remember a damn thing. The only person a book might help is the person who wrote it..

Prices race to the bottom

So what most authors do is to decrease their prices. And not only bad authors do it, but also good authors. So if you get a book from someone you know for less than a coffee at a local Starbucks, you'll get the book from that someone you already know. And not from the person you've never heard of before. This leads to the next part..

Writing to pay the bills is dead

[Writing, blogging and publishing books online doesn't pay the bills anymore.](#) Period. Even the top 1% don't make their living with writing anymore. James Altucher, one of the most famous writers of these days makes 30cents (before tax) with every book he sells.

What the top 1% writers know is that you can leverage your writing into something bigger. You can use it to build your personal brand, your coaching career, your investment dealflow and many more things.

Writing a book is a new form of marketing your other services. It's networking 2.0. Live video streaming is [networking 3.0.](#) If you don't offer any other

services on top, it's not really worth writing. I mean it is. It just won't pay the bills..

When you write a lot you tend to skip life a lot

I think this holds true for everything in life. Whenever you want to become really good at something, you tend to skip many other things. Well, actually you not only tend to, you have to.

You tend to skip going out with your friends, because you could be writing instead. You tend to skip going to that restaurant because you could be writing instead. You tend to not use Tinder, because it might distract you from writing. You tend to stay at home all the time because that's the place you write the best stuff.

So you'll not only skip living life, you'll also start to be a bad friend, a bad girlfriend, a bad spouse or whatever. You might end up losing it all, without winning a thing. Ever.

But then again, this is just my story. And writing is one of the greatest things out there. If you know all of the above and do it for the right reasons. Whatever your reasons might be..

After all, you need to live your own life. You need to tell your own story. You need to shoot your own movie. Just make sure it's a movie worth watching. Or a book worth reading. Just don't waste it. Don't even waste a single second doing stuff you don't absolutely love doing.

You only got this one shot...

10 or 11 unusual things I learned writing every day

When I first wrote this, I did my first 30 day writing challenge.

I never really decided to do it in the first place. It just sort of happened. After I wrote a few blog posts for a few days in a row and felt like I was in a good flow I decided to make a 30 day writing challenge out of it.

So that's what I did. I wrote and published a post on my blog for 30 days in a row. More or less. I think. It doesn't really matter that much anyway. Because it wasn't about writing every day. What it really was all about for me was to see what I could learn from that experience.

Luckily I learned quite a lot. And to get my thoughts straight and maybe even push myself to keep up writing every day, I decided to write down the things I learned. So here we go..

excuses

There will ALWAYS be excuses to NOT do something. To not start writing that novel. To not start that blog. To not start working on that idea you have. To not call him back. To not go over to talk to him. ALWAYS.

There will always be something that just doesn't make it for you. Until it's over. Until there's no time

left anymore. Until all the time disappeared. Forever. Until there's not even any time left for excuses..

decisions

When you write every day, you'll pretty much take away all the decisions you'd usually have to take. Like the things to write about. When to publish. When to write. How to write. If it's good enough to publish. If you should send it out to your email list. Or should you even write today. Or maybe tomorrow.

You know, all of these stupid things that will distract you from writing.

The stuff that usually takes up most of the time. Sometimes even more time than the writing itself. And when you publish one essay every day you're pretty much eliminating all of these time wasters. You just don't have the time to think about all of these things. The only goal is to publish one post a day. No matter what.

And writing and publishing every day takes away all of these decisions. And frees up space for more important things. For better ideas. For faster execution. For better writing.

Paradoxically, writing every day took less time than writing maybe once or twice a week. Because all the outside noise was gone. That's at least what happened to me after a few days of doing it..

true fans

When you write and publish every day, you'll lose lots of subscribers. Or followers. Or fans. I don't know how many subscribers I lost. Or followers. I'm too lazy to check. But sometimes I lost maybe 10+ email subscribers with every email I sent out.

And this is a very good thing. I think. And this is a very good thing. I think. Because what publishing one essay every day does is that it kicks out the folks who are not really interested in the stuff you say. Or the stuff you do. The folks who barely ever read your stuff.

[I guess it really is about pissing off some of your readers.](#) Or customers. Or whatever. And letting some of them go to know who your true fans are. Your true "customers".

So you filter out those folks. And get a better idea about the number of your true fans. The ones who read your stuff. No matter what. The folks who would even read two posts a day. The folks I'm truly thankful for.

Thank you for reading my stuff. Thank you for being a true fan. And supporting my work. It really means a lot to me. Really..

home runs

When you write every day, you can't hit a home run every single day. That's just not possible. No one can. Even Seth Godin can't. Most of his blog posts are just ok. And every once in a while he hits a home run. A home run that allows him to stay on top of the game. His game.

But the thing is that for every home run you'll probably need 10 or more mediocre posts. So when you write 365 days a year you might be able to come up with 36 home runs. More than most people will ever write in their entire life.

Let's say you write one article per week. You might end up with five or six home runs a year. And then you have to subtract pretty much all of these home runs and you'll end up with zero home runs again.

Why?

Because no one is able to get good at something without proper training. Without exercising. You just can't start lifting 200kgs the first time you lift weights. You'll maybe start with ten. And then slowly but steadily you'll improve until you might end up lifting that weight.

Same with writing. You'll only get better when you write a lot. When you lift the light weights on a daily basis. And then, one day you might be able to lift the heavy weights. Then you might be able to hit a few home runs a year. But there's absolutely no guarantee that you'll ever hit any home runs at all..

push

The hardest thing about writing is to push yourself to do it. It's so painful. And hard to take that decision. To sit down. And to write. There are so many other interesting things to do. And when you start writing there are usually hundreds of other cool things happening. Or things to watch. To read. Or to listen to.

