

# **The Art of Writing**

## **a group discussion**



**presented and edited by:**

# **GARY SIMPSON**

**A Group Discussion on:**

# THE ART OF WRITING



PRESENTED by:

Gary Simpson

Chat:04-AOW-150112

### **THE ART OF WRITING:**

There is no greater ability than being able to express yourself in a clear, coherent and persuasive manner in writing. The written word lasts forever. Online, your ability to express yourself is paramount.

### **EDITING OF THE SKYPE "CHAT":**

Many superfluous comments have been removed, extra words have been added (but ONLY to aid in the understanding and readability), mis-spelled words have been corrected, acronyms have been explained and general tidying up of the comments has been done.

In all other respects, the chat is presented as it occurred.

### **ATTENDEES (in order of interaction):**

- Bill Vallee
- Eugene Tong
- Gary Simpson
- Mary Coon
- Unknown = binaryrack
- Simon Dodd
- Ken Harthun
- Tina Golden
- Cheryl Jones
- William Ma
- Sally Cevasco
- Josephine Heartwell
- Mickey Lieberman
- Steve Lorenzo
- Maureen Amberg
- Raz Schultz

### **NOTE:**

Please read the entire chat. Many very good points are made and you will learn a lot about the written word and the ability to write - if you are patient.

The following is an edited transcript of the discussion that took place in The International Internet Marketing Group (TIIMG) Skype chat room on Tuesday 14<sup>th</sup> April 2011.

**CHAT SUBJECT:**

**The Art of Writing:**

- [7:59:19 AM] **Bill Vallee**: Hello ALL!
- [7:59:36 AM] **Eugene Tong**: Hi Bill
- [7:59:43 AM] **Gary Simpson**: hElLo bILL
- [7:59:57 AM] **Bill Vallee**: Very funny Gary! LOL.
- [8:00:21 AM] **Gary Simpson**: I was following your lead but you have since corrected it...
- [8:00:29 AM] **Mary Coon**: Hello all.
- [8:00:34 AM] **Bill Vallee**: So, nobody here has any writing challenges! Right?
- [8:00:38 AM] **Gary Simpson**: ... which is VERY good practice.
- [8:00:40 AM] **binaryrack**: Hello everyone.
- [8:00:58 AM] **Gary Simpson**: I write TOO MUCH! That is my challenge.
- [8:01:01 AM] **Eugene Tong**: I get writers block.
- [8:01:15 AM] **Mary Coon**: @ Bill - WRONG!
- [8:01:31 AM] **Simon Dodd**: Hi everyone, not gonna be able to be in all night but I will pop back and forth while waiting for videos to render, export and upload.
- [8:01:59 AM] **Bill Vallee**: Do you have writing challenges Simon?
- [8:02:03 AM] **Gary Simpson**: Puff Doddy is in da house.
- [8:02:19 AM] **Simon Dodd**: Only with sales copy really
- [8:02:22 AM] **Eugene Tong**: Who?
- [8:02:52 AM] **Simon Dodd**: Last night Gary wittily suggested my name should be Puff Doddy ;)
- [8:02:56 AM] **Gary Simpson**: Just warming the troops.
- [8:03:04 AM] **Mary Coon**: OK.

*The Art of Writing – a Group Discussion*

[8:03:24 AM] **Eugene Tong**: Ah...

[8:03:29 AM] **Gary Simpson**: Or maybe "Puff the MAGIC Doddy"

[8:03:55 AM] **Gary Simpson**: Oops looks like my sleep last night didn't cure me.

[8:04:13 AM] **Mary Coon**: Tonight is my night to learn because the thought of writing terrifies me so much that whatever I thought about writing about usually leaves faster than it came unless it is something that really pulls my emotions.

[8:04:19 AM] **Bill Vallee**: So, what kind of challenges with sales copy Simon?

[8:04:38 AM] **Gary Simpson**: I shall take Austinn Powers' advice and BE-HAVE!

[8:04:55 AM] **Simon Dodd**: Where to start! Actually that's a good point where do you start??

[8:05:14 AM] **Gary Simpson**: Are we officially started?

