PROLIFIC WRITER

THE HOLY GRAIL

OF CREATIVE WRITING



ARMANITALKS

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INTRODUCTION

THE BIRTH OF THE PROLIFIC WRITER

Welcome my friend, how are you?
I appreciate you for joining me on this journey on developing your writing skills.

There is a beauty to writing when you think about it.
At the core level, it seems like the rules no longer apply.
You know…those rules that apply to the 3D world.

Rules in the 3D world include space, time, causation.
Rules in the world of creativity…...well, there are none.
Yes, you heard that correctly.

NO RULES.
Meaning? More freedom.

More freedom can be a scary concept when we don't have any frameworks to operate with. A car is powerful. But without the knowledge of how to operate it, you will get into an accident.
A pen & paper are powerful. But without knowing how to operate it, then you will just limit yourself.

"The Prolific Writer is more about discovering what is already buried within you rather than learning a whole bunch of new practical exercises."

Education stems from the Latin word, Educare, which means to draw out. True education is something that you can feel in your CHEST. Not only hear with your head.

When you feel it in your chest, that is when you know the right strings were pulled. What is buried within you will now flow out.
In this journey, you will be given a ton of IN-DEPTH knowledge regarding creative writing.

You'll learn about the history of communication, the practical benefits of writing, the power of perception,

brand building & practical exercises on how to write with FLOW.

Rather than a traditional course where you are just stuffed with practical exercises, I want us to work up to that.

At the core level, creative writing is a lot like water.
'What do you mean bro?'
Well, think about it.

- Water can clean your plate.
- Harnessed water can create energy to spin a turbine which can generate electricity.
- And water can hydrate you.

The beauty?
Water remains the same.
However, the way it is USED only changes.
Once you learn the element of creative writing, you have learned a core skill.
And how you use the core skill is based on you and your lifestyle.

- *You may use creative writing to text that cute girl.*
- *Send your boss the email that sets up your meeting for a promotion.*

- *Build a twitter following where you can showcase your skillsets.*
- *Create content for your blog that is viewed by your family from overseas.*

I'm not here to tell you how to apply your creative writing. I will simply serve as the friendly guide who wants the best for you.

But before we begin this journey, you may be curious how your friendly guide got started with creative writing in the first place?

In that case, I have a story to tell you…

MY STORY WITH CREATIVE WRITING

Growing up, I was often mocked by my teachers for being such a poor writer.
Had a teacher named Ms. Smith in the 7th grade who did her best not to fail me.

She was a sweet lady. Ms. Smith was in her final year of teaching and did not have it in her heart to fail me.
However, she knew that she had to give me some advice for the teacher I was about to face next year…Ms. Charnock.

Ms. Smith pulled me to the side one day and said
'Armani…I know you are from another country. But you NEED to get your act together.'
I just nodded and listened.

'Your grammar is awful. The ideas are disorganized. And overall, you are all over the place with your voice. Get your shit together Armani…Please.'
And then she had me leave the room

1 YEAR PASSES

I am in Ms. Charnock's class. She was around the same age as Ms. Smith. However, Ms. Charnock had NO desire to retire. She was perfectly content ruining the confidence of her 8th grade students.

F. C…D…F..C….

The line above were my grades for EACH assignment. Your boy was getting nervous. Thought that I was going to fail & get kicked out of the IB program.

Luckily, Ms. Charnock was not savvy with the computer. She was never able to plug in my grades correctly in her grading excel sheet. Which allowed me to leave with an A! Phew.

Only problem? My confidence regarding writing was TARNISHED.

Fast forward a Decade

A decade later, I was in college & was the External Vice President of my fraternity. That is a fancy label for the guy who threw events to make sure our Fraternity had a strong brand recognition.
Around 2012, my fraternity was set to throw one of our biggest events. This was a Tailgate where University of South Florida (my school) was going to play Florida State University.

This was going to be a mega event…only if the cards were played correctly. Around that time, our fraternity was struggling to get new members. This event would mean A LOT for our brand.

There was a problem though.
'What?'
The problem was that I was also taking up my most stressful year academic wise for engineering.

My advisor said that I needed to improve my grades, otherwise I would be kicked out of the college of engineering program.

This hurt me deep inside. I came to this country from a foreign village in Bangladesh to be an engineer.
The mere thought of being kicked out terrified the fuck out of me.

What was I to do?
I KNOW that this tailgate needs to be on point, otherwise our fraternity will take a major hit.
And I KNOW that my grades need to be on point, otherwise my career will take a hit.
What to do…

I realized, I just didn't have the TIME to pass out flyers and market the old-fashioned way.
This was not the luxury that was prevalent.
So, what then?

You know when you feel very overwhelmed by something and you KNOW you should be doing work?
'Yes.'
Well, I did the exact opposite. Ended up taking a nap.
During mid nap, I woke up and had an idea!

A Facebook page.

Around that time, not many people from my school were using Facebook's event page feature. We mainly used it to stay in touch with friends, post on walls & do poke wars. However, that was about to change.

I ended up getting a stock photo of a football & began setting up the event page.

My image of writing was tarnished from my earlier days. And here I was, getting ready to make peace with my fears. Well, not peace. I was FORCED into this. Yet, there was no other choice.

Slowly…I typed 'WHO RUNS FLORIDA?? Official FSU VS. USF TAILGATE'
From there, my logical mind had suspended and there was another side that came out to play. Didn't know what was happening, but there was some magic that took place.

After a few minutes, I saw a description box filled with sentences which sounded like how I talked.
This was not what Ms. Smith taught me.
This was not what Ms. Charnock taught me either.

Will this work?
Only one way to find out.

Slowly, I began to invite individuals from my friend list.
After 2 hours, 100s of people were invited.

And slowly, my Facebook Notifications tab was
LIGHTING UP.

I saw 'attending' after 'attending.'
And there was more.
I also saw comments after comments saying stuff like:
"FSU runs this shit!"
And someone would comment back with *"you're crazy! This is USFs year."*
So, on and so on…

There was a beauty to this.
Would the plan work though?
Of course, an event page can be popping. But will people actually come to the event when it matters?
Only time will tell.

3 Weeks Passed By

Who Runs Florida was the biggest event thrown in my fraternities' history.

There were so many people on the day of the event, that we actually had to open up multiple lots.
Even the cops came thru & started partying with us.

All this happened without any PHYSICAL promo.
Meaning, I didn't pass out a **single** flyer.
All it took was words & distribution to make all this people come.

What was this power?

This was a power, no lie about that.
And it was known as the magic of **creative writing**.

Truth be told, I now can put into words what my younger self could not. The reason that the strategy worked was because we are entering a new era of human history.

Information technology is the most advanced that it has ever been.
Unfortunately, so many are blind to the vast amount of potential that is oozing out.
Why?
Because of the lack of knowledge.

After getting my bachelor's degree in electrical engineering, I went to get my master's degree in information systems. Also, complemented all the technical knowledge with training in soft skills via Toastmasters.

Since then, I went onto go publish 45,000+ tweets, self-publish a book in the Level Up Mentality, have a global audience for a daily email list, and build a blog on communication skills.

All that came down to?
Creative writing.

Creative writing is what this guide is all about.
Let's proceed to the next chapter where I will discuss what you can expect from this book. We will prime your mind so you can get the maximum effect from this Holy Grail.

WHAT TO EXPECT FROM THIS BOOK?

I don't know how you found this book, but I'm glad you did. The world needs better writers.

Great writers are great thinkers.
And great thinkers are great leaders.

The Prolific Writer will offer you an in depth look into the world of creative writing. In order to truly learn a subject, you need a mix of theory along with the practicality as well.

The theory is not boring though when you are interested in the subject. Truth be told, it makes you APPRECIATE the subject. When you appreciate a subject, you are much more likely to build a lifelong habit.

§ Chapter 1: The Importance of Writing

In this section you will learn about the history of writing. How was writing conceived and the evolution that led to what it is today?
Then you will learn about the importance of why YOU should begin writing. This habit not only allows you to influence the perception of others…but also the perception of yourself. Major key if you want to become a clear thinker.

§ Chapter 2: What is Creativity?

Creativity is a very fuzzy word that is often up for interpretation. In this chapter we will bring clarity into the fuzziness. You will learn the art of linear & nonlinear thinking. Also, you will learn a few rules regarding how to be creative.

I don't care how logical you are. CREATIVITY IS A SKILLSET. You'll learn why having a deep life purpose aids in your creative process & the power of storytelling.

§ Chapter 3: What Do I talk About?

One of the scariest things for upcoming writer's is worrying about what to speak on. In this section you will realize that YOU are the main character in terms of being a creative

writer. How well you know yourself will dictate how long you are able to create content for.
We will break down concepts like the writer's block, multiple intelligence theory, the importance of your experiences & cultivating a love for reading.

§ Chapter 4: Creative Writing Framework

Athletes practice so they are ready for game day. Well, in this section you will learn how to practice solo, before taking your creative writing skillset to the public world. We will be discussing why you need to CREATE your voice rather than discover it, the power of a journal, developing a writing practice & a few ways to build your journaling skills.

§ Chapter 5: Being an Engaging Writer

If chapter 4 was for building your creative writing skills in a solo way, this chapter is all about connection. You will learn a few frameworks on how creative writers can be engaging.

This section covers topics on the power of simplicity, humor, edutainment, authenticity & why evolving is key!

§ Chapter 6: Brand Building

Nowadays, businesses are being formed by one teamed entrepreneurs leveraging their creative writing skills. If you

have interest in building a business around writing, then this section will talk about the power of building a brand.

You will learn about a brand, intellectual property, media & the different platforms to get started on.

§ Bonus Section: Creative Writing Exercises

In this section, I give you 25 practical creative writing exercises. Some of the exercises will seem WAYY out there.

However, as you read this book, you will learn that creativity is not something that is supposed to be normal. Creativity breaks rules.
And in this section, you have optional exercises which will allow you to challenge yourself & break the rules.

§ Resources

In this final page, I give you a list of all the tools that I use for my ArmaniTalks brand. You are given tools ranging from journal bundles, email list platform, website platform & book recommendations.

That lesson that I learned in college was that creative writing shapes perceptions. And that is all I needed in order to begin my journey to be the Prolific Writer.

And truth be told, that may be all that you need.
When you can learn from someone else's experiences & draw connections into your own, that showcases wisdom.

We all have leadership within us.
And you will discover it via these pages.
Take notes if you need to, or just read along.

My writing is simple, but there will be many profound ideas.
No need to actively look out for it too much.
You will feel it.

Let us level up Creative writing and drop the blueprint!
The Prolific Writer awaits.

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PART 1:
THE IMPORTANCE OF WRITING

THE HISTORY OF WRITING

For you to learn the importance of writing, you need to learn the history of communication. Overall, this is not going to be a super comprehensive documentation of communication.

It is going to cover the high-level points for you to appreciate writing on a deeper level.

You can say the era of creativity as we know it started with **fire**.

Fire allowed our ancient ancestors the ability to cook their food, stay warm….and do activities even after it was dark. Back in the days, darkness took away most functionalities.

With the discovery of fire, the game had changed.

Now there was more time to gain access for other modes of behavior.

Beforehand, the main form of creativity our ancient assertors were exhibiting came down to designing weapons and finding methods to gather food.

But now?
Cave art was born.

Fire allowed our ancient ancestors to melt a lot of items to use for the cave art. With the fire radiating in the background, worlds of imagination formed.

As cave art developed, we were able to see that **pictures** were the main mode of communication.

Words? Not quite. Words were not a concept for our ancient ancestors.

Do I consider words a technology?
You bet your ass I do.

At a core level, we were communicating with pictures and body language.
Our bodies were able to communicate messages.

You often will notice how well pet owners can communicate with their pet.
Although the human and animal cannot communicate with words, they are able to communicate with signals.

Hand gestures, face gestures, tonality allow communication messages to be relayed.
And that is how our ancient ancestors communicated.
However, as the society began to grow, times of change were needed.

Picture body language as dial up internet.
It can communicate a message, sure.
But is it effective and fast? Not quite.
Same applies with pictures.

No one knows fully when the first words were discovered. It is much easier to discover dinosaur bones rather than fully interpret when the first words were SPOKEN.
It is guessed that the first language developed was Sumerian located in Mesopotamia.

The emergence of words was not something that was created by a mad scientist in a lab.

Instead, it was GROUP effort from society.

Words emerged & became a highly efficient way to communicate a message.
The dial up era of body language alone ended. Nowadays, it was a game of body language plus words.

This is one of the reasons why body language is still so important in today's modern world. That is because we initially used our body to convey messages.

Words were great & often spoken rather than written. However, as societies began to expand even more, there was a need for documentation.

The civilization of Sumer initially didn't write words. Instead they used clay tablets in order to maintain bookkeeping for their supplies.

After some time, other people in the civilization realized that these clay tablets were pretty dope.
What other message could be put on these tablets? Past accounting alone.