But when you decide about writing every day, you don't have to get over that push anymore. You basically eliminated that push. [I don't know what happens when you break the chain though.](#) Maybe this will change everything. Maybe it won't change a thing.

I don't know. But I'll definitely know the answer rather sooner than later. I'll know it once I break the chain and stop publishing an essay every day. I'll let you know what happens then. Or maybe I won't..

more

When you write a lot, when you get your thoughts out there, when you share your ideas with other people you'll come up with even more ideas. The more ideas you get out of your system, the more ideas you'll come up with.

You'll create an abundance mindset. Where there's plenty of everything. Instead of a scarcity mindset.

What happens when you don't share your ideas is that they'll keep your brain busy thinking about that one thing. So all your bandwidth will be taken by this one single thought. Or train of thought.

As a result you won't come up with new ideas.

And that's probably the single most important thing to understand when you want to come up with ideas. When you want to become an idea machine.

Many people ask me how I come up with so many ideas to write about. And that's it. This is it. This is

the answer. That's how you make the magic happen..

less

What basically happens when you write every day (or at least that's what happened to me) is that you'll need less everything.

You need less time to write the piece itself because you're getting better, faster and your thoughts are getting clearer. You'll eliminate the time pondering about what, if, how, and when to write that post.

You'll sometimes even write shorter posts because maybe that day you only have 5 minutes to write something. Or 90 seconds. Which brings me to the next point..

reinvention

You'll have to reinvent yourself if you want to write and publish an essay every single day. You can't stick to the same way of telling your stories. Sometimes you just don't have the time to write a list post with 10+ items. Like this one.

Sometimes you only have 90 seconds. And that's when you have to leave your comfort zone. That's when you have to leave the comfort of your 2 pages long list posts you know will perform really, really well.

I guess that's one of the most valuable things writing every day will do for you. For me. That's one of the most important things to realize when you do something every day. Whatever that something is

for you. It'll help you to reinvent yourself over and over again.

It pushes you to experiment. To see what works and what doesn't. It pushes you out of your comfort zone and ultimately makes you a better and more diversified storyteller. Or speaker. Or father. Or daughter. Of girlfriend. Or spouse. Or whatever. It forces you to constantly reinvent yourself.

fear

Writing every day and publishing one post a day took away all of my fear. OK, not all of it. But most of it. Every second or third article was a flop. Engagement was low. Very few likes. And very few click throughs.

And if this happens almost every day, you'll start getting used to it. You'll get used to "failure".

In the beginning I still deleted some posts from my Facebook wall because I felt embarrassed to have posted such a "bad" essay.

But I left all of them on my blog. They're all still there to read. To laugh about me. To make fun of me. But it doesn't matter.

What matters is to get over your fears. No matter what your fears are. No matter what you do to get over those fears. All that really matters is to figure out what works for you and what doesn't. What helps you to get over your fears.

And what works for me to get over my fears is to write every single day. It helps me to get over my

fears. The fear of writing and the fear of life in general..

What I learned after writing 532 blog posts and 7 books

I still suck at writing...

[My blog](#) says that I wrote 532 blog posts. [My Amazon page](#) shows 7 different book titles. My newest one isn't on Amazon.

Even though I probably passed the magic 10,000 hours a long time ago I'm still far away from mastery. Not only this. I'm far away from being among the best of the best in my field.

Nonetheless, I feel like I've learned quite a few things about writing. And because most of the stuff on writing is repetitive, I'll try to focus on the things you've probably never read anywhere else, yet.

And yes, I'm not among the best in the field of writing, so I'm not qualified well enough to give you any advice on writing. But whatever...

BS in. BS out.

If you constantly read listicles and useless garbage, then you'll also produce useless garbage. Try to be as selective as possible about what you read online. I read maybe 2-3 people online.

Trust

People only read your stuff when they trust you. After all, reading an article is a commitment. It's an investment. It's a time investment. And time is one of the most important things we have. So don't buy into this storytelling BS out there that it's necessary to write 2000 words long posts. If I don't know you, if I don't trust you, if I don't believe that you're worth my time, then I'll just not read your stuff. I know. Writing is art. But the best art in the world will not be looked at or appreciated when we don't know the person it's coming from. So make it easier for people to find out about you. To trust you. And to read your stuff. Shake it up every once in a while and don't write 2000 words long stuff.

Reinvention

Try to shake things up every once in a while. Write short posts. Long posts. Post videos. Pictures. Reinvent yourself. Constantly. Do what nobody else is doing. Do what everybody is afraid of. Do something that's against your "brand." That might hurt your "brand". Don't think about the consequences. Just think about shaking things up every once in a while to keep things fresh...

Brand

By the way, if you're constantly worried about your brand, you probably don't have a brand...

Have a day

If you don't have an exact day dedicated where you write and publish that blog post, it will never happen. Consistency is key. And for me, the best

thing I ever did was to write and publish one post a day. Simply because it takes away every decision and time wasters of writing. When you write every day (or every Tuesday and Thursday or whatever), then you won't have to worry about what to write about, when to write, when to publish, will it be good enough and some more useless thoughts. All you've gotta do is to write. And then hit the publish button. No matter what.