[8:05:19 AM] **Ken Harthun**: (think)

[8:05:20 AM] **Bill Vallee**: I start with an outline.

[8:05:23 AM] **Ken Harthun**: Yep.

[8:05:26 AM] **Gary Simpson**: OK.

[8:05:31 AM] **Gary Simpson**: Wasn't sure.

[8:05:50 AM] **Ken Harthun**: I start with a mind map of sorts.

[8:06:17 AM] **Eugene Tong**: Mind map?

[8:06:18 AM] **Bill Vallee**: A mind map is an outline of sorts! Right?

[8:06:23 AM] **Simon Dodd**: So a good plan to start is always a good one for any sort of writing I find.

[8:06:29 AM] **Ken Harthun**: When I'm able to start, that is. My biggest challenge is making time to write.

[8:06:58 AM] **Mary Coon**: Okay but when I do that everything I write sounds forced because I have to force the words for each part of the outline.

*The Art of Writing – a Group Discussion*

[8:07:05 AM] **Ken Harthun:** @Bill. Yes.

[8:07:24 AM] **Ken Harthun:** Just not as structured - more free-flowing.

[8:07:32 AM] **Mary Coon:** I've considered one of the little pocket recorders and speaking what I want to say and then editing. Is that good to do or not?

[8:07:41 AM] **Gary Simpson:** Create a skeleton Mary.

[8:08:08 AM] **Bill Vallee:** @Mary: sometimes I find it helps to just write everything I am thinking and then sort it out later.

[8:08:09 AM] **Gary Simpson:** @ Mary - I've never done that but I would suggest that if you are challenged then YES!

[8:08:35 AM] **Gary Simpson:** I create the frame (skeleton) then start hanging stuff on it.

[8:08:59 AM] **Mary Coon:** If I use an outline I will spend days cleaning it up or it will look worse than PLR.

[8:09:09 AM] **Gary Simpson:** The main thing is to get those thoughts down ASAP - even if they don't make a lot of sense.

[8:09:20 AM] **Gary Simpson:** NOTHING is worse than PLR!

[8:09:21 AM] **Mary Coon:** It has to be something that is striking a chord at the time or I freeze up.

[8:09:42 AM] **Mary Coon:** Which was why I was thinking of a recording of my thoughts.

[8:09:49 AM] **Gary Simpson:** Good idea if that's the case.

[8:09:49 AM] **Mary Coon:** Then transcribe and go from there

[8:10:14 AM] **Eugene Tong:** @Gary! "Nothing is worse than PLR?"

[8:10:24 AM] **Tina Golden:** Ahem... "SOME" PLR Gary!

[8:10:57 AM] **Bill Vallee:** @Eugene: We can talk about mind-maps at another time. For now we will try to stick to writing challenges.

[8:10:58 AM] **Gary Simpson:** The lady who interviewed me last week had the entire interview transcribed. I proof read it and although there were tons of mistakes, I was able to tidy it up in under 1/2 hour.

*The Art of Writing – a Group Discussion*

[8:11:39 AM] **Tina Golden**: It's easier to write when you know the topic. The more you know, the easier it becomes.

[8:11:48 AM] **Cheryl Jones**: If you start writing, more will come. You can only hold so much in your mind so you can't get further down the track unless you release what is currently on your mind by writing it down.

[8:12:04 AM] **Gary Simpson**: Sorry Tina - maybe you have some good stuff - it's just I have never seen any good PLR.

[8:12:14 AM] **Tina Golden**: You said mine was.

[8:12:27 AM] **Tina Golden**: LOL - Or at least the one report that I showed you.

[8:12:43 AM] **Tina Golden**: Much of it is garbage, so I don't totally disagree with you.

[8:12:45 AM] **Bill Vallee**: Stay on the subject please!

[8:12:55 AM] **Tina Golden**: Sorry, Bill.

[8:13:38 AM] **Bill Vallee**: @Cheryl: So it is good to just write without thinking too much about what you are writing... just to get the thought down!

[8:13:40 AM] **Tina Golden**: One thing that can be helpful is to focus in on one thing only and then write it as if you were writing a letter to friend explaining that thing.

[8:14:03 AM] **Gary Simpson**: Jot down notes as they come to mind. If you don't then you WILL forget them.