That is when clay tablets were one of the popular mediums for ideas to be frozen into reality.
The only problem with clay is that its too stiff.

Imagine you writing your ideas on clay and sending it over to your teacher for the homework assignment! Ha.

From clay, we took the evolution to papyrus.
From papyrus, we took the evolution to parchment.
And from parchment we took the evolution to paper.

As for the writing material, we went from SHARP objects which could leave marks in clay, to quills (feather and ink), to pens in the 19th century.

The evolution of communication allowed us to go from body language, to a systemized language via oral methods to a systemized language via written methods.

Language + Communication medium
+ Writing Tool = A new Era

If we did not have the power to write, then we would be blind to our history.
A systematized language PLUS a medium to communicate ideas ushered in a brand new world of creativity.

There were major influential figures who did not like the thought of having your thoughts frozen on a medium.

Socrates was not vibing with this at all.
He thought it was a bad position to have your thoughts written and you not being around to defend them.

Sorry Socrates, but you ain't stopping shit!

The ability to write allowed distance to be a smaller issue.
Nowadays, humans were able to send messages from one town to another.
And ideas could be printed for review later.

The game changed when Johannes Gutenberg invented the printing press in the 14th century.
Why was this so important?
Because it was the beginning of **mass communication**.

No longer were we stuck to hand copying and hand printing. Very slow.
The printing press was capable of printing 1000s of pages per day. This was the beginning of ONE-MANY forms of communication.

Books & newspapers became highly popular and allowed the message to get out there quickly and efficiently.

For the longest time, books were mainly reserved for the wealthy. Knowledge was reserved for the royal individuals. The invention of the printing press allowed information to be distributed at scale. *Gamechanger*.

Printing press was one of the first major forms of information technology. But it was not the last.

Information technology continued to blossom with the wired telegraph -> telephone -> wireless telegraph -> radio -> television all the way to the internet.

The internet created another revolution in terms of communication. Nowadays, the format was no longer, ONE-MANY.
Instead, the format was MANY-MANY.

Traditional Media had the ONE-MANY format. Which basically means that there is one central hub who creates the information and distributes it to the masses.
This is how the mainstream media operates.
Or picture old school television where the sitcoms appeared at a set time. You just tuned in.

New Media has the MANY-MANY format.
Which means there is not necessarily one particular hub producing the information. Instead, consumers are now able to become producers as well.

This began the generation of the PRO-SUMER.

In the age of new media, a person who is highly creative can began a Twitter account and just write away their ideas. No gatekeeper. And high ease of access.

The internet was huge for the creative writing movement. Just like fire was big for our ancient ancestors in terms of harnessing their creativity in a new way.

As you are reading this book right now, we are collaborating in a new media sort of transaction.
I didn't need to write this book with a publisher as the middleman.
Instead, it went straight from the creator to the consumer.

For a long time, creative writing was a way to pass time and to inform.
But now, more than ever, it is a way to build a sustainable business as well.

Normally, businesses can become complex with many players getting involved.
The internet along with different forms of new media allow for more interactivity with the writer and their audience.

The era of writing is just getting started.

Thus far, as we have gone thru this history, we have noticed a MEGA evolution.

Writing went from clay tablets to going to the internet. When you write on the clay tablets, you have to create while the clay is wet and hope that you don't brush across it with your elbow messing up your writing.

A terribly slow process in terms of our day to day life. Highly efficient back then.

Nowadays, creating via the internet can happen at the speed of light. Write a tweet, hit send & it is distributed to the world before you can say supercalifragilisticexpialidocious.

Point is, take some time to be grateful. We are living in an era where all creative writers can leave their mark one way or another.
There is room for everyone to win.

Without writing, there would be no history.
The beauty?

Writing also creates a legacy.

You no longer are just learning the history of communication.
You are now creating it.

WRITING INFLUENCES PERCEPTION

Perception is defined as becoming aware through the senses.
Humans have 5 senses:

- Seeing
- Smelling
- Tasting
- Touching
- Hearing

These 5 senses allow us to gather data from the external world and process it in our internal world.
In new science and new physics, it often states that we are no longer separate from the world. Instead, it is a participatory universe.

Your mind views life via the ruleset that your senses provide. However, your mind also draws data from your past.

Therefore, most of your thoughts are generated from your external environment as well as your past experiences.

A combination of your 5 senses + your memory bank allows you to make sense of your world. This is what creates perception.

Question is, what kind of data are you consuming from the external world? How are you influencing your perception?

Are **words** able to be absorbed by your 5 senses and create images?
Well let's try it out.

Picture a car.

Do you see that?
3 symbols that are shaped in **c-a-r** produced an image in your mind. Cool, isn't it?

The power of writing allows you to create pictures in the mind of humans.
That is where linear thinkers often get stuck.

The words are not the most important part. The words are simply a TOOL.

What's important is getting the picture from your mind into the mind of your reader. Sounds easy, but requires a lot of craftmanship.
Your reader may be having a bad day, may have a low attention span, does not have the right experiences from their past to understand your message, etc.

Yet, the Prolific Writer always finds a way.
Linear writers get stuck on the words. They focus so much on grammar, word choices, spelling that they are missing the point.

The point is influencing PERCEPTION.

When you are to verbose with your words, you make the human think too much.
When you make em think too much, then there is static between your message and the recipient.

Picture a TV that runs on satellite.

When it is not raining, the images in the TV are crystal clear.
However, when it is raining? The images become grainy.
As the Prolific writer, the goal is to warp perceptions to match your message.

Which is why you need to realize one major thing; Ethics are a big part.

One of the importance of writing is that you control perceptions. Especially if you graduate into the Prolific Writer category. You want to make sure you are not spreading hate mentality and all that stuff.

Do not undermine the importance of this perception section. It is VERY important.
You can play a significant part in someone's reality.

So if writing has so much power, here's are 2 questions:

- *Can you change your own perception? Can you condition your perception to be one of a winner?*

We shall see…

RETICULAR ACTIVATING SYSTEM

The Reticular Activating System sounds like a very big scary word. But in reality, it is simple to understand with an analogy.

The RAC is a group of cells at the base of your brain. Overall, it ends up serving as the bouncer.

Imagine that you are going to a club. If the club is packed, then the bouncers may be strict with who they allow inside. Let's say you toss the bouncer a 50-dollar bill because you don't want to embarrass yourself in front of your date. NOW the bouncer allows you in.

The RAC serves a similar purpose.

You are constantly absorbing data from the external world. Your 5 senses are always ON. If you did not have the RAC, then it will be like the club without a bouncer. Everyone would be getting in, overloading the club.

The RAC often allows in data that is congruent with your pre-existing perception.

Have you ever met that person who always seemed to be unlucky? And they would whine and whine away. Their whining had gotten so bad that they ended up conditioning their RAC for the worse (we will discuss RAC reprogramming shortly).

This led their perception to be geared for spotting bad circumstances. They will be in the same room as an optimist and will see nothing but dangers & Ls in the making.

Why is this? It's because this humans' perception is catered for all the negatives.
Sad, yet true.
What would you do if I told you that writing can help you CHANGE that?
Yep.

Writing allows you to influence the perception of others. But more importantly, **writing allows you to rewire your own perception.**

I've yet to meet someone who has a gratitude journal (and is consistent with writing in it) that ended up feeling worse. Instead, what they did was rewire their RAC to allow in the data that is congruent with their perception.

What is your perception?

That's something you want to ask yourself.

Writing is big because you can take an active measure of externalization.

- Externalization is when you solidify your internal world.

The ideas that go on in your internal mind become more REAL when you write it down and constantly review it.

If you write it down, you will soon become it.
Just watch.
Journal who you want to become
every day of your life.
Force yourself to level up daily.
Watch yourself blossom into a legend.

Neuroplasticity states that the brain is highly malleable.
That is what separates fixed mindset vs growth mindset.

- **Fixed mindset** thinks their brain is fixed. The RAC that they have now is the RAC that they will have once they die. What a sad and pathetic life to lead.
- **Growth mindset** KNOW their brain is malleable. That their RAC can be programmed. And how will they program it? Via writing.

Just like java, python, C++ can program a laptop.
The right words can program our Reticular Activating System.

- Words – Perception Programmers.

Combining words in an innovative way which is relevant to your life is the heart of creative writing.

WRITING LEADS TO CLEAR THINKING

It's been estimated that the average human has the attention span of 8 seconds. I used to think that was ridiculous and a made-up concept.
Until the real world happened.

When you are in a conversation and see someone's eyes go from focused to darting, that means they stopped paying attention. Sad, because it happens so often.

'What is the reason for the poor attention spans?'
It's due to messy thinking.
Messy thinking is an oxymoron because it is not really thinking.
Instead, it is mind wandering.

Mind wandering is one of the MOST dangerous things for your happiness. Why? Because you are not in charge.
Your mind is…
Your mind just goes from thought to thought to thought.
If we were all in charge of our minds, then anxiety would plummet. However, we are not in charge of our minds because we don't take the time to WORK out our mind.
That is where writing comes into the game.

When you write, you are engaging many processes of your internal world whether you are aware of it or not.
Let's say you are writing with a pen and a paper.

In something like this you are engaging:

- Your memory bank to pull out data.
- Language selection.
- Motor skills by writing down the words.
- Logical thinking by connecting ideas.
- Holding focus levels for an extended period.

These 5 modes that you are engaging while you are writing with a pen and paper.
What seems very simple actually has a ton of moving parts behind it.

Clear writers are clear thinkers.
Clear thinkers are clear speakers.
Clear speakers are excellent leaders.

Communication skills is interdependent. When you work on one skill long enough, you realize that it starts spilling over to other communication skills as well.

PART 2:
WHAT IS CREATIVITY?

THE SCIENCE OF CREATIVITY

Creativity turns your mind from
a galaxy to a universe.

At the core level, humans are creative creatures.
There are 2 forms of creativity that we possess:

- Manifest – Structures
- Unmanifest – Ambiguity

Our imagination is our natural born MANIFESTED creativity
Our emotions are our natural born UNMANFIESTED creativity.
The 2 are joined at the hip.

You'll notice often when you see a clear image, you will feel sensations in your body. No matter how small the sensation is, it is still there. Be astute and you will notice.

- **Anxiety happens when your imagination and emotions are not aligned.**
- **Artistry happens when your imagination and emotions ARE aligned.**

The goal in creative writing is to align your imagination & emotions. And for you to understand this, you need to learn the difference between linear and nonlinear thinking.

Linear thinking:

Linear thinking is how we were taught in school. This is when your intellect is leading the forefront. The purpose of the intellect portion of your mind is to dissect. It breaks down right or wrong.

Heck, that is how you were mainly measured for success in school. If you had answered more right questions than wrong questions, then you would pass. Otherwise, you would fail.

The part of failing scared you a little (or a lot). No one wants to fail. The emotions of fear may have conditioned

you to be more engrained into linear thinking once you left school.

Linear thinking of clean right or wrong decisions works great with logic. But you often find that in the real world, there are certain times logic can be a **hindrance**.
One of the biggest times that logic is a hindrance is when dealing with people.
Intellectually breaking down people is also known as nitpicking. All that will do is create a lot of enemies for you. Humans do not like to be over analyzed.

Non-Linear Thinking:

Nonlinear thinking is where you transition from black and white thinking to gray thinking.
This is where you have more room for interpretation.

- If in a linear world 1 + 1 = 2.
- Then in a nonlinear world 1 + 1 =?

There are not many rules when you think about it.
Nonlinear thinking often requires you to SUSPEND your thinking and intellect to get the most out of it.

Some of the best moments that we experience is when we are not thinking.

When you see a baby laughing, are you thinking?
'Nope.'
What about when you are having a conversation with your best friend?
'Nope, not thinking.'
Then what are you doing?
'I am just flowing.'
Exactly.

Your mind rests upon your consciousness.
Consciousness is what powers the mind.
So even if you turn off the mind, you are still AWARE.

Picture a lake.
The top of the lake is your mind.
And the entire lake is your consciousness

When it is windy, you will notice that the lake has a lot of waves. The waves make it hard to see your clear reflection. However, when the wind subsides and the waves stop, you'll notice that your reflection is crystal clear.

Nonlinear thinking is when you turn down the intellect & can be aware.

The level of awareness allows you to create your best content.

There are a few formulas for creativity.

- Lead with emotion
- Edit with logic.

Another way to think about it is:

- Start off nonlinear & then be linear.

'Meaning?'
I'll give you an example, we will still work our way up to this later in the book.

Open Microsoft Document & fill it up with a story about a dragon who wants to begin a journey to turn into a cow.
NO PLANNING.
Just begin.
Do not focus on word choice, grammar, punctuation etc.
JUST WRITE.

To hold yourself accountable to just writing without stopping, time yourself.

Give yourself 5 minutes to do it. If you do not do it in 5 minutes, then your house will burn down with all your possessions in it.
FEELING THE HEAT?

I am sure you are. Once your content is done, you will notice a whole bunch of typos, and grammar mistakes.
All good.
That content that you have looking back at you is the nonlinear side to you.