Write what you know

I know. This advice might seem simple. Still, most people don't seem to follow that advice. Most people write about things they have no clue about. They write about the stuff they have read somewhere else. And you know what happens when you write about something that you have no clue about? The first thing that's going to happen is that you'll sound like everybody else out there. And the second thing is writer's block. The only time I ever had writer's block in my life was when I tried to write about something I didn't really know that much about. Simply because if you haven't done it yet, if you have no clue about it, then you won't have enough stuff to write about...

Write about your thoughts

Write about the things you think about. Not only will this help you to kill writer's block, but it will also make your writing authentic. Because you write down your thoughts. In your own voice. And that's authenticity. The stuff people like. But what if you only have crappy thought? See #1. BS in. BS out.

Talk to yourself

Everything I write, every piece of advice I give is advice I give to myself. So that maybe one day I might be able to follow my own advice and become a better person.

Don't start

If you're already super busy and your schedule just doesn't allow it, then please don't start writing. Or at least don't publish it. If you don't have the time to write, if you don't have the time to improve your writing, then you'll never be able to see any results. No one will heart your stuff. No one will like it. And because we're all humans with feelings and emotions this will only drag you down. No matter how much you say you're doing this just for you. Because at the end of the day you'll be frustrated if you don't get any feedback at all. That'S just how we roll. And then all of the other stuff you're doing will also be affected. So please, do yourself a favor and don't start publishing your stuff online if you already know that you don't have enough time..

Homeruns

That being said, not every article you publish has to be a home run. As a matter of fact most of your articles will be just ok. Just like most of my articles are just ok. Just like [Seth Godin](#)'s articles are just ok. I need to write maybe 20 blog posts to write one really good blog post. Maybe even more. So how can you write more really good blog posts? I don't

know about you. But for me, the second point works...

Talk less

Sometimes I don't talk to anyone for days. The more you talk, the less time you'll have to think. And the less time you have to think, well you know the results. You can see it every day on TV and in the news.

Read less

Reading doesn't make you a better writer. Only writing does make you a better writer. So stop reading your 5000th blog post about how to become a better writer and get going. Sit down and write. And then never ever stop again!

Be everywhere

People constantly ask me where they should write. "Should I start my own blog? Should I write on Medium? What about Quora? What's the best platform for me to get started?" Here's the thing. I don't know! Be everywhere. Publish your stuff everywhere. You've gotta be everywhere. You've gotta be where your readers are. And not where you want them to be.

I don't know

I use this all the time. Why? I don't know.

The first two

The first two lines and the last two lines are the most important ones. The first two lines because if

they suck, people will stop reading. And the last two lines because if they're good, then people are going to hit the share or that like button...

Break the chain

You might think you can skip writing for a day. Or a week. No problem. But that's wrong! The moment you break the chain, you'll get sloppy. And the first time you skip it won't be the last time. You'll do it over and over and over again. Until it's been a few months since you wrote that last piece and then it's pretty much over...

Copy

No matter what you do, copy the hell out of someone who has already successfully done what you want to do. But always remember the first rule. Limit your consumption to a maximum of 5 people whose stuff you read. BS in. BS out.

No money

No one makes money writing anymore. Maybe the people who started blogging and writing 20 years ago still do. But everybody else just doesn't make enough money to survive. Maybe the top 0,1% do. And the rest of us have to find other ways to be able to pay the bills.

But the most important rule of them all is that you should ignore all writing advice out there. Including this one. Especially this one...

Why you shouldn't blog on Medium

A lot of people won't like what I'm about to say. But I'm going to say it anyway. Because I don't really care. Don't write on Medium. Yes, I just said it. I'm giving you advice no one probably ever gave you before.

Don't get me wrong. I really like Medium. I'm a big fan of it. But there are a few things you should know. A few things I figured out over the past year or so since I started publishing my posts on Medium, in parallel to my blog.

Everything I'm about to say is my own personal opinion. It's how I see things and experienced it. It might be different for you. There's no empirical evidence. So here's the thing about Medium.

To me it seems that Medium completely commoditized writing. I don't know how they did it. But they somehow pulled it off. Medium is only about content. And nothing else. Ev Williams, Founder & CEO of Medium even said it in his latest post *Taking Medium to the next Level*. He said that Medium is primarily about the content.

Sounds about alright, you'd say. Sure, content is always great. I love content. But what it does is that it completely kills the person behind the content. It kills the author. It turns the author into another useless side effect. A commodity. It turns the author into a machine. And no one really cares about the

machine. Everybody cares about the product. About the output.

Think this is not bad? Well, what this means in the long run is that no one will be left writing. Because no one will be able to make a name for herself writing any longer. Because it's only about the content. And not about the author anymore.

Should we even care? I think we should. If no one will be able to make a name for herself writing, no one will make money writing any longer and then no one will be left writing.

[Or we'll be stuck with a content mafia that gets 99% of the traffic.](#) And 99% of the money. Should we care? I guess we should. Monopolies are never a good thing. Except for the people having a monopoly like status. Here are a few more things I realized..

content consumption

Just think about how you consume content. And then think about how you consume content on Medium. Did you ever check out anyone's profile on Medium? I sure didn't. Sometimes I clicked on the profile. But I never clicked through to any other source that was listed there. Maybe once or twice.

Now think about how you consume content on a blog. The first thing I usually do is that I click on the about page. Then I read what the author does or did. And if she does something interesting I click through to other stuff she did. I'll maybe sign up to

her newsletter. Maybe I'll even end up buying one of her books.