[8:14:36 AM] **Mary Coon**: If I write as I think it will be too much like a knitting pattern combined with cross stitch and crochet knit 1, purl 2, double stitch, knit 2, purl 1.

[8:14:42 AM] **Bill Vallee**: Good point Tina: Write like you are having a conversation with a friend.

[8:14:52 AM] **Mary Coon**: I have no trouble with the outline.

[8:14:53 AM] **Gary Simpson**: On taking notes. Especially do that if you wake up in the night - a few words can prompt a writing rampage in the morning.

*The Art of Writing – a Group Discussion*

[8:14:54 AM] **Tina Golden**: I often will write several thousand words and then go back and rearrange the various paragraphs into a more logical order.

[8:15:03 AM] **Mary Coon**: I freeze when it comes time to flesh it out.

[8:15:43 AM] **Gary Simpson**: @ Mary - that may be because your notes are out of order.

[8:15:55 AM] **Mary Coon**: No, it is total fear!

[8:16:12 AM] **Bill Vallee**: OK Mary... when you get those things written down, if it looks like a mess then, as you say, start sorting it into knitting, crochet etc.

[8:16:17 AM] **Mary Coon**: I was told never to write even a grocery list in 7th grade and it really stuck. Now I freeze.

[8:16:33 AM] **Tina Golden**: The best way to overcome fear is to confront it head on. Write something every day - even if it's only a paragraph. It will get easier with practice.

[8:16:39 AM] **Gary Simpson**: @ Mary - Try this... print your notes out on paper then reorder the pages with hand written numbers then go back to your computer and move the blocks around.

[8:17:43 AM] **Bill Vallee**: Let's step back one moment to talk about what fears keep you from writing and how to overcome them!

[8:18:05 AM] **Gary Simpson**: OK - fear of ridicule over what you write.

[8:18:24 AM] **Gary Simpson**: Fear that it won't be taken seriously.

[8:18:25 AM] **Eugene Tong**: @Bill - Knitting, crochet... do you mean like creating some kind of flow chart to connect your ideas?

[8:18:39 AM] **Gary Simpson**: Fear that you are not good enough.

[8:18:45 AM] **Bill Vallee**: @ Eugene! Yes.

[8:18:54 AM] **Mary Coon**: Fear it is like a test and failure

[8:19:02 AM] **Gary Simpson**:

FEAR is: False

Evidence

Appearing



## *The Art of Writing – a Group Discussion*

Real

[8:19:08 AM] **Simon Dodd**: Fear that no one will read it or even everyone will read it...

[8:19:51 AM] **Bill Vallee**: Good one Gary! YES.

[8:20:34 AM] **Gary Simpson**: Writing is a learned skill. The more you practice the BETTER you will get. And whatever false fear you have will dissipate.

[8:20:57 AM] **Gary Simpson**: Your confidence will improve every time.

[8:21:07 AM] **Gary Simpson**: I GUARANTEE it.

[8:21:27 AM] **Cheryl Jones**: It is easier to write if you say what you mean and mean what you say or, as some people say, "write from the heart". If your heart is not in it, it will not mean as much to you or to those who read what you say. You cannot be distracted by fear of what people will think. Watering down words detracts from their power and value.

[8:21:52 AM] **Gary Simpson**: I totally agree Cheryl!

[8:22:27 AM] **Bill Vallee**: Consider this: We have several tools right here in the room that can help ALL of you to overcome these fears

[8:22:31 AM] **Ken Harthun**: Let me make two book suggestions for anyone aspiring to write.

"Bird by Bird" - Anne Lamott

"On Writing" - Stephen King

[8:23:07 AM] **Gary Simpson**: @ Cheryl - That is why I included some "mild" and "thinly disguised" swearing in my IM zombie and IM vampire reports. I was passionately angry with those who caused me to write those reports.

[8:23:32 AM] **Mary Coon**: @ Bill - Do you mean outsourcing?

[8:23:42 AM] **Bill Vallee**: No!

[8:23:53 AM] **Bill Vallee**: But, that is an option.