The side to you that does not need any planning.

Once you have that content, you will notice that it is VERY unpredictable. No way your logical side would have been able to produce something like this.
You my friend, are making eye contact with your **creative side**.

You know, the side that does not have any rules.

- If I told you to close your eyes and imagine a purple elephant.
- Or a Coca Cola bottle with wings…

You would be able to do it.

That's you making eye contact with the impossible. The true power of your imagination and emotions are limitless.

Once you have that content complete on the Microsoft Document, NOW you can edit. This is the part where you want to fix up grammar, spelling and all that. You are perfectly free to be linear now.

Therefore, creativity comes down to nonlinear first and then linear second.

Only problem is that our entire life, we were taught to be linear, especially in school. Which is why creative writing coming downs to UNLEARNING, rather than learning.

USING EMOTIONS TO LEVERAGE CREATIVITY

You know what I noticed?
'What?'
A lot of artists of the past & present were weird.

Vincent Van Gogh cut off his ear.
Eminem practically did every drug in the book.
Edgar Allan Poe.... well, don't even get me started on him.

Despite being very weird, they produced masterpieces that will outlast the both of us. Although their personalities were out of whack, it didn't deter them from producing.

Heck, in many ways their weird personalities may have been the missing puzzle piece to their greatness.

Did creativity play a role in building a legacy?

Yes, it did.
You see, although logic is great & needed in your lifestyle to maintain structure, it is not the best tool for innovation.

Innovation requires creativity.
'How do you define creativity?'
I define creativity as being *weird with structure*.
Therefore, all of those artists may have been onto something.

Have you ever wondered why it is during your dark times in which create the best?

It's because of one major element....

Emotional pain produces a genius.

'Huh??'
If you look up the term genius, it is someone who has supreme intellectual OR creative abilities.
With intellectual aspect, it is easy to measure. Check out someone's IQ score & deduce whether or not they fall into the genius scale.

With the creative part, it is very difficult to measure.

Only you can measure it.

The reason that emotional pain is good for creativity is due to thought frequencies. When you feel emotional pain, your body is generating internal energy. With the energy, you can go into destruction or production mode.

- **Destruction Mode** = doing drugs, getting drunk, partying away the pain.

In the destruction phase, the human uses external stimulants to numb the internal energy.

- **Production Mode** = making art, writing stories, creating videos etc.

In the production phase, the human uses internal energy to produce external masterpieces.

One is emotionally unintelligent; one is emotionally intelligent.
I'll let you guess which is which.

In the production phase, as you harness the energy within rather than numb it, something magical happens.
Your brain starts thinking in new thought patterns.

Rather than the traditional logical thoughts, you start thinking in different wavelengths. The frequency is much higher.
And the higher the frequency, the higher the innovation.

Emotional intelligence comes down to understanding that:

Emotions = Feelings + Perception

Get to a point where you can dictate the perception at will. Then leverage the feelings to think innovatively.

Once innovation has been sparked, then release it on the creative outlet of your choice.
You were a genius all along.

It just requires leveraging emotional intelligence to unleash it.

- If you are going through a good portion in life, then enjoy it.
- If you are going through a dark portion in life, then leverage it.

Get to a point where you see win - win.

'Does that mean I can never be sad?'

Nah, be sad when you are sad.

Just don't let it destruct your behavior.

FINDING YOUR DEEPER PURPOSE

Creative writing takes on a different level when you have a deeper purpose.
A purpose is not something that you are born with.
Rather, it is something that is cultivated.
'What does a purpose have to do with creative writing?'
A lot.

Communication skills comes down to turning your mind visible via words.

That's it. And you can turn your mind visible via writing, speaking or both.

The key idea is that you are making your mind visible.

- Creative writing is an internal to external process.

Ask yourself, is there something that you feel like you can contribute to the world? For me, it was communication skills.
When I moved to the US, I struggled with English and was made fun of my accent a lot. This made communication skills something very personal for me. If I ever figured it out, I was going to show others the light. That is what fueled me.

Ask yourself if you have ANYTHING like that. And if you do not, then don't worry. Just keep stacking up experiences in your life, introspecting and burning off the dead wood.

You will realize a deeper life purpose can often be found behind a **hobby** (something that you enjoy doing) or a **fear** (something that you are terrified of).

In both cases, your emotions are engaged. And when your emotions are engaged, it is just a matter of transitioning your perception.

Your perception always favors you when you put in the work.

The reason a deep purpose takes your creative writing to the next level is because you have a bullseye for your mind. When you have a bullseye for your mind, your thoughts have more meaning.
Sort of like electricity.

- Without a closed loop with a battery, copper is just a bunch of electrons flowing aimlessly.
- When you close the loop with a battery & a lightbulb, there is a FORCE that makes all the electrons flow in one direction.

Electrons flowing equals electricity.
And electricity is what powers the digital world that we live in today.
Your thoughts are like that.
If you are a day by day kind of person, all good, don't get me wrong.

However, when you have a target, your thoughts have more structure & flow in a current. That's when you become a powerhouse of ideas.

One real life example is Kobe Bryant.

He said that he wanted to become the greatest basketball player to ever play when he first got into the league. Simply giving himself an intent like that gave his mind a TARGET.

After that, he became a learning machine.

You would imagine that he would only learn from other basketball players, right?
Nope, wrong!

He was able to find the blueprint to guarding another legendary basketball player, Allen Iverson, by watching how great white sharks hunt seals on the edge of South Africa. Just imagine that! In what world would you see sharks and seals tie into basketball?

In a linear world, a connection like that would have never been made.

However, in a world where the mind has a target, information can take up new meaning.

In Kobe's nonlinear mind, he was able to see his blueprint by seeing animal life take place.

A common misconception is that creativity is just about having that random light bulb moment. That's not fully accurate.
This implies that creativity is just about idea generation. Rather, **creativity is about idea connection which leads to idea generation**.

Meaning, creativity requires a lot of work and a lot of data to be consumed before you can make connections happen. But all the data does not mean shit if you have no clue what you are searching for in the first place.

In Kobe's case, he knew he was aiming to be the best basketball player of all time. And if that was the case, then he needed to be able to stop Allen Iverson.

He consumed data via their past matchups, and via the film of the sharks and seals. From there, he was able to CONNECT the world of basketball with the animal life. Which led to an idea generation.

Bottom line?
You do not need a life purpose to be creative.
Example: when you doodle something great just to pass time.

However, having a deeper meaning to your life paints your perceptions in a unique way and allows you to connect fields that you never imagined.

THE ART OF STORYTELLING

Ultimately, we are practicing our creative writing to level up our storytelling.

Storytelling is a buzzword that is thrown around a lot. However, how many people know the FUNDAMENTALS of it?

When you don't know the fundamentals, you'll often find it difficult to replicate the act. Each time you do it, you have the 'Gee whiz, I hope I can figure it out today' mentality. With the fundamentals, you are more **confident and poised**.

Storytelling at the CORE level comes down to a connection of ideas.

That is it.

Now to add more nuance to this definition, I would say that the ideas should connect in a beautiful sequence.
Rather than slapping together random ideas like:

- The cat is red. I am sad. Hamster.

You connect the ideas in a way that makes sense.
Now the next question any rational mind will have is: *What constitutes as 'making sense?'*
Great question.

In order to connect your ideas in a beautiful way, you need 3 core elements to have a story:

- Character, conflict & lesson.

The cat is red. This made me sad because I was preferring a blue cat. Due to the inability to find a blue cat, I traded the red cat for a hamster.

- Character: the cat & you.
- Conflict: you want a blue cat but only have a red cat.
- Lesson: (lesson or conclusion can be swapped for one another) You traded the red cat for a hamster.

This is not the best story of all time, I know. And that is not the point. The point is to understand the fundamentals. Every story that you see in movie theatres has these 3 concepts.

Characters are introduced.
A conflict is introduced. And the span between the conflict and lesson is STRETCHED.
This is called the tension.
Imagine if the tension was not stretched.

Like in Finding Nemo where Nemo gets lost. And he is found in the next scene. BORING….

Ultimately, your creative writing will come down to how well you can connect ideas. If you are doing it in a super short format (like tweets or sending text messages) then you will just need to focus on the main idea.

When you're creating longer format stories like messaging a friend an email, then you can have more variables like the conflict and lesson.

Continue to practice your storytelling muscle. If you can leverage storytelling into your life with conscious intent, you will never run out of content again.

PART 3:
WHAT DO I TALK ABOUT?

THE MYTH OF WRITER'S BLOCK

It's been estimated that the average human has 30,000 thoughts per day!

Are you telling me that you cannot capture one of those thoughts and wright about it?
I am not buying it.

Truth be told, writer's block comes from fear & holding onto linear thinking when you should be entering nonlinear mode.

Why does fear play a role?
Humans have 2 main operating systems.
It is fear or love.

When we fear, our focus is predominantly on the external world. We are looking around us a lot aiming to survive and make sure we do not come across any danger. This sort of behavior spills over to writing as well.
In this case, it causes us to worry too much about other people's opinions.
When you are writing for approval of any sorts, you start losing. Why? Because your focus is too much on the external world.

I get it, you want to connect with readers and grow.

But that is not meant to be your first intention.
A large readership is a byproduct, never the goal.

To become love based, you need to make the focus internal. Do not focus on others so much while you are creating.

- *Picture that it is just you alone in the universe.*
- *Or just picture that you are giving advice to your younger self.*

If you do either one of these 2 methods, you notice the universe within is opening. And that's when you feel **limitless**.

Writer's block is when we have a scarcity mindset regarding ideas.
We feel like this may be our last big idea.
That could not be further from the truth though.

In reality, the more ideas that you create, the more ideas that you get.

Your focus goes from worrying about running out of ideas to worrying that there isn't enough time in the day to cover all your ideas. And if you were to ask me, the second problem is a good problem to have.

Don't worry too much about what you are going to talk about, all your content is buried deep within you & we will shortly be talking about how to uncover it.

Just know that writers block happens via fear.
The beauty though is that at a CORE level, you're creative. Fear is the abnormal part. All you need to do is gradually keep cleaning the fear off.

Like a dirty dish in your sink.

On a natural level, the dish is clean. So clean that you can eat any meal off it.

Just because it seems dirty now does not mean that it is permanently dirty.
Instead, you need to scrub off the grease and it is good as new.

Same with creative writing.

A big part of creative writing is scrubbing the grease off of you to uncover your creative core that is buried within.

A few steps to warm up are:

- Go for a walk when you feel stuck. Walking is great because it's a balance of physical exertion that does not require too much effort. So, your mental faculties are still sharp and running.
- Listen to music from different languages. This allows you to enter new thought waves which allow you to feel different (the good different) once you are done. Also, you dabbled into a new culture.
- Try doing routine activities with the opposite hand. Once again, you find a new mode of doing something. This allows you to approach the problem differently and work out your mind.
- Create even when you do not feel like it. When you see ideas being generated even when you thought you were suffering from writer's block, that is when you begin breaking a limiting belief.

These are 4 steps to shave the writer's block off you.
Keep your plate clean champ.

MULTIPLE INTELLIGENCE THEORY

There are many types of intelligences out there. Communication skills makes you smarter and that isn't a lie. A couple of years ago, the psychologist, Howard Gardner was fed up with the IQ exam. He felt it was too strict of a way to measure intelligence.

So, he started brainstorming on a new line of thinking to measure intelligence.

And from there, the ***Howard Gardner's Multiple Intelligence Theory*** was born.

This Theory Talks about the 8 different intelligences that are out there:

- **Linguistic** – Good with words.
- **Intrapersonal** – Self-aware.

- **Interpersonal** – Good with people.
- **Logical** – Good with rationale.
- **Spatial** – Good with visualizing.
- **Kinesthetic** – Good with the body.
- **Auditory** – Good with music.
- **Naturalistic** – Good with nature.

Which intelligence do you think makes a great writer?
'Someone who is good with words! So, linguistics intelligence.'
And?
'What do you mean and? That's it.'
Then you would be incorrect.

In reality, writing is made up of multiple of the intelligences out there. And here is my list of which intelligences make up a great writer

1. **Intrapersonal** – Self-aware.
2. **Spatial** – Good with visualizing.
3. **Logical** – Good with rationale.
4. **Linguistic** – Good with words.
5. **Kinesthetic** – Good with the body.
6. **Interpersonal** – Good with people.

This is my list of intelligences needed to be a great writer. Do not worry if you do not have all of them yet, you will develop of the skills with practice.

Let me explain my reasoning and you will realize exactly what you should be talking about in case you were looking for content creation topics..

The MOST important part of writing comes down to self-awareness.

Which is why Intrapersonal intelligence is number 1.
If you do not know yourself or have no desire to know yourself, then you are going to be a surface level writer: A person who doesn't have an authentic voice.

You seem to mimic the ideas and voice of others. This causes for a very boring writer who is easy to forget.