I NEVER did any of this on Medium. Why? I don't know. Maybe because they don't want you to check out who's the person behind the content. Maybe all they care about is the time you spend reading on THEIR platform.

And the moment someone leaves their platform is when they lose reading time on their platform. These are the metrics they care about. The metrics investors care about. They just raised a huge round. Something like \$50mn. I forgot. So the metrics must be really, really good. And Medium has some of the best investors on board. And they do indeed care about these exact metrics.

Is this bad? No, not really. But it's nice to know and understand this. After all, Medium is a business. If it wasn't a business we would probably not be able to use their service..

click throughs

Here's another thing I realized. People never click through to other blog posts I mention within my Medium posts. Or the ones I mention at the bottom of almost every post. No one ever signs up to my newsletter at the end of every article.

Why? I don't know. It seems to me that readers on Medium behave differently to people who read stuff on blogs. Maybe it's also because Medium is not about the writer (yet). It's all about the content.

And only the best content will survive. Only the best content will be pushed. And people somehow don't click on links inside a post. Maybe it's just me. Maybe my content just sucks. Maybe I suck. I really don't know..

competition

So here's the thing about Medium. Medium is the platform with some of the best writers out there. Some of the best writers the world has ever seen.

Even presidents started using it. And all sorts of celebrities. I don't think those folks ever wrote blog posts anywhere else before. It's just crazy. It's the craziest competition you could possibly get yourself into.

And of course these folks get hundreds or thousands of recommendations. And it looks great. So we think that we could do the same. We, aspiring writers, amateur writers, people who are just starting off, think that we could use Medium as a traffic machine. But it doesn't work.

Remember, you're competing with presidents, celebrities and what not. And whose content will you most likely read? The president's newest comment on something that might change the world or the piece from someone you've never ever heard of before?

Now guess what. Everybody on Medium will give the exact same answer you just gave. Making a name for yourself on Medium seems to be impossible. At least to me.

Even in the very unlikely case that someone ends up reading your stuff, they will most likely not even check out who wrote that article. Because Medium already suggested them dozens of other super popular articles, while they were reading your stuff. Or browsing their platform. They can't browse to your about page. They'll end up browsing Medium's top posts.

Your content, your voice and your story will most likely end up nowhere. Here's the thing. To remember you and your name people have to read at least five posts to even realize that you exist.

Ok, I totally made that number up. But I think it needs a lot more than just one article. I usually take notice of someone after maybe four or five articles I read from them and see them popping up all over the place..

suggested posts

Whenever I go on Medium I end up skimming the top posts. I completely forget what article even brought me there. And then there are dozens of other posts being recommended to me. And all of these posts are hundred times better than the original post that sent me there.

And that's not a coincidence. Medium wants you to stay on their platform for as long as possible. That's why they recommend you to the best stuff they have. The stuff you read and all of a sudden it's already 3am in the morning and you wonder, wtf just happened.

The more time you spend on their platform, the more money they make. Or the more appealing they become to an investor. Or the next round of financing. Or whatever.

So in the end, Medium will always push the best content they have. They have to. They are a business. And not a charity. That's at least what they're doing now. Until they introduce promoted content, paid posts and so on. And this will in the mid to long term lead to a 80/20 distribution of traffic within Medium.

No, I actually believe that it will lead to a 99/1 distribution. 99% percent of the traffic within Medium will be generated by 1% of the top writers. Sure, that's survival of the fittest. That's the basic rule of the Internet. Nothing wrong about that. But most people just haven't realized this, yet.

brand dilution

Whenever you send someone from one of your social media accounts, mailing lists or whatever to Medium you'll dilute your brand as a writer. In case you're thinking about becoming a writer. Or whatever your agenda is. And no one writes on Medium just for the fun of it. We all have an agenda. Whatever that might be in your case.

Maybe you want to send traffic to your company's blog or your private homepage. Maybe you want to establish yourself as an expert. Land consulting gigs. Or speaker engagements. Or whatever. It doesn't matter.

What matters is to start realizing that sending people who already follow you onto a platform you don't control is like sending your customers right to your competition. Medium will end up recommending them the best content out there. The top posts. Or the top recommended posts. Over and over again. And it'll most likely not be yours. So in the end you'll be forgotten. If you were ever really known..

The most important thing when you publish content is to build your brand. To build your credibility. And to own the customer relationship. And you don't own the customer relationship on Medium. Medium does. And they leverage it.

So be more like Medium. Own the customer relationship. And then recommend your users YOUR best stuff. And not someone else's best stuff. Get them to read your about page. Get them to sign up to your mailing list. Tell them your story. Seduce them into our world. Just like Medium does it..

google traffic

I know traffic from Google is not really relevant when you're just starting off writing or blogging. Google won't be sending you any traffic to your blog for the first two years. Or three years. Or four years. Maybe they'll never send you any traffic.

Google didn't send me any traffic for the first two years. Maybe I just suck at SEO. Maybe my content sucks. I don't know. I don't believe in this SEO BS anyway. It changes all the time. I hate it. So I

stopped paying attention to it. I actually never really paid attention to it. But at least I found a good excuse to stop caring..

What I do know though is that after writing for more than two years, Google started sending me some decent traffic to my blog. Right now Google sends me 3k+ visitors to my blog each month. Which is not that much, but quite ok considering the fact that I write about all sorts of different things.

The traffic is mostly long tail traffic. Which means that people end up on my blog using all sorts of different search phrases. No specific keywords or anything. I don't even know how that works or how to do it.