[8:24:49 AM] **Bill Vallee**: I mean that many in the room are willing to help you or anybody else in the room with your writing... at least on a limited basis!

*The Art of Writing – a Group Discussion*

[8:24:53 AM] **Mary Coon**: It is my first future goal for outsourcing.

[8:25:34 AM] **Gary Simpson**: OFFER: Anyone who doesn't have my "How to Write the PERFECT STORM of an E-book" then PM text me. It's \$27 but I'll give it free to peeps here who want it. You will learn a LOT from that.

[8:25:53 AM] **Simon Dodd**: I learnt a TON from that book!

[8:26:04 AM] **Gary Simpson**: TY Simon.

[8:26:12 AM] **Tina Golden**: Definitely having someone else go over what you've written and give you feedback is helpful. It doesn't erase the fear but sometimes you just have to push through the fear. The more you do, the easier that will get.

[8:26:19 AM] **Bill Vallee**: Excellent book that Gary is offering! Thank you Gary!

[8:26:28 AM] Gary Simpson: (bow)

[8:26:30 AM] **Mary Coon**: Good book Gary and you already gave it to me a while back. Thank you. I know how to write but I freeze.

[8:26:56 AM] **Mary Coon**: If I start writing like I am only making notes for a post it I am fine.

[8:27:26 AM] **Gary Simpson**: Perhaps you "freeze" because your mind is trying to be too logical about order.

[8:27:29 AM] **Tina Golden**: When it comes to writing for the web, that's a perfect way to do it, Mary. Go with it.

[8:27:30 AM] **Mary Coon**: If I take paper or word doc and or notepad and try to force it then my mind blanks.

[8:27:34 AM] **Bill Vallee**: Then that is a good starting point for you Mary

[8:27:36 AM] **Gary Simpson**: Try what I suggested above.

[8:28:01 AM] **Eugene Tong**: @Gary...that's me too.

[8:28:05 AM] **Gary Simpson**: OK, Mary, that may be because you are tense. I have a solution...

[8:28:31 AM] **Mary Coon**: I'm all ears for any solutions!

*The Art of Writing – a Group Discussion*

[8:28:37 AM] **Tina Golden:** Making notes and outlining are the same thing - the outlining implies a formal set up, that's all. You're not in school anymore so you don't have to do it that way.

[8:28:45 AM] **Gary Simpson:** The BEST way to overcome writing challenges, IMO, is to put on some of your favorite music. To that end, I have created several "compilation" albums of all my favorite artists. But if you REALLY get stuck, try classical music - even if you don't like it. Just stay away from the 1812 Overture type stuff. Ravell's Bolero etc is good. Oh, stay away from rap crap too. That'll do your head in quick-smart.

[8:29:02 AM] **Mary Coon:** If I am upset or really feel something about what I want to say then I am fine or comfortable - like talking to friends here.

[8:29:13 AM] **Gary Simpson:** Good music will allow your mind to R E L A X...

[8:29:15 AM] **Tina Golden:** Mary, have you tried Dragon Naturally Speaking? A lot of people find it easier to speak their thoughts, than to try to write them out.

[8:30:02 AM] **Bill Vallee:** For you Mary... it may not be the writing so much as it is the mindset about writing! You wrote above that you were told in school never to write a shopping list! You probably have written a few shopping lists by now, huh? If you think of your writing like pre blog post notes, that may be a good point to start for you.

[8:30:05 AM] **Mary Coon:** Never heard of it Tina.

[8:30:11 AM] **Tina Golden:** I'm trying to train my copy now just to get more productive.

[8:30:23 AM] **Mary Coon:** Maybe Bill.

[8:30:24 AM] **William Ma:** Hi guys just scrolled through 1500 lines... oh my! I barely really read any but just wanted to get to tonight's discussion

[8:30:24 AM] **Tina Golden:** It's a voice to text software that types up what you say.

[8:30:35 AM] **Gary Simpson:** Facing the brick wall of a blank page is caused by your mind being torn in too many directions. Music will rectify that.

[8:31:00 AM] **Eugene Tong:** Hi Will.

*The Art of Writing – a Group Discussion*

[8:31:18 AM] **Mary Coon**: Sounds like a possible combination of a few things may help.