For the next part, you will notice yourself developing stronger visualization skills as you write. The clear thinking allows you to notice the right pictures in your mind quicker. And these pictures will allow you to write your stories with higher precision and speed.

Spatial intelligence, aka visualization skills, make you a powerhouse creative writer. And it allows you to plan and modify with the use of your imagination.

Logical intelligence is important because creative writing allows you to express ideas.
Ideas are ideas because the concepts are connected.
And if you have faulty connections, then that just goes onto show that you have not thought your own ideas thru.

I put linguistic intelligence for number 4 because if you do the first 3 correctly, then you will realize that the words just flow. What's funny is that in school, they get you focusing on the words first.

I had a girl in my English class in high school who had very flowery language with a questionable message that would seal her 100%.
That shit may work in school. But in the real world?
The message first and then the words.

Kinesthetic intelligence is big because writing is meant to be a tension free process. If you are writing with your hand and you feel a ton of tension in your forearm or wrist, you'll notice yourself muddying your thinking.

Even if you are typing. Let's say your back is getting sore. Well in this case, the sore back will cloud your thinking as well.

- The mind influences the body and the body influences the mind.

And the FINAL one is interpersonal intelligence.
Look, if you do not have the first 6 intelligences down, then interpersonal intelligence won't matter much.
You can do all the right things yet fall flat.

But on the contrary, if you get 1-6 right, then you will notice that the right people will relate with you in terms of interpersonal intelligence.
Overall, everything begins with you.

Creative writing comes down to making your internal world, external.

Intrapersonal intelligence is KEY. When you realize that you are the main character, then you will never run out of material again.
That is what will allow you to have infinite content material.

MINING YOUR EXPERIENCES

Hopefully now you know that you are the star of the show once it comes down to creative writing. Do not cloud your mind so much with what others are doing.
That seems good to the ego.

But remember, the ego is fear based. It gets you too focused on the external world. And a strong focus on the external world causes you to become lost in all the wrong things.

- You are the STAR of the show.

Which is why creative writing does not discriminate.
You can be man, woman, short, tall, brown, black etc.

If you can keep remembering that INTRAPERSONAL intelligence will spark off creativity, then you will remain ahead of the pack.
The Prolific Writer is born from this decision.

Who is the star of the show?
'I am!'
Great. Now that you have admitted this, we need to understand what the star has been through.

Yep, your experiences are gold in terms of creative writing. I don't care how small you think those experience are. EVERY EXPEREINCE HAS THE CAPABILITY OF BEING A STORY.

I didn't' think this was the case. But if you go on my ArmaniTalks YouTube channel, one of my first speech competitions was about toothpaste.
Not lying.
So no matter how little you think the experiences are, don't undermine it.

In Robert Kiyosaki's famous book Rich Dad Poor Dad, he talks about how his Rich dad gave him the advice, **mind your business**.

Minding your business comes down to focusing on your asset column. Those business deals that put money in your pocket.

Similarly, the came concept holds true for storytelling.
But rather than minding your business, you need to **MINE your experiences**.

All the experiences you have had until this point have made you who you are.
Just like no 2 thumbprints are the same, no 2 personalities are the same.

Personalities are an emergent property of experiences.
Which goes onto show that you have led an incredibly unique life homie.
If you are wondering what to talk about, then it comes down to looking at your experiences.

A few key experiences to look out for come down to:

-**Heartbreaking moment**: Often with our heart-breaking moments, we bury it even deeper causing us feel anxiety or anger. Why not write about it?
-**When things went wrong**: We all have the traditional 'bad day.' Yep, we all do. Just like the bad hair day. Our bad day is awful when we are going thru it. However, funny when we recall back on it.

-**When things went right**: Many of us don't know how to take a loss. However, there is also a segment of the population who have no clue how to take a win!

You'll be surprised how often this happens, but its true. Acknowledge your wins.

Your wins are the bricks. Your acknowledgement is the cement. Combine the bricks and cement and build a tower of confidence.

DEVELOPING A LOVE FOR READING

If you don't have fun reading, that means you are reading all the wrong stuff in terms of your life. Don't just read a book because a friend said 'yo bro, you gotta read this!'
Instead, read books which speak to you at the right time.

Great creative writers are always consuming trying to learn more.

There is a misconception that you have to choose whether you have to be a consumer or a producer. That is incorrect. You need to be both.

Great creators know the art of when to create and when to consume.

It's sort of like going to the gym. If you are just going to the gym and working out. Yet you eat like shit…Then guess what happens?
Your workout is not optimized.

Earlier on, I was bringing up Linguistics Intelligence which is a major component of writing.

To zone more into that, Linguistics Intelligence has tiers:

- **Consumption**: Reading, Listening
- **Production**: Writing, Speaking

Since this book is about creative writing, you want to master the combination of reading (consumption) and writing (production).

When you read, your goal is not to get the authors words, spin it around and pass it off as your own. That is a major no-no.
Instead, the way you read is in a way where the text sparks your OWN unique insights.

Let's go back to the Rich Dad Poor Dad book that I bought up in the Experiences section.

Well, in that book, he had a section that broke down the 4 tiers of assets.
And he talked about:

- Real estate, business, commodities and paper.

I thought that was cool. However, it sparked an insight in me! Those assets Robert mentioned are cool and all. But what about the digital assets?

You know…like intellectual property.
Intellectual property that is created via creative writing.

I not only learned about Robert's asset classes. But I was able to leave the reading session by creating an insight regarding another asset class that dealt with my field.

When you read, you are reading it via your perception. Therefore, it allows you to pull out a lot of information that you had a feeling about, but were quite fuzzy on. Great writers are great readers as well.

PART 4: CREATIVE WRITING FRAMEWORK

CREATING YOUR VOICE VS DISCOVERING YOUR VOICE

There are a lot of quotes that speak about the beauty in discovering your voice. And that sounds great. Magical almost.
However, it falls flat in the real world.

If you adopt the discover yourself mentality, then you become a tad bit too passive. The world is constantly changing around you. There is not too much time to be passive bud.

Instead of discovering your voice, you need to create your voice.

Creating your voice is what makes creative writing fun.

One thing that you realize as you're maturing is that nothing seems to last. A lot of the world seems to be a flux of change. Only constant is change.
One of life's ironies.

And the same thing happens with your personality.
Your personality on a day to day basis constantly can change.

- *In the morning, you are super creative and all about tackling the day.*
- *In the mid-day, you are tired and ready to mail it in.*
- *So, which apart is the real you?*

Truth be told, unless you take some effort to uncover this person, you will not have a clue.
Which is why creative writing is about creating yourself.

This is when you can make sense of ideas. You fill in gaps within line of thinking that you did not consider before. When breaking down your experiences, you are going to have a few times where you are thinking, *hm, I never thought of that?..*

These are good moments for you to bulldoze thru in order to create a line of thinking that you can resonate with. Going thru the logical components of your ideas allows you to glue together ideas that you have never considered. Also, you will notice yourself connecting patterns that you were initially privy to.

The reason this occurs is because writing is just like thinking. You want to adopt the mindset that you are creating your reality.
Once YOU are creating your reality, you realize that you were discovering yourself all long.

WRITING PRACTICE: IMPORTANCE OF A JOURNAL

EVERY WRITER NEEDS A JOURNAL.

This is incredibly important.

So important where if I were to re do one thing, I'd carry a journal sooner.

A journal is to a writer as what a basketball is to a basketball player.

In this stage of the game, you are creating your voice. Can you do it in public in front of many others? Let's say via a social media format.

Sure, you can.

However, that does not negate you from having a journal on your private end.

A basketball player is not always playing the games.

Instead, they are taking time to put in a lot of work behind the scenes.
And that is where the writing journal comes to play.

In life, there will be a lot of people who let you down.

- But the weights + paper and pen will always have your side.

Before you start going public sharing your ideas, it is great to practice on your private time. There was this yogi who told a story about the water and milk.

If you pour water in milk, what happens?
It becomes diluted.

So, let's say you put the milk to the side & stir it consistently.
The milk will turn into yogurt.
Stir it more and the milk will turn into butter.
Now when you try to pour the water into butter, the butter remains unaffected.

This is a metaphor for life.
Your mind is the milk. And the outside world is the water.

- When you do not train the mind, you become easy to sway.
- When you train the mind, you become impenetrable.

Your writing voice comes down to the strength of your mind. When you constantly train yourself with a journal behind the scenes, you begin to develop a stronger level of self-awareness.
While others are following trends, you remain true to yourself.
That is how you keep it real.

'Should I begin with a word document or a physical journal?'
You can have either one or both.
However, for my lifestyle I began with a Microsoft document and transitioned to a physical journal.

The reason that this transition happened is because as a creative writer, a lot of your time can be spent in front of a computer or a smartphone. Tons of digital contact.

Going with the physical journal allowed me to have an analog touch.
Since I was able to have the analog touch, I feel calmer.

The beauty about the physical journal is that it allows you to slow down your thoughts. Where typing is fast and to the point.

It came to my understanding that certain medical conditions prevent people from writing via hand. If you fall into this line, then you can ignore my message and go straight to typing.

However, if you are not aware of any medical conditions, then I highly urge you begin writing in a **physical** journal. I'll drop my journal in the resources tab.

'When should I write?'
Every day.

For me, I write in the journal every day for 30 minutes, preferably in the morning. Create a ritual and stick by it. Average humans will make the time but won't be religious to it.

However, for prolific writers? They are CONSISTENT and will not miss a session.

If you are someone who needs more encouragement, then get inspired by Jerry Seinfeld. Jerry has been consistent for many years.

When an interviewer asked him how he stayed so sharp, Jerry said: “It’s because I write every day.”

And not only does he write, he also gets a big red sharpie and marks an X on the calendar once he is done.

After multiple days of consistency, a chain starts to form.

Hence, the Seinfeld chain strategy was born.
Have a time in the day that you journal every day.
‘Every day?’
EVERYDAY.

HOW SHOULD YOU JOURNAL?

There are plenty of ways to journal.
However, the less restrictions, the better.

1. Method is Free Flowing.

Free flowing is when you write wherever your mind takes you. There are no restrictions. This is very powerful because you learn how to witness your inner power.

You'll often create certain works and realize, *'whoa did I say that?'*
Those moments are not rare when you are free flowing.

Also, since no one is watching you are more prone to share. However, there is a part of you that feels stiff. That's not sure if they want to share everything...yet.

All good, warm up to that moment. There is always friction that you feel from the mind to the external world. The goal of creative writing is to continue to melt away that friction. The more that you melt the friction, the more that your creative genius begins to pour out.

Don't worry to much on the grammar for the time being. **Use these exercises to predominantly focus on the ideas.** See what your voice is like in the beginning stages.

At this stage, your voice may be unpolished and all over the place.

All good, the more that you write, the more the extra words begin to fall off. You begin getting tighter with your message.

2. Advice to your younger self.

This form of journaling is highly powerful.
Why?
For a multitude of reasons.

To get started, there is a level of relaxation you feel whenever you give advice to someone in a lower social

authority than you. When someone is in a higher social authority than you, your voice gets stiffer.

Imagine that you are telling a 5-year-old a story vs writing an email to your boss's boss.
Notice the difference?

When I say someone from a lower social authority, I do not mean that in a demeaning way by any means.
We all have areas where we are higher or lower in a certain totem pole.

If you have a mentor for example, then you are on the lower end at this point. By taking up the role of the lower social authority, you can absorb more information and show a sign of respect.

But with your kid brother? There is a level of power you possess if you carry yourself with grace. This is because you are a few steps ahead of your brother and you are guiding him.

Creative writing FLOWS seamlessly when you are assigning yourself the higher social authority.

As you should.

Earlier on, we spoke the #1 element of creative writing comes down to self-awareness. Key word is SELF. If that is the case, you better put some respect on your name if you are going to proceed forward!
And even if you lack confidence, all good bud.

Practice giving advice to your younger self.
How young you want to go is completely up to you. And you can even switch it up.

Let's say you are 27 years old.

1. Sometimes you can give advice to your 17-year-old self.
2. Other times you can take a bigger flashback and speak to your 7-year-old self.

Observe the differences in your voice as well.

- Do you feel looser?
- Are you simpler with your wording?
- How do you PHYSICALLY feel?

This allows you to practice and create your creative writing voice. Once you transition into other environments, it is much easier to keep your voice.

Practice everyday and you will notice you are thinking less and less.

The less you think, the more you flow.
The more you flow, the more magic you create.

IMPORTANCE OF READING YOUR WRITING

Earlier on, I talked about the importance of cultivating a reading habit if you want to be the prolific writer.

Great writers are great readers.

To add onto that statement, I want you to know that the Prolific Writer READS their own works as well.

'They read their own writing? That seems a little narcissistic.'
Not at all. Consider it similar to an athlete watching film.

When you hear Tom Brady, what do you think?
'One of the greatest quarterbacks of all time.'
How do you think he spends most of his day?
'Working out and practicing nonstop.'

In reality, it is quite the opposite.