So here's the thing when you only publish your stuff on Medium. Google will send all the traffic to Medium. And then you'll end up in the same loop I just described above. Competition, brand dilution, no click throughs, suggested posts and so on..

Again, I'm not saying any of this to bash Medium. I think it's a great platform. Maybe they're already working on solving these issues. Or maybe they don't care about it at all. I don't know. But what I care about is that people start to understand what Medium is really all about. To make people understand what they're really getting themselves into.

And a lot of people have wrong expectations about it. They think Medium will bring them millions of new

readers. It won't. It will bring millions of new readers to people who already have millions of readers. Because only the strongest survive. And there is a reason why these people already have a million followers. And why you don't. And Medium won't change any of this.

And what's going to happen in the mid to long run is that the only [people benefiting from Medium is the so called content mafia](#). The people who already have millions of followers. And Medium itself, of course. And its investors.

And we might lose some great writers. Some great artists. Some great stories. Some great stories that won't be told any longer because people had wrong expectations. Expectations that will frustrate them. Expectations that will make them leave the platform. And give up their writing entirely.

Because for many aspiring writers Medium has become the number one platform. And starting on the most competitive platform out there will kill every beginner. If I only published my stuff on Medium, I would have stopped a long time ago. I don't get any email sign ups. No book sales. No new followers. Very few recommendations. No nothing. But my own blog gets tons of traffic and shares.

And I don't want to see this happen. I don't want to see many people leave just because they started with the wrong platform. Because every story counts. And Medium is just not (yet) the platform to start your writing career. Or your blog. It's not a

platform to experiment. It's not a platform to build an audience from scratch.

Sure, there might be one or two success stories where it worked out. Where people were able to build an audience from scratch. Just like there was one Facebook and one Twitter for millions of other Facebooks or Twitters that did not work out.

Right now, Medium is for the best of the best to grow their influence. So what do I suggest?

What I'd suggest doing instead is to start your own blog. A platform you own. And are able to control what's going to happen. Invest the time and money to understand how to do it. Start a Wordpress blog. Or a Typepad blog. It doesn't matter.

What matters is that you send people to a platform you own. A platform you can control. A platform where people might take their time to check out your about page. To find out more about you. A platform where you're not right from the very start competing with the very best out there.

Because that's a battle you can only lose. Don't get in the ring with the best in the world out there right from the very start.

Start with small steps instead. And then get better every single day. Until you're one of them. Until you're among the 1%. [Until you're a part of the content mafia](#). And in the mean time you can simply copy & paste your blog posts into Medium. That's what I do.

As a matter of fact I post all of my blog updates on Medium, LinkedIn, Facebook and Quora.

To increase my reach. Just to make it clear. I publish everything I write also on Medium. But it's not my main outlet. Even though my follower numbers are increasing all the time. I've already passed 30,000 followers.

But for me Medium is just an additional outlet. I would never ever only write and publish my stuff just on Medium.

Why?

For all of the above reasons...

What I learned writing (and publishing) an entire book in just 30 days

On July 31st this year I decided to write a book.

And on August 1st I started writing it. But I didn't just write a book. I decided to write a book live in front of the whole world to see. Ok, it wasn't the whole world. Just the people who follow and read my stuff.

So for the next 30 days I wrote one part of it and published it on my blog and on Medium.

And then on day 31 I wanted to edit it and publish it. If you're good at math, you might realize that today is day 31. And you're right. And I was never really good at math. And I never really pay attention to the

months. That's why today is day 31. And I'm still writing.

And the reason is simple. When I setup the pre-order for the book I setup September 2nd. Which is tomorrow. So I still have one day to go. And if I have a day, why not use that day to share some of the things I've learned over the past 30 days.

Sure, the hardest part is still yet to come. The editing. Which has always been my biggest nightmare. I just hate it. Should you even edit your own books? I don't know. I do it. Because I want it to be my own authentic voice. I don't want anyone to change anything.

And if I have typos or grammar issues in it, then I don't really care. That's just who I am. I'm not perfect. But I'm trying the best I can. Every single day. And if that's not enough for some people, well, then nothing will ever be enough.

So I want to use the extra day we just won to share some of my experiences with you. I want to share with you some of the things I've learned writing a book in 30 days...

start small first

I want to get this straight before anyone tries to do the same and write an actual book in just 30 days. I've been publishing one blog post every day for the past year or so. Every single day. So whenever you think about doing something, like writing a book in 30 days, start small. Try to write one blog post a day first. Or do what I did a few times. Make a book out

of your existing blog posts and then start selling it on Amazon. As a matter of fact, I think that's even something one of my readers did when she realized that I was writing a book in 30 days. Or do whatever you want to. Everything is possible...

it's hard

It was hard. Especially when you're working on more than one big project at the same time. And writing a book in 30 days is a big project. At least for me. And I had 4 things going on at the same time. So in between I had to cancel one other thing. And another thing just disappeared. At least for now. Whenever you try to do something like this, make sure that's the only thing you do right now that needs extra attention. Too many things needing extra attention just doesn't work. It's like having an extra attention bank account. The more extra attention you withdraw from that account the less will be available for other things that might need extra attention...

schedule it

I never schedule my posts. I don't have a specific time when I write. I don't get up at 6am. Even though I would like to. I don't have any writing rituals. I don't use any writing tools. Or things that help me to stay organized. If I'm outside I take small notepad with me. If I'm in front of my laptop I write those ideas down in a file. Sometimes I go back to them. And sometimes I don't. So how am I able to write so consistently? How am I able to write one blog post every single day for an entire year? How

was I able to write a book in 30 days? I took the decision to do it. I took the decision to write every single day. That's the only schedule I need. That's the only writing tool I need. And sometimes I write at 9am in the morning. Sometimes I write in the evening. And sometimes I write at 2 or 3am in the morning even though I'd like to go to sleep. But mostly, I just write. That's all the planning and scheduling I need...