[8:31:20 AM] **Mary Coon**: Thanks. I will definitely try them.

[8:31:54 AM] **William Ma**: Or just record your notes on a player and then get an outsourcer to transcribe it at \$1.50 hour.

[8:32:33 AM] **Bill Vallee**: Enough for you for the moment Mary?

[8:32:50 AM] **Mary Coon**: Yeah it is a starting point on things that will help.

[8:33:05 AM] **Mary Coon**: I will see where the rest of the meeting goes.

[8:33:12 AM] **Mary Coon**: Thanks for the help and the patience everyone!

[8:33:22 AM] **Cheryl Jones**: Mary said: "All ears for any solutions." Sometimes unfinished business of some kind or another will block creativity. Is there something you feel you should do or shouldn't do? Or maybe write something that you don't feel qualified to write. Or want to avoid writing? If we avoid some internal issue it will freeze us up in other ways. This is a pretty general parameter but locking up some unfinished business in any area of life can affect other areas of life. Only internal meditation can help a person see things like this as they are unique to each person.

[8:33:22 AM] **Bill Vallee**: So, what about those other fears that were mentioned above?

[8:34:01 AM] **Mary Coon**: @ Cheryl – I only started all of this to get my mom's things published.

[8:34:28 AM] **Tina Golden**: Fears that people won't want to read what you write are really fears that you don't have anything to offer of value. Self-confidence is the real issue.

[8:34:31 AM] **Bill Vallee**: Right Cheryl! Thank you.

[8:34:45 AM] **Eugene Tong**: @Cheryl – nice!

[8:35:03 AM] **Gary Simpson**: @ Cheryl - good points above. You are speaking of compartmentalization. And that works!

[8:35:28 AM] **Bill Vallee**: @ Tina: important point! How do you overcome that?

*The Art of Writing – a Group Discussion*

[8:36:45 AM] **Gary Simpson:** @ Tina - what other people read is immaterial to the writer. You could write the world's greatest novel and there would be 1000's of people who would read it and hate it. Examples of that are on EVERY youtube video. Some people simply hate everything and don't mind telling others – mainly because they are jealous.

[8:37:02 AM] **Tina Golden:** That's something that you have to work on within yourself. It's a result of negative thought patterns and can be overcome but it takes work and time to do. You have to re-pattern your brain to automatically think positive thoughts instead of the negative self-talk.

[8:37:06 AM] **Bill Vallee:** Also, Simon, if you are still here... why is writing a sales page such a challenge?

[8:37:39 AM] **Tina Golden:** Gary, I know that but someone mentioned the fear of ridicule or the fear that no one would want to read what they wrote.

[8:37:52 AM] **Gary Simpson:** On that point, here is an excellent book: "What to Say When You Talk to Yourself" - Shad Helmstetter.

[8:38:12 AM] **Tina Golden:** Thanks, Gary...that sounds like a good one.

[8:38:34 AM] **Gary Simpson:** I think I said that Tina. But so many "readers" are so patently ignorant that what they think shouldn't even matter.

[8:38:44 AM] **Simon Dodd:** My biggest challenge is probably because I have never written one before, although I have read quite a few. I am currently writing one now...

[8:38:56 AM] **Gary Simpson:** One of the most BRILLIANT mindset books you will ever read.

[8:39:26 AM] **Gary Simpson:** A sales letter/page is just a process in logical order Simon.

[8:39:42 AM] **Bill Vallee:** Why, though, is it a challenge Simon?

[8:39:44 AM] **Cheryl Jones:** [8:34 AM] Tina Golden says: "Fears that people won't want to read what you write are really fears that you don't have anything to offer of value."

It will be of value to someone if you feel you should write it. I'm sure you all have heard the story of the boy throwing starfish stranded on the

*The Art of Writing – a Group Discussion*

beach back into the ocean and someone said, "Why do you bother? There are so many." The boy replied, "It mattered to that one," as he threw another back into the ocean. It will matter to someone and if you have the key that unlocks the mind of one person, then speak or write it...now.

[8:39:59 AM] **Gary Simpson:** It has elements that require you to "draw" the reader through to the conclusion that you want them to make.