He practices, don't get me wrong.
But where he spends most of his time is in the film room. Constantly watching his games back allows him to see what he did right, what he could improve and iron out the kinks.

Tom Brady has said that watching film allows him to SLOW the game down when he is on the football field. He feels as though he has more perspective and can be more creative.

This is the SAME exact concept when it comes down to reading your own writing. You can notice your strengths, what you can improve, and you will gain more perspective. The added perspective that you gain allows you to have more creativity the next time that you're writing.

Make this a habit from the very beginning of your journey. When you just write & do not read it back, you are leaving a **lot** of growth on the table. Become your number 1 fan & your number 1 critic.

A raving fan will say all the right things to the creator. However, a sensible fan knows when to be a critic as well.

A prolific writer is a sensible fan.

They acknowledge that they are building a lifelong skillset.
A skillset that will constantly be refined with time.
As they refine the skillset, they need to always see what sort of adjustments they can make.

At times, you will notice the writing flows effortlessly.
Other times, as you are reading your words back, you feel like the flow is off.

Flow is a particularly important word when it comes down to writing.
And the next section will discuss that.

When you are reading your writing back, you are wearing the LINEAR hat.

Earlier on, I talked about how creative writing is Non-Linear thinking first & Linear thinking second.
During your creation process, flow and break the rules.

However, once it comes down to reading? Be strict, follow the rules & make sure you are holding yourself accountable.

This is one of the reasons why writers who read their writing back often ramble less too. When they are having conversations with others, their words are more succinct and to the point.

When you eliminate unneeded words, you'll notice your tonality radiating with musicality.

That's how creative writing spills over to other parts of your life.
With that being said, read your writing back!
No excuses.

FLOW STATE

One thing that a prolific writer works his or her way up to is the flow state. Flow state is the mode where you feel in the 'zone.'
Often, we see athletes manifesting this in real time in a game. They seem UNSTOPPABLE.

The phrase flow state has become so popularized that nowadays the average bubba even uses it.
'I get into flow state! Trust me…'

This is comical.
Mainly because flow state is EARNED, never given.
Reps are required beforehand before you can enter this exclusive state.
Since the prolific writer is working their way up to this state, let's break down flow in some detail.

When learning, we are going from a **tension full -> tension free** transition.
We have to do a task mindfully before you can do it mindlessly.

As you begin your creative writing journey, you are engaged in LEARNING. Not the sort of learning where you are just memorizing stuff.

A creative writer must apply. Meaning that they have to WRITE.

True learning is a mix of potential and kinetic energy.

- Potential energy = Information
- Kinetic energy = Skill building

There are 4 Stages to Learning

1. Unconscious incompetence.
2. Conscious incompetence.
3. Conscious competence.
4. Unconscious competence.

Flow state begins once you enter stage 4. Unconscious competence. Too many quit before that unfortunately.

But the Prolific writer continues.

Let's break down each of these stages.

- **Unconscious incompetence** – This is when you have no clue of what you do not know.
    1. You may be on this stage as you are reading this book. Probably never knew creative writing was even a thing!
- **Conscious incompetence** – This stage is when you are aware that you do not know.
    2. You have discovered creative writing is a subject that you are interested in. However, you still are not sure how to begin. So, you read this book.
- **Conscious competence** – Around this state, you have been practicing a ton & are starting to become good at the task. However, you need to think a lot
    3. you ended up getting your journal & write every day. However, it feels like you need to think too much of what to say.
- **Unconscious competence**. – After putting in months of work, now you are officially able to do the task on autopilot. Heck, thinking hinders your flow!
    4. You can create beautiful journal entries & often end up surprising yourself.

Getting to the unconscious competence stage is where Flow State begins. And you reach that state after putting in a lot of reps.

I do not want to give you a set amount of reps because each person is different. However, you will know once the tension is starting to melt away.

You have made the transition via the stages of learning multiple times in your life.
Picture the first time you were learning how to drive.

At the beginning, you were awful and felt like you were going to kill someone.
However, after multiple repetitions, you progressed throughout the stages of learning to a point where you can drive on autopilot.

When you do something on autopilot, your intellect is turned off regarding the task. Your brain creates stronger neural pathways for tasks that you have repeated multiple times for efficiency reasons.

Imagine if you ALWAYS had to think a lot on tasks like brushing your teeth, typing on the keyboard and driving.

You will feel exhausted by 10:30 am!

Luckily, your brain is programmable and is capable of installing new neural pathways.
But do not mistake turning down thinking faculties for being an idiot. That could not be further from the truth.

In reality, the beauty is when you reach unconscious competence, you have unlocked intuition.

Intuition is intellects older brother.

And intuition is the driving force of creative writing.
That's what the prolific writer has been able to unlock after a ton of practice.

Let's say you're driving on autopilot, and the car in front of you suddenly slams on the brakes. What are you going to do?
You're going to automatically slam on the breaks too, so you don't end up crashing into him.
Well that is your intuition adjusting and showing a high level of intelligence!
Intuition for the win.

Once you reach unconscious competence, the key Is to TURN DOWN thinking faculties. Since you have spent so much time thinking nonstop learning the fundamentals, you find the whole process of turning down thinking to be counterintuitive.
But unless you turn down thinking, you won't flow.

It is like that basketball player who has practiced 1000s of free throws.
But let's say it's a Game 7 of the playoffs and he now needs to shoot a pair of free throws for his team to win their first ever championship.

Thinking will be overloaded.
And unless he can **tame** that thinking, his shot will be altered & he will end up missing.

The slow breath is your best friend. It allows you to relax.

And that is exactly what flow state is about.
The first 3 stages of learning require a lot of logic & linear thinking.
All the way from unconscious incompetence to conscious competence.

But by the time you enter unconscious competence, just slow down your breathing.
Make relaxation a priority.

And you will notice that the writing is FLOWING out of you.
That is flow state.

While the average bubba is claiming to know what flow state is from the very beginning..
You are different.

You committed to creative writing.
You went thru the first 3 stages of learning to reach the 4th.
And now you prioritize relaxation.
This allows you to flow.

You're becoming like water my friend.
You are becoming the prolific writer before my very eyes.

ENGAGEMENT

The last section was about you creating your own voice.
This section is more about communicating your message to other humans.
Continuing to practice on your own allows you to communicate better with others. The more you know yourself, the more you can understand the internal world of other beings.
In this section, we are going to be discussing the art of turning your message into words and relaying those words into the mind of others.

An engaging writer is born by doing less, not more.

Which is hard for the ego to grasp.

Our ego loves to complicate things.
It feels like simplicity makes you look bad.
But nah.

The less you do, the more profound you can be.

Let's begin.

COMPLEXITY -> SIMPLICITY

A couple of years back, there was a man named Eckhart. After many years of chasing his dreams to be a spiritual teacher, Eckhart's mom had enough.

She one day came into his room and was like:
'Eckart, you are a failure. You quit your corporate job, do not have a pension & are lazy. You know what?? You're a loser!'

This sort of verbal attack hurt Eckhart's feelings.
But he was not going to let this stop him. He was going to continue to pursue his dreams.

As a few years went on by, Eckhart published his first ever book.

In the beginning stages, the book was not doing well.

There were some close friends who bought it. A few people from his seminar checked it out as well. But other than that?

Not much.

As time began to go on, more people kept passing around his book.

The word of mouth continued to grow.

It came to a point where the book landed on Oprah Winfrey's lap. Eckhart's book changed her life and she knew that she needed to have him on her show.

And just like that, Eckhart went from a nobody to a celebrity.

The man that I am talking about is Eckhart Tolle, the author of the Power of Now.

The Power of Now is such a powerful book with such a simple message.

There is no moment other than now. So rather than dwelling on the past or getting anxious bout the future, just remain present.

That simple message ended up changing LIVES.

Eckhart's book ended up preventing people from committing suicide, helped them out of depression and gave individuals a brand new perspective of life.

But once again…the message was so SIMPLE.

- Just like Eckhart Tolle talked about the Power of Now.
- I would now like to discuss with you the **Power of Simplicity**.

The power of simplicity is huge mainly because it is very counterintuitive to the ego. The ego LOVES complexity.

If you analyze your mind, you notice you are often hopping from thought to thought. This is why the modern mind finds it so difficult to focus.
Meditation feels like mission impossible. Why does meditation feel so difficult?

It's because meditation requires you to just focus on ONE thing. Anytime your mind waivers, gently bring it back to your target. The target can be your breath, a picture, an object etc.

Yet, this simple task feels almost impossible.

Conditioning yourself to be simple is not easy.

- **Being complex is simple.**
- **Being simple is complex.**

Yet, being simple is where creative writing is born.
And simplicity is what allows you to be an engaging writer.

The goal of communication is turning profound ideas into simplicity.

Do not view it as 'dumbing yourself down.'
'Dumbing' creates a negative perception.
But if 'dumbing yourself down' works for you, then go for it.

I just call it simplifying.
A great common framework is to talk as though you are explaining it to a 5-year-old.

In the last section, I talked about a writing method of giving advice to your younger self.
If you chose that route, you'll notice explaining it to a 5-year-old can be a skillset which you cultivate. Pretty dope.

In order to understand the power of simplicity, you need to understand the human mind.

The prolific writer has a tamed ego.

They can simplify very complex messages which allows them to be understood.

A tamed ego is needed for this because at times, there will be people who may be like 'What's the big deal? He's just saying common sense.'

Their brain may interpret it as common sense because they are on the receiving end of the complex message being simplified.

Every now and then, your simplified message may give others a false illusion of cockiness.

Let's say as an engineer, I end up explaining engineering simply to a non-engineer.
Now imagine if the non-engineer is like 'That's it?? I can even become an engineer too!'

Your ego will now jump up.

Here you are dedicating years into becoming a trained engineer, and this bubba is claiming that they are on your league? No way!

This often ruins a lot of Prolific Writers.
They end up going on a journey now to prove how smart they are.

They allowed the external world to influence their behaviors for the worst.

Nowadays, that engineer gets extra complex when explaining their position. So complex to a point where they intentionally use phrases that others won't understand.

And when others ask them what the meaning to a certain phrase means, this engineer's ego feels a sense of satisfaction.

THIS IS NOT THE WAY THAT YOU WANT TO CARY YOURSELF.

First, for every 10 people who hear your message, 1 person may mock that simplicity.

9 people will appreciate it.
Especially if they have a high level of intelligence like you. Those are the people that you want to attract to your tribe and speak too.

That 1 person however sticks out a lot because of the negativity bias that we possess.

The negativity bias is the brain's sensitivity towards potential threats. The brain places more emphasis on the threats rather than something positive.

Your goal as the prolific writer is to condition yourself out of that.
How?
By continuing to simplify your message through and through.

As you start your creative writing journey, you'll notice yourself using a lot of words. Once you read your writing back, you'll notice how redundant you sound.

With practice, the redundant words keep falling off.

That's when you strong message is still there. However, it's simple and digestible for the masses.

The average human cannot focus for more than 8 seconds. If that is the case, do you think you should be using words that you yourself are uncertain of?
Nah champ.

Creative writing REQUIRES you to tame your ego.
Simplicity for the win.

The simple creative writing will allow you to be more charismatic in social interactions as well.
Engagement comes off with doing less, not more.

RADIATING AUTHENTICITY

You ever met that one person who was saying all the right things, yet something didn't feel right?
That's because they appealed to your conscious mind, but not the subconscious mind.

The subconscious mind is your feeling-based mind. It gives you all the emotions that you feel.
And it's the part of the mind that plays a big role in terms of creative writing.

Picture yourself when you are being overly formal.
How do you act?

Let's say you are at an event in your company where you are an intern. And there are a bunch of higher-level managers at the networking event that you are in.

Automatically, you'll notice yourself being a tad bit stiffer.
You aren't being fake per'se. You are just doing your best to fit into this environment.
However, do you FEEL good?
Probably not.

You feel like you want to quit putting this mask on and just dip to hang out with your friends.
By the time that you hang out with your friends, you will be a completely different person.
The guy that is chilling and feeling loose.

As you are in the event, you notice another intern cracking jokes, telling stories and is more chill.
And you notice that more of the managers are engaged with this person.
Why?

I mean here you are telling all the right words. But why is that other intern getting all the attention?
It's because they are leading with informality.

Creative writing comes down to being informal.

Where you are not so focused on saying the right things in order to be liked.
Instead, you are saying the right things that you believe to be true.

There is a big difference between the nice guy & the kind guy.

- Nice guy = Real or fake message with a positive delivery.
- Kind guy = Real message with a positive delivery

The nice guy chases approval.
The kind guy chases authenticity.

There is a big mistake in thinking that the only way to 'tell it like it is' is by being an asshole. Clearly an asshole is the one who created that phrase.
That could not be further from the truth.

The goal of creative writing is to be the kind guy.
And you become the kind guy by having a beautiful balance of focusing on yourself and focusing on the other person.
That's where the nice guy goes wrong.

Their focus is JUST on themselves.
And when the focus is just on themselves, they don't chase that authenticity. They become fear motivated.