outline it

Just like I said before, when I started writing this books right here I was already writing and publishing one blog post every single day for almost an entire year. But I was mostly writing unrelated things. Things that just came to my mind .Things I thought about. Ideas I had. But most of it wasn't really related. The only thing that held all of it together was the overall theme of my blog called [rethinking the now](#). So writing a entire book in such a small period of time required some planning. At least a rough outline. I split the whole book in about 10 parts before I started writing. And I had the title. And the intro. For me the title and the intro were the most important things. Everything followed from there.

screw your outline

If I look at the outline I wrote before I started writing I have to admit that I barely wrote about any of the things I wanted to write about. My outline wasn't really very detailed. It were just a few themes. The overall themes mostly stayed the same. But the

content evolved with my writing. I didn't really know what exactly I wanted to write about. Some things just evolved naturally through comments people wrote on the individual parts. So it's good to have an outline. But it's also good to be flexible...

start with one post

Or one concept. Many (non fiction) books are based on one concept. On one main idea and then they're expanded into an entire book. It's important though that each individual post adds additional value to the overall theme. If I think about it, the whole thing is just based on one blog post I wrote a while ago. It was this one [right here](#). And everything went back to the overall concept. To the overall idea. Does this also work for fiction books? I don't know. Maybe. Maybe not. But as most fiction books are somehow also autobiographies (and therefore non fiction) without the authors willing to admit it, it might also work. But I really don't know...

better

Sure, you can always make it better. There are always things you could improve. Always. But at one point it's about getting your stuff out there. No matter what. No matter if you're 100% satisfied with it or not. Perfection kills. Pretty much everything...

it's possible

After all, it's possible. I did it. And so can you. The most important thing is to start small. To get started. And then you go on from there. You've gotta start small. Like writing one blog post a day. Or

watching one lesson of that new Udemy course a day. Or whatever. Just like they say, Rome wasn't built in a day. What got me where I am right now took me more than three years. Three years of baby steps. One small step every day. Sometimes I had to go back many steps to be able to make a baby step forward. But what matters is that you keep making steps. No matter how big or small. You've gotta keep moving. No matter what...

I would love to say that I've found the secret sauce to writing consistently. I would love to be able to share some amazing tools with you. Some mind blowing hacks to write more. To do more. To be more consistent. I'd love to tell you how to cut corners. How to become a better writer. How to become a better singer. Or how to become a better version of yourself.

But at the end of the day it all comes down to one simple thing. And one thing only...

Doing your thing. Over and over again.

And nothing else...

P.S. [You can check that book here.](#)

The Ultimate Cheatsheet for becoming a Super Writer

You don't need to be a journalist. Or have a journalist degree. You don't need writing classes to become a better writer or blogger.

You don't need to watch classes online. Or pay a fortune to people that tell you they will teach you how to write.

No one can teach anyone how to write.

You actually don't need any education as a writer at all. No piece of paper certifying anything. Everybody can be a writer. You. Me. The homeless guy on the streets.

You just need to be literate. That's already about it.

Everything else is just training and exercising your writing muscle over and over again. Writing doesn't have anything to do with talent. Or waiting for that inspiration. The muse. No. That's not what writing is all about.

Writing is about sitting down. About working hard. Every single day.

If you believe that you don't have enough time, ten minutes a day is already enough to get you started. Write on your commute to work. On your commute back home. On that Friday night when your friend's are out drinking.

Nobody said that it's going to be easy. If stuff was easy everybody would be doing it...

Now let's a look at the things that helped me to become a better writer. Maybe they will also work for you. Maybe they won't. I sincerely hope though...

Be a copycat.

Copy the hell out of your favorite authors. Write down the lines you love. Keep them at a safe place. And then once in a while use them. Use everything you can get. And then tweak it. Mix it up. Go crazy. There are no rules. No limits.

Don't be an expert. No facts. Only stories.

The moment you seem like an expert that boasts one fact after another you might loose your readers. It might work for some people but for most of us it won't. Try to keep it real instead, be authentic and be yourself. Tell your stories.

Forget about stats, numbers or what not. This stuff bores the hell out of people. People buy newspapers when they want to read about boring stuff. Don't waste people's free time when they decide to break free. To spice up their lives.

Be the person that spices up their free time. Don't be the person that bores the hell out of them..

Go on Quora.

Quora is like these shows back in the days where you could call in and ask all sorts of questions to the guy or gal on TV. They were some sort of

psychologists or something like that. Now imagine this thing x 1bn and you'll get Quora.

Everybody with an Internet connection can ask whatever he or she wants to (in a written form). And then millions of people can answer.

It's a brilliant source of inspiration. Look for patterns. Look for questions that pop up over and over again. Write an answer. Then post it on your blog. And then on Quora. And then everywhere else...

Idea lists.

In her new book, Claudia Altucher teaches you how to become an idea machine. Ideas are the currency of our century. So write down ten ideas a day. Not sure how to do this? Grab a copy of this book [here](#). It teaches you how to become an idea machine.

The e-book is currently \$0.99 on Amazon.

And once you have ten ideas for a specific topic make a blog post out of it. That's how I come up with most of these "list posts". That's how I came up with the content for this post.

