

MINDSET: Lesson 3 – Stop Thinking Like a Writer

Breakthrough Ideas

- **Redefine Your Role:** The idea that you're not just a writer but a project manager of the copywriting process is a breakthrough. It shifts the focus from waiting for inspiration to managing the creation of copy as a series of tasks and deliverables.

Unique Strategies

- **Copy Assembly:** Viewing copywriting as an assembly of parts rather than a linear process allows for flexibility and efficiency. This approach encourages working on different sections as inspiration strikes or as needed, rather than forcing a start-to-finish approach.
- **Swipe and Recycle:** Leveraging existing materials, whether from a swipe file of successful ads or recycling your own previous work, speeds up the writing process by providing a foundation to build upon.

Actionable Advice

- **Stop Thinking Like a Traditional Writer:** Break away from the notion that writing must be a slow, muse-driven process.
- **Embrace Project Management:** Approach copywriting with the mindset of a project manager, focusing on deliverables, tasks, and deadlines.
- **Assemble, Don't Write:** Shift from writing to assembling copy from various components, allowing for a more dynamic and flexible creation process.
- **Utilize Swipe Files and Recycle Content:** Build and use a swipe file for inspiration, and don't hesitate to recycle your own content where appropriate.

Summary and Action Plan

- **Adopt a Project Manager Mindset:** Start viewing each copywriting project as a series of tasks and deliverables, breaking down the process into manageable parts.
- **Build and Use a Swipe File:** Collect effective copy examples and use them as inspiration for your projects.
- **Recycle and Reuse Content:** Don't reinvent the wheel with every project. Use what you've already created as a basis for new copy.
- **Focus on Assembly:** Work on copy in sections, focusing on assembling parts into a cohesive whole rather than writing from start to finish.

Conclusion

To write faster and more effectively, it's essential to stop thinking of yourself solely as a writer and start seeing yourself as a project manager of your copy. This approach emphasizes planning, managing tasks, and utilizing resources like swipe files and recycled content. By adopting this mindset, you can streamline your writing process, making it more efficient and less reliant on the unpredictable flow of inspiration. This shift not only speeds up the creation of copy but also enhances its effectiveness by focusing on assembling compelling components into a persuasive whole.