Which makes them always wonder if they are saying the right things. When you put such a strong spotlight on yourself, you feel like you are being watched. And you feel like you are being judged.

If someone says something moderately critical to you, you end up shutting down and becoming even more focused on yourself!

With the kind guy, the have a balance. They know when to put the spotlight on the other person. And then they put the spotlight on themselves. It is a more dynamic process.

Many of us were the 'nice guy' at one point or another in our life. That is sort of like when you are just learning. After gaining maturity, you start becoming kind. You accept some people will like you and some will not like you.
All good, you are going to be yourself regardless.

Authenticity is a graduation process in the creative writing world.

But ultimately, it comes down to realizing that not everyone will like you.

They may not like the way you carry yourself, the way that you write or even the way that you look in your profile picture.
And that is good.

Humans can rarely control their opinions of themselves. What make you think that you can control their opinion of you?
You can't!

The prolific writer does not try to be loved by everyone. It's the exact opposite.

They can get those who like them to love them.
Rather than spending so much time getting people who hate them to feel iffy about them or hate them even more. Just not worth it.

In order to be an engaging writer, you need to FREE yourself. Even the most loved person you know is disliked by someone.
No need to set an awkward expectation for yourself making your moves awkward in the process.

Instead, understand every human has their own unique tastes and preferences. And you are going to do your best to be yourself.

The more you accept that you will not be liked by everyone, the more your authenticity begins to blossom.

DIALOGUE CREATION

You may have noticed that a few times in the book, I have asked a question and answered it myself.
'Yea bro, I have noticed that.'
^ *just like that.*

I do this for a few reasons.
And this right here is an advanced move. Unless you are planning on building a brand with your creative writing skills, you can skip this section.

However, if you are planning on creating a blog, twitter, email list somewhere down the line, I want to explain the dialogue creation with you.

A writer has a lot of pressure. In my eyes, that is a good thing because it leads to self-growth.

Why the pressure though?

Because in other forms of entertainment & education, there is help.

Example: An actor is not just starring in the moving by himself. He has a supporting cast, directors, a special effects team etc.
Even a musician. Unless they are very talented, they create the lyrics, have a beat maker, producer etc.

As a writer, you are often a one man or one woman act.
And the Prolific Writer thrives off this.

The more pressure you take, the more freedom you get.

The mere thought of building a brand & business with words alone seem like a foreign concept to many. Yet with creative writing, you have more freedom.

Dialogue creation is very useful because it allows your reader to be engaged as well. It feels like you are including them rather than just talking to them.

Dialogue creation is very useful for writing threads on twitter, writing a blog or any long form content for that matter.

It does not have to be too complicated.
Let's say you are talking about a topic like public speaking.

Example:

I highly recommend doing toastmasters table topics in order to improve your impromptu speaking.
'What are table topics?'
That's the impromptu speaking section of toastmasters.
'How long is the speech for homie?'
The speech goes up to 1-2 minutes.
'Ah I see. I'm pretty nervous for even speaking for 20 seconds.'
All good bro. With practice you will improve.

Do you see how much dynamic that I was able to become?
I am talking about public speaking.
However, by creating a character out of thin air, I am more likely to control the reader's mind.

I can answer the questions that the readers may have in real time.

Also, notice that I use words like 'homie' and 'bro.'
This shows to the reader that I am just their friend.

A part of you at this point may also wonder why I use a single quote ' in my dialogue rather than a double quote ".
That's just the way that I designed my brand.

When I first hopped onto twitter, I began the dialogue creation and had a feeling other tweeters would pick it up.
Highly impactful way to deliver the message.

I knew most would do the double quotes. Which is why I stayed with the single quotes. Its just a part of my brand at this point.
My long-time readers can now spot my writing.

With dialogue creation, you don't want to overdo it either.
It's sort of like a seasoning.
Of course, this depends on your content piece.
But aim you to remain cognizant if you are going to use this move.

You'll often feel it when you want to use this move.
A certain topic feels very difficult to articulate via words, so you do a little perspective shift.

The perspective shift allows you to create a dialogue out of thin air.

The more you practice this move, the more powerful you feel.

Like I said, as the writer, you have more freedom.
With freedom comes power.

TAKING RISKS

The prolific writer takes risks not because it is the cool thing to do. But because they feel like it is at the right moment.

Taking risks for the sake of taking risks seems cool. But all that makes you is an adrenaline junky.

The prolific writer takes risks, but behind their moves, there is some thought.

Not too much thought... because then the prolific writer will be robbed of their power and become an average writer. The one that suffers from analysis paralysis.

Taking risks is a part of finding your writing voice.

I am a writer who has no problem cursing. Even though it may feel like a poor choice in terms of a communication skills brand.

For me, the cursing may be something that I evolve out of. But at this stage of my life, I occasionally drop a curse word during moments of a dialogue.

This isn't something that I spend a lot of time planning out. However, the thought waves come when evaluating the role it will take on my brand.

There was one time I wrote a tweet about emotional intelligence and dropped 'shit' somewhere in the tweet. One of my followers who was very religious was outraged. 'Bro, not sure if it was accidental. But you used a curse word.'

I thought it was comical. And he ended up unfollowing. This in my eyes is a strategic risk.

I don't want the ArmaniTalks brand attracting everyone under the sun. I want to attract people that I can be friends with offline as well.

And if a curse word gets under your skin, then I don't want you following me.

The average writer may just be like 'okay I guess I will change. I need to be on my best behavior.'
But the prolific writer makes themselves the priority.

You are going to be writing for life.
Even if you want to quit writing forever, you'll see the real world has writing engrained within it.
Just like saying I'm never going to walk again.
Or I am never going to sleep again.
Good luck.

Writing is engrained in our culture. We are going to be doing it for life. And if you picked up this book, then you have a natural curiosity for writing. You want to get better at it!

If that's the case, why adjust yourself so quickly for others? The guy who was quick to unfollow me for saying 'shit' is what I call a drifter. They are not your diehard fans. So why will I change myself for them? When I'm on my deathbed, I'm not going to be thinking about them.

And it's the same with you. Often, in your journey to becoming the prolific writer, you will be met with a decision where there is no blueprint.

YOU must make the decision and stick by it.
If you naturally evolve out of the decision due to added life experiences, then that is fine. But do not just change because you're scared.

Now this is by no means is to say that you shouldn't take constructive feedback.
However, you want to be able to tell the difference between haters and constructive feedback.

- A hater will just tell you what you did wrong. They don't want the best for you.
- A critic will tell you what you did wrong AND how you can improve. They want the best for you.

As you take strategic risks, look out for the critics and listen to them. Listen to the haters too but don't let them get to your heart. See if there are certain things that they say which have truth to it.

You'll notice the risks that you take allow you to be more engaging to the people who stick by you.

They appreciate your realness and feel like you have **authenticity**.

And you feel a strong level of confidence because you stuck to your guns and made a decision by yourself.

USE OF HUMOR

There is a beauty to the laugh.
It was never taught. Yet no matter which part of the world we go, we can see humor left and right.

Comedians are an immensely powerful force in a culture. Especially if you have an enlightened comedian.

An enlightened comedian can deliver harsh messages and bold truths in a delightful matter. So delightful that the audience has no clue that they are learning in the first place.

You'll often realize that making someone laugh is one of the best ways to get their attention.
It doesn't matter what you say after a laugh. The reader is listening.

Being able to make someone laugh via your writing is powerful.

And humor often comes down to unpredictability.

But behind the unpredictability is another thing.
'Which is?'
Your personality.

You ever met that one person who TRIED to be cool. Like a parent who is trying to pick up the latest lingo to keep up with their kids.
Are they cool?
'Fuck no.'
What are they?
'They are pretty corny.'

Exactly. When you try to be cool, you often realize it has the exact opposite effects.
Similar with humor.

When you TRY too much to be funny, you are thinking too much. And when you think too much, it takes away the beauty of your writing and makes you seem rigid.
Once you are done creating, you have no clue what you are looking back at.

The true way to be funny is by being yourself.
Being yourself is very unpredictable.
You can never with 100% accuracy predict the next moves of a human.

That level of unpredictability + consistency will have you gathering multiple laughs throughout your writing career.
Often when you are not even intending to do so.

The main roadblock is to melt away the fear of embarrassment.

Let's say you are chilling with your best friend.

Are you intellectually planning out how to be funny?
'Nah not really.'
What's happening is that since this human is your BEST friend, you aren't afraid of embarrassing yourself to them.

When you aren't afraid of embarrassing yourself, you feel freer to say what is on your mind. This is when comedy just flows out of you.

Some humans will like your humor. Others may prefer a different kind of humor.

One example is sarcasm. One of the most polarizing forms of humor out there.

There is a group who finds sarcasm to be annoying as shit. And there is another group who cannot get enough of it! They think it's witty.

What is the naturally sarcastic person to do?

Continue to be sarcastic and attract the people who like it. That will make your creative writing journey smoother.

What is a person who is not sarcastic to do?

Well, I'll tell them what **not** to do. What you should NOT do is try to force yourself to be sarcastic. Sure, you can learn how to be sarcastic. But unless you have a desire to learn, then you are better off finding your type of humor.

The beauty about humor is that we all made someone laugh multiple times in our life. If you did it multiple times, then you have the power already buried within you.

The goal is to remove the embarrassment so the laughs can shine once again.

EDUTAINMENT

When the world of education meets entertainment, you get edutainment.

Powerful way to be an engaging writer.

The 5 human desires are the desires to:

- Learn
- Feel
- Bond
- Defend
- Acquire

Edutainment hits 2 of the desires. To learn and to feel!

This is what my brand is built on.

I educate regarding communication skills. And the entertainment process is via by sharing my personality mixing it with storytelling.

-If you lead with your skill & sprinkle in your personality, it will feel like work.
-If you lead with your personality & sprinkle in your skill, it will feel like fun.

The key to edutainment is having fun.
When you have fun, your audience has fun too.
Enthusiasm creates a lot of Prolific Writer's.

What is it that you are currently learning? Any skills that you are looking to acquire?
Well, if you have something, then take some time to document it. Share it via your writing methods.

Edutainment is powerful because humans naturally like to learn. It is a core desire. However, the way that we are often taught to learn hits the boring territory.

A teacher reading off PowerPoints and almost putting herself to sleep…
That's not how the game works.

Make learning fun again is the mantra of edutainment.

We all have a field that we are a subject matter expert on. And if you are not a subject matter expert, you are a few steps ahead of someone else.

The person that you are a few steps ahead of would often rather learn from you than some pro because you're closer to their target range. Your lessons will be highly personalized for them at this stage.

Creative writing via the edutainment mode kills 2 bird with 1 stone.

1. Other people learn.
2. And you solidify concepts as well.

I never knew certain things that I knew regarding public speaking until I had to put it into words. There is a joy in making someone understand concepts that they never thought they could learn or should learn.

You my friend, have hit 2 CORE desires.
That's nothing to sleep at.

THE POWER OF EVOLUTION

The Prolific Writer is more than happy to evolve.
What do we write about?

We write about ourselves. The experiences that we go thru. How we view life.

If you can just follow this basic principle to start off your creative writing journey, something exceptionally beautiful will emerge.

But ask yourself: Are you the same person now that you were a couple of years back?
If so, then be alarmed!
You my friend, may be stuck in your ways.

Being stuck in your own ways is the opposite of being a creative writer. When you have a bunch of beliefs that you refuse to ever reevaluate, the color that you can view life from become more black and white. The beauty vanishes. And the world of your writing begins to seep out.

You always want to be evolving. Human beings are complex systems.
Meaning that we have multiple components which give rise to something much bigger.

The sum of all parts is greater than the parts alone. We are born via multiple elements working together, creating synergy.

The more that you learn about the human, the more fascinated you become. You realize that you are a walking, talking, thinking miracle.
Well, with great power comes great responsibility.

A complex system is unable to just maintain.
It is either: **growing or degrading**.

Maintenance is an illusion. And you fall victim to the illusion if you are growing for a bit & degrading for a bit….
Growing for a bit & and degrading for a bit….
It gives the illusion of maintaining, while, you are just degrading.

A part of being a creative writer is evolving. How does this make you more engaging? Well, it allows you to become a hub of great ideas and experiences.
You become the world's most interesting person in terms of your life.

The worlds most interested person was not born from sitting on their ass watching Netflix all day & fiddling with their balls.
Instead, the world's most interesting person:

- Constantly gave value to their curiosities.
- They broke down their fears into levels. And conquered one level at a time.
- Were well read.

This allows you to evolve. Evolving allows you to invest in yourself. You build skillsets, knowledge and patterns which are difficult to duplicate.

Ultimately, you become a person who has creative content just flowing out of you.
The more you think about it, the more you realize that being the Prolific Writer is a course on self-improvement.

Once you get your first few creative pieces, you start becoming hooked.
The more you create, the more that you want to create.

And you realize the magic ends when you decide to mail it in for terms of your growth.
IF you continue to level up in context to your life, you will have creative content for another 10 lifetimes.