Post on every platform.

I mentioned this already. But it's so important that I'll mention it once again.

Once you published your answer on Quora and your blog, publish it on every other platform out there. Be where your potential readers are. Don't wait for them to magically find you. Show up where they hang out. Move. Be flexible. Be agile. Be everywhere.

I call this customer service.

You go where your customers are. Others might call it spam. Those are the people that wait for other people to magically come across their blogs. To choose them. Never going to happen.

Here's the thing: most of my blog traffic comes from other platforms. Just the other day I published my post "[Why we hate our jobs](#)" on Quora. Apparently a lot of people hate their jobs on Quora. It got 30k+ views.

And then a lot of people clicked through my blog. Signed up for my newsletter and so on...

Be human.

Don't try to wear a mask. Sooner or later people will realize that you're wearing a mask. That you're not being yourself. That you're trying to hide something from them. Instead, admit your flaws or it might backfire at some point. [Be like Eminem](#).

It's the title stupid.

Learn how to write titles that kick ass. That practically force people to read the stuff that comes next. The best articles won't get read if the title isn't bad ass. Experiment with different styles. Use Twitter. See what tweets get more clicks. More retweets. Tweak.

Do it all over again. And again and again.

And then put the best stuff in your first and your last two lines. The first two lines is where 99% of the

people drop out. It has to be brilliant. Otherwise people will stop reading.

The last two lines are the make it or break it decision. If the last two lines are absolutely breathtaking people will share your piece of art.

If not, they might only hit the like button. Or don't do anything at all.

How do you do this? Go and check out your favorite writers or bloggers. Check their first and last two lines. Copy them. Mix it. Shake it up. And then come up with your own way of doing things...

Screw your reputation.

The moment you think your reputation is at stake you already lost.

It will hold you back from writing amazing stuff. From telling fantastic stories. Stories that will excite people. Stories that might embarrass you. Your family. Your friends. Your colleagues.

If you're not ashamed in one way or another about the stuff you just wrote, no one is probably ever going to read it...

No alcohol.

Every time I drink even just a tiny bit of alcohol my brain doesn't seem to function properly anymore. It's not that I magically turn stupid (even though it sometimes feels like that).

It's more that I'm struggling very hard with getting started and staying focused.

Getting up and writing stuff every single (or second day) is already hard enough. If you give your brain just a tiny piece of hope that it might be able to escape an exhausting workout it will hold onto it.

Your lizard brain will do everything to keep you away from writing.

It's scared to death. It wants to survive. And the only way it can survive is to hold you back. Hold you back from an adventurous life. A life you care about. All it wants is you to live a life in mediocrity. Forever.

Start now even though you suck at it.

Don't wait until you become better. Start today. If you never start you will never get any better. It's as simple as that. If you tell yourself you suck at writing that's just an excuse. [We all suck at things we just started.](#)

Michael Jordan sucked when he started. Steve Jobs was fired from his own company Apple in the eighties. I got straight Ds and sometimes even Fs on my writings.

Get over yourself and accept the fact that you will wait your life away if you wait for better times. For times where you might magically be good at something. Unfortunately these times will never come...

Screw grammar. Punctuation. Everything.

Write like you talk. Talk like you write. Forget about everything you learned in school. That was for poets. People that are dead now. Nobody

understands poets anymore these days. Or lawyers. No one understands what they're saying or writing. At least I don't.

These days people understand maybe 5% of the stuff that's written in poems. Or laws.

Make sure people understand your writing. That you speak the same language.

Be heavily opinionated.

Always have a very strong opinion about everything you write about. Be so heavily opinionated that some people will call you ignorant.

There are billions of people that have weak opinions. Don't be one of them. Don't be part of the anonymous mass...

Write down your ideas.

Always have a piece of paper with you where you can write down your ideas. Or write them down on your phone. Or your tablet.

It doesn't matter. Because one moment you might have the world's best idea and the next moment it might be gone forever. Happened to me many times already...

Actually, don't take notes on your phone or your tablet. Stop using your phone all along. It will only distract you. Distract you from coming up with amazing ideas.

Instead, give your brain a break from time to time. Give it some room to breathe. It needs space to rejuvenate. [To recharge its batteries.](#)

Go for walks.

A while ago I saw a picture on Facebook that said going for a walk will increase your brain activity by 100%. Maybe it was more. Maybe it was less. I don't know. I didn't read the article.

If you go for a walk it's like back in the days when we were hunters and gatherers.

The moment we go outside our brain starts to kick in. It starts to screen our surroundings for dangers. It's alert. Now you can go back to work...

Writer's/blogger's block.

Should you ever experience writer's or blogger's block I can highly recommend you to read this book: <http://amzn.to/1z9Mj2Q>

Be selfish.

[Be the most selfish person on this planet.](#)

Don't read the stuff other people post on Facebook, Twitter or any other platform. The only thing that's going to happen is that you're going to drown. You're going to drown in the vast sea of content pieces.

Pieces that will take away your focus. That will obscure your vision. You won't be able to think your own thoughts anymore.

Thoughts everywhere. No time to make sense of it all.

Stop jamming your brain with meaningless pieces of content. Read books instead. Read stories. Not some predigested pieces of facts.

Get your ass kicked.

When people start kicking your ass you know you're on the right track. Every time someone reacts negatively to something you wrote, it means that you struck a chord. That deep down you pushed a button that person tried to hide. To run away from.

That's where you want to end up if you want to write impactful stuff. But don't offend or hurt anyone...

