

MINDSET: Lesson 2 – Things That Slow You Down

Breakthrough Ideas

- **Embrace Discipline:** Recognizing discipline as a crucial element for writing fast and effective copy is a breakthrough idea. Discipline overcomes the barriers of procrastination and inconsistency, enabling writers to produce work even when it's challenging.

Unique Strategies

- **Stop Doing Other Stuff:** This strategy emphasizes the importance of focus. By eliminating distractions and unrelated tasks, writers can dedicate their full attention to writing, significantly increasing productivity and speed.

Actionable Advice

- **Understand Your Customer ("No Who"):** Deeply understanding your audience ensures your writing is targeted and relevant, speeding up the writing process as you're clear on what to communicate.
- **Believe in Your Offer ("No Faith"):** Confidence in the value of what you're promoting energizes your writing process, making it faster and more persuasive.
- **Be Bold ("No Guts"):** Courage to write assertively and make bold claims about your product or service can streamline the writing process, as hesitation often slows down progress.

Summary and Action Plan

- **Cultivate Discipline:** Daily practice and commitment to writing, even when it's difficult, will enhance your ability to write quickly.
- **Eliminate Distractions:** Create a focused writing environment by turning off social media, silencing your phone, and dedicating specific times solely to writing.
- **Know Your Audience:** Invest time in understanding your target market to write more efficiently and effectively.
- **Believe in Your Product:** Genuine enthusiasm for what you're selling will naturally speed up your writing process.
- **Write Boldly:** Don't hold back in your writing; confidence in your message will make your writing process smoother and faster.

Conclusion

The key to writing copy faster lies in embracing discipline, focusing solely on writing tasks, and overcoming the three "No's" that slow down the writing process: not understanding your audience, lacking faith in your product, and not writing boldly. By adopting a disciplined approach, eliminating distractions, and writing with confidence and clarity about your offer, you can significantly speed up your writing process. This approach not only makes you more productive but also ensures your copy is compelling and effective.