PART 6:
BRAND BUILDING

BUILDING A BRAND

Now that you have taken some time to sharpen your creative writing skillet & hone your message to become an engaging writer, now is the time you are going to learn about brand building.

In today's modern world, a brand is not only a right reserved for the elite. Instead, it is something anyone can create for themselves.

The whole concept of monetizing your hobby was seen as a joke not too long ago. Successful entrepreneurs would tell these kids to 'grow up.'
However, the internet has changed up the game.
Nowadays, building a business is a more dynamic process.

The change has been in terms of the individuals needed in order to run a successful business. As you scale, it is great to have more people on your team.
But in the beginning stages, your creative writing & a strong understanding of information technology is all you need.

In this section, we are going to be talking about brand building. A brand is a well-known business or entity.
Think of Nike, Apple, Coca Cola.

When you have a brand, you face less tension in terms of the conversion process. If you were to sell a product down the line based off your creative writing, a brand will help you rather than hurt you.

With that being said, let's peal the curtains back and see what it takes to build a brand.

WHAT IS A BRAND?

There are multiple ways to look at a brand.
One of the best ways I like to view it as is a familiar entity.

Why is Nike a brand? It is because it is familiar.
However, when you look at familiarity, it can go in 2 ways.

You can be familiar for being great at your craft or being sloppy at your craft.

Even lazy people have a brand. Their brand is represented around being a slacker. Multiple times they have presented themselves to not be serious about whatever it is that they do. Soon, a perception began to emerge that this person is lazy.
After some time, word of mouth spread & this individual's brand was solidified.

This can often be used as a manipulation tactic too. Gossiping negatively about others is a way to hurt their brand.
'What happens if a bad person talks bad about a good person. And everyone believes the bad person?'
There are a few ways to approach this question.

In terms of the creative writing content creation world, the truth can be suppressed for so long. If you are a victim of false reporting, the best thing you can do is continue to build your brand.
Fight the familiarity of you being toxic with consistency in your craft.

A brand is powerful because it eventually becomes leverage. If you are doing what you are supposed to do (improving a little everyday), eventually you will get what is yours.

A bulletproof brand is not formed overnight.

You can create a social media page and send a lot of paid traffic to that page. Your follower numbers will grow; however the essence will not be created.

When you break down human nature, you have to realize familiarity plays a big part.
Familiarity is so important that it often causes intelligent people to stay in toxic relationships.

The intelligent person knows that their partner is toxic.
However, their partner is FAMILIAR.
They would rather ride it out with their toxic partner praying that they change rather than find someone new to start all over with.

Therefore, at the core level, a brand is an emergent property after a long period of time.
As you are building your creative writing skillset, do not have the mentality 'I have to build a brand.'

Instead have the mentality of *'I will continue to improve my creative writing skillset'* and you will notice a brand forming around you.

Einstein is a great example of this. Albert Einstein is one of the greatest physicists of all time. Even though he is physically gone, his legacy continues to live on.

In modern days, there are new physicists that are creating theories. Some theories often seem out there in terms of the norm. In their research paper, many often see if there were other credible physicists from the past who have given off a similar theme to the new theory.

That's when these new physicists look to history to spot the titans like Einstein.

The new physicists don't pull any random unknown. They are going for the top of the top. **Einstein had a brand**.
But I doubt that Einstein began his career saying, I want to be the greatest personal brand of all time!
That would be silly.
Instead, he set out to be the best physicists who would do his best to describe the physical universe.

A brand is like building rapport.
Rapport is built overtime, not overnight.

Remember this as you start your journey towards creative writing & are building a body of work. The depth and quality of your body of work will allow you to stand tall for whatever you stand for. No matter which niche you end up choosing.

In the beginning of this book, I talked about how creative writing is like water.
Water can take up different forms. You can use it to clean, power up complex systems, stay hydrated etc.
The uses for water changes. But the core element of water remains the same.

Likewise, you can use creative writing to talk about public speaking, cooking, real estate.How you are using creative writing changes.
But ultimately, the creative act remains the same.
The prolific writer can shift whenever it is needed.
The message remains while the delivery changes.
As Bruce Lee said, be like water.

INTELLECTUAL PROPERTY

If you have a background in real estate, you may marvel with how a lot of the concepts with the offline world & online world are similar.

My dad is a realtor & I studied a while back to get my real estate license. During that time, I learned a lot of the phrases that are typically used in the housing market.

Well as some time passed on by, I ended up getting into virtual real estate for one of my first ever business models. Virtual real estate is when you buy used websites, fix it up & sell it or continue to hold it to distribute commerce products.

There were so many similarities from offline to online.

- The domain name was like the address.

- The hosting was like the land.
- The different content pieces were like the different rooms.

Very fascinating.

When you are building a brand, you'll realize that your creative writing can take up different shapes & forms.
And often the form will be digital.

You are not building a physical property. Instead, you are building intellectual property.
Ideas are building a property on the virtual space.
And creative writing is your bricks + cement.

Overall, there is not a major paradigm shift needed.
You have been learning about the art of journaling & practicing your creative writing thus far.
That is intellectual property.

However, in the context of your brand, intellectual property takes up a different life.
Mainly because you can use it to monetize your writing.

Let's say that you write a book.

That right there is a part of intellectual property that you can sell for an extended period of time.

If you are not talking about seasonal topics, then you can sell that book for life.
A book that you write now can last for 10,000 years.

Especially the new platforms that are available nowadays. Writing a book & selling it on Gumroad or a WordPress site (sort of like this book) allows you to take yourself out of the equation once the product has been created.

And when I say take yourself out of the equation, I mean not getting too physically involved.
If you play your cards right, a website with a shop section + the book link has 24 hour marketability.

Let's say you are all for creating paperback books & not straight digital. Well in this case, you can become self-published author with Amazon's Kindle Direct Publishing program.

They have a print on demand feature.

Which means that you do not have to buy a huge inventory of your books. Instead, you simply write it, polish it up & create a listing page on Amazon for it. Anytime someone purchases a copy, Amazon will create a physical copy & have it delivered to your customer.

Viewing intellectual property as a way to build your business is a great way to begin thinking. You have developed creative writing skills and will continue to sharpen it more over time.

Let's say you build a business around your skills. Well in a situation like this, your intellectual property will allow you to make a living & provide for yourself.
The beauty?
It is YOU that have the freedom.

You see, with the prolific writer mantra, you can push the boundaries as much as you want.

There are no barriers that
a little creativity cannot resolve.

If you are someone who does not plan to monetize your creative writing down the line, that is all good too. If you

have another job and just want to become a prolific writer as a hobby, that is fine.

Just understand what intellectual property is so you can navigate the internet with grace.

At a core level, intellectual property is a house of your ideas.

WHAT IS MEDIA?

Most of your creative writing brands will be built via media.
What exactly is media?

o Media = Communication skills + Communication technology.

Media also is equivalent to mass communications.
'Mass what?'

So, there are 5 levels of communication out there.

1. Communication with yourself – Self-awareness
2. Communication with another person – Conversation
3. Communication with others – Group conversation
4. One to many communication – Public speaking
5. Communication + technology – Mass communication

Mass communication allows you to get your message out to a very large group of people.
And the beauty about mass communication is that all your audience is not necessarily from the same location.
Picture a soccer game that is broadcasted on Tv. People from New York all the way to Spain are watching the same piece of content.

Also picture JK Rowling selling her Harry Potter books.
A little kid from kindergarten all the way to an adult from opposite sides of the world are able to read the same content from the book.

Media allows you to grow into a bigger version of yourself.
It allows your message to have more legs to stand on.

There are 2 kinds of media.

- Traditional media & new media.

Traditional media is where there was a central entity that distributed the content to a large group of people.
New media is when there are many to many connections involved.

New media allows you to interact with the content, while with traditional media, you mainly consume it.

Example: picture the difference from sitting down and watching a show on cable tv vs. watching a video on YouTube. On YouTube, you can like the video and leave a comment for the creator.

For the cable tv show, if you want to interact with the creator, then you need to go thru a good about of gate keepers to get to the top.

Blogs are the new newspaper.
Podcast is the new radio.
YouTube is the new tv.

I am not shitting on traditional media by any means.
They are large, have a massive budget & have a well-established audience.

As the prolific writer, you may be working your way into the media path via the new media route.
All you need is:
Communication skills + communication technology

Communication skills comes down to what we have been talking about in this book. The ability to use words in a unique way to deliver a message.

Communication technology comes down to the vast array of social media that is available to you. Twitter, email list, blog etc.

Let's talk a little bit more about these platforms on the next section.

MEDIA PLATFORMS

Your creative writing can take up multiple different forms. You can choose one of the technologies out there or you can choose many.
The point is to just begin.

Since my brand covers communication skills, I deal with all the technologies that I am going to list out. You will learn practical insights on how I deal with these tools so you can pick the right one that is suitable for you.

Twitter:

Twitter is where I began my journey with brand building via creative writing. Initially, I thought twitter was going to be a waste of my time. It seemed like a glorified version of Facebook statuses.

However, as time went on by, on June 2018, I started the ArmaniTalks twitter account.
This was a platform where I discussed communication of different subjects & networked with others.

The beauty about twitter is that not only is it a platform to create your voice, it is also great for networking.

As your brand continues to build, you'll notice yourself running into more people who share the same desire to grow as you.

That is when you can use your creative writing skills to network and build a connection.

Twitter also has a feature called threads. Threads are when you stack tweet after tweet forming a chain of tweets. Since a tweet is 280 characters, it may be difficult to get certain ideas all out in one tweet. That is where the threading function comes into use.

However, using the 280 characters to write a tweet EXERCISES your creative writing muscle. There is not a barrier to how many tweets you can write.

If you are someone who thinks 280 characters is too short, then oh well. No one said the life of a prolific writer was going to be easy.

Find a way to compress your message.
Challenge yourself & see what you are made of.
All in all, since using twitter, I have not had any complaints.
I still write tweets everyday & find it very enjoyable.

Overtime, your audience will grow if you are consistent.
This is a great way to begin your brand building journey because there are not too many moving parts.
It's as easy as starting an account & tweeting away.

Building an Email list:

When I first started my Twitter, I didn't have any offers to promote. It mainly came down to me tweeting.
One day, one of my followers asked me what I was selling?
I said nothing.
And he asked if I had been collecting emails?
I said no.

This guy was shocked!

This follower was a digital marketer and couldn't believe that I wasn't collecting emails. He ended up convincing me to start a MailChimp account to collect some emails. He taught me a VERY valuable lesson that day.

As time passed on by, I have seen many twitter accounts getting suspended out of the blue for saying something controversial.

That gave me the lesson that you are technically renting property when you build a twitter.
But for your email list? You own it.
These are consenting individuals who gave you their emails.
That means they like something you have to say. They vibe with your creative writing skills & want to hear more from you.
At first, I would write a weekly email.
This was a good flow for me.

As some time went on by, I started creating daily emails.
Daily emails may sound absurd to many of you. And I won't be surprised for you feeling that way.

I chose the path of daily emails for 2 reasons.
1. To continue to sharpen by creative writing skillset.

2. To find my core audience.

I noticed that there are similar groups of people who read every day.
And this is a win-win situation for both parties involved.
I get to improve my writing & build a strong brand, while my audience gets valuable content.

Unless you can commit to daily emails, I recommend that you avoid this path. This is if you are HIGHLY committed to creative writing to a point where you KNOW you will send an email whether you feel like it or not.

Otherwise, 1 email a week is plenty.
Even 1 email a month is better than nothing.
Follow the rhythm that works best for you.

In terms of the email platform, I often recommend having an organic traffic source that you can use to build your list. That's why a twitter + email combo is deadly. You just send out a tweet to your email sign up list whenever you feel like it & include the link in your bio. And bam! Your list slowly starts growing with your following.

A blog + email combo works very well too.
We will be discussing the blog in the next section.

Setting up an email is a tad bit more advanced than a twitter in terms of the legitimate setup.
Meaning that you must find the right email provider, learn to use their platform & also learn how to create an email signup list.

Luckily, there are YouTube videos and FAQ sections for most major email list providers out there.

Blog Building:

Early 2000s were the golden age of blogs. There were bloggers who were making tons of money left and right.
Is that still the case? Well, there are a lot of bloggers who are capable of making a lot of money. However, the process requires work.

A blog is extremely powerful if you are consistent because it creates lifelong content.
The lifespan of a tweet is typically a couple of hours before others stop seeing it on their feed (unless you retweet it multiple times).

The lifespan of an email is until the people read it. Unless the email is very valuable, they are not going to keep going in their mailbox to reopen it.

A blog is timeless.

You write it once & it is always up on your site.
The beauty is if you keyword optimize it (with a tool like Yoast) then you may get traffic from Google as well.

I have had a few articles that have ranked on Googles first page. Aside from feeling a sense of accomplishment, you also notice a ton of new people discovering your brand.