#Reinvent yourself. Innovate. Always.

This is a very important part, especially when you just started. Make sure that you reinvent your writing over and over again. Innovate. Surprise. Make your readers go “wow that was unexpected”. Write three pages long posts. One sentence long posts.. Heck, write a one word post.

It doesn't matter. Everything that matters is that you find out what your readers really like.

And once you found it go ahead and find something new they love. Never stop moving. That's the only way you might become (and stay) relevant...

Don't try to be a fortune teller.

Don't put an idea in the drawer “that's too obvious”. I can't write about this. This is not smart enough.

What might be obvious to you might not be obvious to others. Sometimes the most obvious things I

write about resonate the most with my readers. It's very strange...

Every time I tried to predict a post's success I was taught a lesson. A lesson that taught me that I suck at being a fortune teller. That I don't know anything about people. Or my writing. Or anything else...

Grow organically.

Don't try to growth hack your way to success or traffic. Grow organically.

Improve your skills with your crowd size. The better you get, the bigger your audience. If you try to hack your growth the thing that's going to happen is that you're going to get bad traffic.

Traffic that consists of people walking away. Traffic that consists of people that are disappointed. People that expected great stuff but only got bad stuff. People that might never ever come back again.

Write every day.

If one post wasn't successful ignore it. Admit defeat. Be upset for a while (or even longer if it feels right) and then get back up again. Dirt off your shoulders. Do the unexpected. Write the next piece. And then the next.

Do it as long as you have to. Do it until you struck a cord. And then write again. Be constantly creating. Innovating. Reinventing yourself. I know it's hard but that's the only way people will start taking you serious..

And then maybe one day you might get a like from your favorite writer on Facebook or a retweet on Twitter. Then you can finally open the champagne and start celebrating. Go crazy. Enjoy life to the fullest.

Or you can simply focus on what's most important to you... To me...

Becoming a super writer...

"This book was so awful, it actually inspired me to write my own book...

... if he can do it anyone can do it!"

These are the exact same words someone wrote below one of my latest books on Amazon.

Not this one. [But another one.](#)

Needless to say that this person gave the book the lowest possible rating.

...1 star.

And this person seems to really have read the book as it said "Verified Purchase."

At first I was very upset. And heartbroken.

This is probably the best work I've ever put out there. Maybe the best work I will ever put out there.

Still, this person gave it just 1 star. 1 star! What a miserable day!

But then I had to remind myself why I wrote the book in the first place.

I wrote it to tell and show everyone who's reading it that everybody is able to become anything he or she wants to.

Anyone who wants to be a writer can be a writer.

Or a public speaker. Or an entrepreneur. Or a whatever.

As long as you're willing to put in the work, are persistent, never give up, try to get better every single day and get stuff out there.

No matter if you're good or bad. No matter if you're talented or not.

It all takes time. No one is good at anything right away. As you can see, even my fifth book still gets 1 star reviews and gets trashed online.

So in the end the book did just that. It empowered this person to write his or her own book...

CLOSING WORDS

The secrets to becoming good at anything (writing, speaking, etc.)

If you want to become a good writer, don't try to become a writer.

If you want to become a good public speaker, don't try to become a public speaker.

If you want to become an expert, don't try to become an expert.

If you want to become an entrepreneur, don't try to become an entrepreneur.

Here's the thing..

Whenever you try to become someone or something you'll usually end up trying too hard.

You'll try to follow a blueprint. A guidebook. A plan.

But the truth is that there is no guidebook. There is no plan to follow. There is no blueprint for this kind of stuff. There is no advice to follow. For most stuff out there as a matter of fact.

And the only way to becoming good at anything is to not follow the rules.

To not follow people's advice.

To not do what everybody else is doing.

The only way to becoming good at anything is to follow your own rules.

To create your own rules.

And to do something no one else is doing..

The problem with advice

Here's the thing about advice. Here's the thing about this book...

Most of the advice you get is already outdated the moment you get it.

Because it took a hell lot of time until that one thing, or the many things someone did in the past turns into something that's working today.

It takes a hell lot of time until an action in the past can be turned into proven advice in the present.

And times change so fast that something you did last year might already have stopped working today.

But who knows?

Maybe this piece of advice is already outdated the moment you read it.

MORE FROM YANN

Ok, I'm too lazy to come up with something new. So I'll just use the one I use when I want to impress people...

Yann is an Entrepreneur who has worked on both sides of the table. He has started, advised and supported several startups throughout the world and has lived and worked in China, New York and Germany.

He has worked together with several accelerators and incubators in Europe and the US. Yann supported them and their teams in the area of sales, business development, strategy, growth and branding.

He is also a frequent speaker at some of Europe's most renowned entrepreneurship institutions and universities. His work was featured and supported by several entrepreneurship outlets throughout the world.

Yann advises a handful of tech and non-tech startups. His books are for a variety of entrepreneurs: tech & non tech entrepreneurs, seed stage & early stage entrepreneurs as well as online & lifestyle entrepreneurs who want to use the internet to make money.

A fan of photography he loves to travel and always tries to combine his biggest passions in life. You can never be sure where to find him.

He also blogs daily on his blog rethinking the now, where he tells the truth, writes essays on how to kick ass in life, business and as entrepreneur.

You can Follow Yann on...

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Yann lives, breathes and thinks at [YannGirard.com](#)

Also, feel free to reach out and send an email to yann@girard.net

P.S. You can find out more about the other books Yann wrote [here](#).

121 Unusual Tips to Being a Better Writer

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