One of my client's had found me on a blog article that I wrote MONTHS back. Once I asked him how he found me, he said this one blog article for toastmasters. He had no clue that I had a twitter or a YouTube channel. This was a guy who discovered me via a brand-new route.

That's when I saw creating a blog is like giving life to a little human. At first, your blog may not be doing much. But once you optimize it, the blog will grow over time.
After growing for a while, it will begin to bring you traffic & potential new customers.

With the blog, you can create long form content. If you are someone who is looking to build a brand & are in no rush, a blog pays a lot of dividends once you have put in consistent work.

I write 3 blogs a week: Sunday, Wednesday and Saturday. However, if you can write at least 1 blog a week, then you will be put on the right path.

Setting up a blog has more moving variables. Like choosing the domain name, hosting service, website buildier etc.

Book Writing:

A book is powerful because it is an intellectual property that allows you to feel pride.
There's a big difference in writing something that you have to vs writing something when you want to.

When I published my first ever book, Level Up Mentality, there was a feeling of satisfaction in knowing that I could do it.

The Level Up Mentality has been sold in London, Australia, Canada, Mexico, South Africa and much more.

There is a beauty to the information age that we are living in. We can create customized products for our core audiences.

I consider a book a platform because it is a mini media company.
What were the 2 components of a media company again?

- Communication skills (in this case writing)
- Communication technology (in this case, print or digital).

So yes, your book is media.

Now the question is, how long is the book meant to be? There is not a set standard. The best ways to view it as is: *however long it takes to deliver the message*.

Some books may be short and to the point. Others may take a while to unpack.

Overall, the book is one of the most advanced in terms of creation. Mainly because you are dealing with a complex system. There are multiple moving parts in order to make the book come to life. The moving parts are the different chapters which are involved.

My personal recommendation is to put in your reps before writing a book. Build a lot of creating experience via your journal, tweets, blog or whatever.
Then you will feel ready when it's time to go ultra-long form.

There are different methods in creating your book.

You can go the digital route via the Gumroad, or Sellfy route. This works if you have your own audience. Otherwise, you will find it difficult to generate sales.

Another route is with Amazon's self-publishing feature, KDP. Since Amazon is such a big brand, they have tons of traffic. Even if you do not have an audience, you may be able to get sales on their platform if you create a book regarding a topic that others are interested in.

A book has more parts than the creative writing section alone. You need to put your business hat on for this one. You also need a person to design the book cover. Also, you may want an editor if you feel like you are weak on your grammar. An editor is not needed if you decide to bootstrap (do it yourself).

However, with the book cover, aim to hire a professional if you are not confident. 'Never judge a book by its cover' sounds true.

But people will judge it.
A great design creates a more beautiful package.

WHICH PLATFORM SHOULD YOU CHOOSE?

These are a few ways to begin your journey as a prolific writer. You can use these platforms regarding any particular topic.

It's best to choose a topic that you have a strong interest in. If you aren't interested in it & are only talking about it because its hot at the moment, then you will eventually fizzle out.

And do not be too scared of thinking you need to pick the PERFECT one right now.
You can always adjust later on.

My journey went like:

- Starting a twitter first centered around communication skills. Tweeted multiple times a day. Wrote a thread a few times a week.
- After a few months, I created an email list. I used the traffic from my twitter to grow my email list.
- Transitioned from weekly emails to daily emails.
- Eventually, got my website set up & started blogging.
- Wrote 1 blog a week. Grew into 3 blogs a week.

This was my prolific writer journey. And my journey is being modified to this day.
Your path may not look like mine and that is 100% fine. Whatever you do choose, be consistent with it.

As you look at my path, you will notice I was not fixed in my ways. I changed and grew over time.
So, have that goal with you as well.

As you build your brand, you'll feel more enthusiasm regarding the creative writing process.

That is why I recommend you practice solo every day via a journal. Because by the time that you go to the public scene, you feel enthusiasm regardless.

Follower counts are not enough to sway your mood. Instead, you aim to improve everyday no matter if you gain 100 follower or 10.

CLOSING REMARKS

Well, there you have it my friend.
You at this point have more knowledge on creative writing than the masses.

But the beauty is that there is no competition in the world of creative writing. It comes down to making yourself the own standard.

What is the Level Up Mentality?

Make today better than yesterday and tomorrow better than today.

As you continue to level up, you realize that your focus begins shifting from the external world to the internal world.

Our entire lives, we were taught that all the answers were 'out there, somewhere.'
But that could not be further from the truth.
The answers are 'in here, NOW.'

Everything we wanted to ever know was buried within us our entire lives. Due to searching in the wrong places, we felt empty.

The Prolific Writer breaks the rules.

They understand that they are their worst enemy or their best friend.
We are on this planet now. So why bother being an enemy to ourselves? No need. Be your best friend & always be there for yourself.

Creative writing allows you to not only communicate with others, but also with the person across the mirror.
Pave your own path and stick by it.

In this book, we have talked about journaling, building a twitter account, an email list, blog etc.
All the tools will not matter if you are not consistent.

The way of the Prolific Writer is a transformation of life.

We are going to be writing whether we want to or not.
So why not INTENTIONALLY do it?

Writing allows us to influence the perceptions of others.
And writing allows us to influence our own perceptions.
Who would have ever thought words had so much power?

It was not the words alone, my friend.
It was HOW you used those words.
Each word you used was crafted in a way that was relevant to your life. It's your creation from the mind to the manifested world.

How you choose to use these words is completely up to you.
I just urge you to do ONE thing.
You must promise me, okay?
'Alright bro, what is it?'
Have fun.

Enjoy your journey as the Prolific Writer in your craft.
You are destined for greatness.

ARMANITALKS

BONUS SECTION: CREATIVE WRITING EXERCISES

25 PRACTICAL CREATIVE WRITING EXERCISES

Now that you have an in-depth knowledge of creative writing, a couple of exercises will help you sharpen your blade.
Ultimately, you will find different exercises on your own that click and allow you to improve.

However, in this section, I am going to give you a few personalized exercises that I do. Pick whichever ones stick out to you & keep training it.

Some of the exercises may see WAYY out there. But remember what I said in the beginning of this book, **creative writing breaks the rules**. Allow your logic to disengage on the exercises which you feel like are ridiculous. Trust the process & give yourself to the process.

Exercise 1:

Write a 2-page story about a dog who had to tell his family that he wants to marry a cat. The overall tone of this story should be lighthearted. Sort of like you are trying to make your kid brother laugh.
Hand write this.

Exercise 2:

Start a Twitter account & Buffer account (twitter automation tool).
Link your Buffer with your Twitter.
Now for this week, when you wake up, give yourself 20 minutes to write 10 tweets on Buffer. Be very strict with the time. Once you are done creating them, schedule the tweets via the day.

Exercise 3:

If you decided to start a twitter account, create 1 thread a week. A thread is you stacking one tweet after the next. Make the threads at least 7 tweets long.

Exercise 4:

Write a 5-page story on Microsoft word about one of the toughest moments of your life. Write the story in 3rd perspective, not 1st perspective.

Make the story in the format of a drama.

A story consists of a character, conflict and lesson.

The character is you.

The conflict is your trauma.

Extend the trauma for some time before talking about the lesson.

If the story is not 5 pages, then keep refining and going!

Exercise 5:

Create a weekly email list. For each email, make them 2000 words. 2000 words telling a story regarding your craft. If your brand is regarding cooking, talk about how you got into cooking, messed up your first dish, lessons learned etc. If you were reading this email, ask yourself If you would gain value.

Exercise 6:

Give yourself 2 weeks to create an eBook regarding a topic of your choice. The goal is to write a minimum of 1000

words a day. Take breaks in the 2 weeks as needed. Once complete, proofread the entire eBook yourself.
After that, you can use the eBook as a lead magnet to collect emails or a product.

Exercise 7:

Write a journal entry with the opposite hand.

Exercise 8:

Send 5 text messages to 5 different friends with the intention to make them laugh. No using pictures, gifs, emojis. Just use your words.

Exercise 9:

Imagine that you just went to the past & you are trying to convince your younger self from making a mistake. What would that mistake be? Have the tone of being the wise friend from the future. Be stern yet understanding that your younger self may be confused.
Make this 8 pages in word document.

Exercise 10:

For the next 3 days, set aside 2 hours to write freely about anything that is on your mind on a word document. Nothing is off limits. During this time, do not get distracted by anything else. Full focus is on writing.

Exercise 11:

Type 'random topic generator' on Google & select random topics to write a handwritten story on. Do 3 of these topics.

Exercise 12:

Explain a very complex topic in a very simple way for an email. A topic that you may know inside and out. Yet others are novices in.

Exercise 13:

Have 3 of your friends read your blog, email or tweets and allow them to give you their opinions. You don't need to change what you are doing unless you see a need for change. The main thing you want to pick up is getting comfortable with others reading your work.

Exercise 14:

Read 3 fiction books & 1 fiction book within the next 4 weeks. A book a week.

Exercise 15:

Create a 2-page story about everything that you learned from this book. Talk about what you will apply & improve on.

This will allow you to stamp the key lessons into your neural pathways.

Exercise 16:

Spot 10 different areas where words are around you that you didn't pay much attention to before. Find all these items in your house. Example: the words on your calculator, the words on your Lysol container…

Exercise 17:

Challenge yourself to write a thread every day on twitter for this entire week. Pick your most popular tweets and force yourself to expand on those.

Exercise 18:

Hand write 150 things that you are grateful with a ball point pen.

Exercise 19:

Pick 3 of your favorite books. And compress the core meaning of each book into a sentence. Write down these 3 sentences by hand.

Exercise 20:

Tell your best friend that you have a story to tell them. And write the story via text in a way where the other person is

paying attention. Do not call them. And if they try calling you, create a creative excuse and proceed typing away.

Exercise 21:

Find the oldest piece of text you can find on the internet and read it. Observe the differences in their delivery, tonality & message from your delivery, tonality & message.

Exercise 22:

Write a journal entry where you are focusing on one letter at a time. Consciously focus on making each letter PERFECT as you possibly can. This will allow you to be mindful as you write.

Exercise 23:

Learn about a topic that you have very minimal to no understanding on. Then write a page, typed or handwritten regarding what you learned about it.

Exercise 24:

Write a letter to your future self.

Exercise 25:

Aim to write a full page free flowed article on Microsoft Word regarding anything you want in 5 minutes. Set the timer and begin.

RESOURCES

This section includes all the resources that I currently use for my brand. I will only include the resources that I am comfortable with because I am not too sure about other resources. You can use the ones that I have listed in here or pick whichever ones based on your research that suits you. Good luck!

Journal Bundle
Journal Kit
Gel Pens
Ball Point Pens

Building a Website:
Free Keyword Research Tool: Ubersuggest
Website Platform: Wordpress
Website Shop Platform: Woocomerce
Domain Registration: NameCheap
Hosting for Website: Cloudways

Free Pictures to use for Blog:
Pixabay, Unsplash

Email List:
Aweber

Grammar Editor:
Grammarly

Book Creation:
Digital Platform – Gumroad
Self Publishing: Amazon Kindle Direct Publishing

Hiring Freelancers for any help in setting up:
Upwork, Fiver

Few Recommended Fiction Books:
Dune Series
Harry Potter Series
Lord of the Ring Series
Alchemist
Tears of a Tiger

Twitter Growth Guide

The Art of Twitter

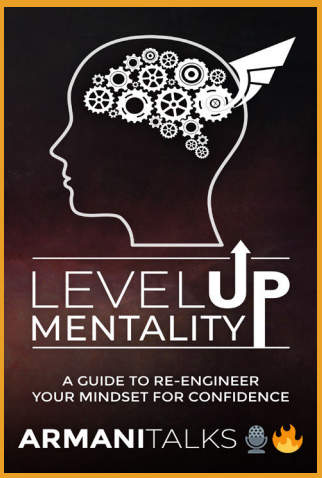
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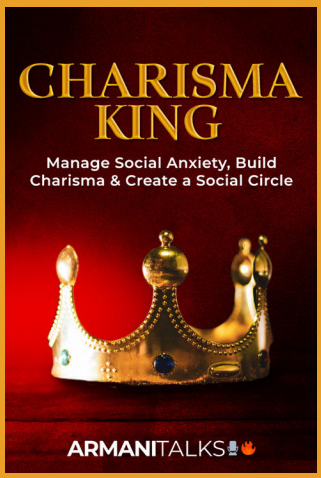
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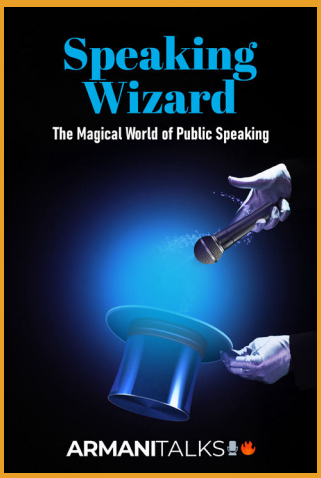
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