[8:40:14 AM] **Tina Golden:** Simon, the first is always the hardest. But then once you're done, it gets easier the next time. I'm not much good at sales copy either but have attained the point that I don't stress over it nearly as much as I used to.

[8:40:26 AM] **Gary Simpson:** Good analogy Cheryl.

[8:40:32 AM] **Tina Golden:** Very nice, Cheryl.

[8:41:24 AM] **Bill Vallee:** Do your sales pages work for you Tina?

[8:41:38 AM] **Simon Dodd:** I guess it just comes down to fear again really, I have never written any sort of story before so I am constantly thinking if I am leading people in the right direction with what I am writing.

[8:41:39 AM] **Gary Simpson:** @ Tina - if you are a good writer you will NOT be terrible at sales copy. It is merely a different form of writing.

[8:42:03 AM] **Gary Simpson:** And it is formulaic.

[8:42:17 AM] **Gary Simpson:** ie A + B + C + D ...

[8:42:25 AM] **Tina Golden:** Gary, I can write a review or story that sells like mad. My sales copy on the other hand is pretty poor. I do much better with prose than trying to work in the regimented style of copy.

[8:43:06 AM] **Gary Simpson:** So, what you are saying - basically - is that you can sell for others but not yourself?

[8:43:13 AM] **Tina Golden:** Bill, my sales pages usually get tweaked enough to do okay. I do better when I don't work with the conventional sales page formats, though.

[8:43:18 AM] **Gary Simpson:** That is VERY common.

[8:44:09 AM] **Tina Golden:** Gary, no - I can sell. My emails do very well, my articles do well, my reviews do exceedingly well. My sales copy... well, not so much.

*The Art of Writing – a Group Discussion*

[8:44:30 AM] **Gary Simpson**: Because it is your baby.

[8:44:31 AM] **Tina Golden**: So I've decided that I won't do conventional sales copy anymore.

[8:44:45 AM] **Tina Golden**: At least, I'm going to try it and see how it works for me.

[8:45:11 AM] **Bill Vallee**: Try not... do yes.

[8:45:32 AM] **Eugene Tong**: @Gary - it's hard to know what is relevant!

[8:45:34 AM] **Gary Simpson**: Well said Master Bill Yoda.

[8:45:44 AM] **Gary Simpson**: (rofl)

[8:45:50 AM] **Bill Vallee**: Correct Gary.

[8:46:09 AM] **Gary Simpson**: Relevant in what Eugene?

[8:46:31 AM] **Cheryl Jones**: [8:39 AM] Simon says: "My biggest challenge is probably because I have never written one before, although I have read quite a few. I am currently writing one now..."

Each person has a unique voice that will speak to and reach certain people. Don't try to imitate how someone else writes. That is why Gary's writing is so unique. He is not copying anyone. He is speaking from his heart and experience and people know it is authentic.

If you try to imitate someone else people sense that and lose interest, but if you are authentic to your true voice, it will attract people. Be authentic. Don't judge it except is this real, is this true, is this truthful, is this authentic to me? Then it will attract people who are drawn to your manner of speech and writing.

[8:46:32 AM] **Bill Vallee**: Some folks get mired in the negative mindset! It shows in the chat tonight.

[8:47:02 AM] **Eugene Tong**: To know what the market is looking for and draw those points out when you evaluate a product.

[8:47:03 AM] **Gary Simpson**: Why thankya Cheryl – for saying what you said above!

[8:47:16 AM] **Tina Golden**: Cheryl, goodness you say a lot of wise things!

*The Art of Writing – a Group Discussion*

[8:48:12 AM] **Gary Simpson:** @ Eugene - one hippopotamic rule in writing sales letters – highlight the benefits NOT the features.

[8:48:32 AM] **Gary Simpson:** Stick to that and you are on solid ground right from the start.

[8:49:35 AM] **William Ma:** Throw in some "wants" and a call to action.

[8:49:46 AM] **Eugene Tong:** @Gary... don't benefits and features go hand in hand?

[8:49:54 AM] **Gary Simpson:** Yes Will - wants NOT needs.

[8:49:54 AM] **Bill Vallee:** I suspect that the difficulty when writing a sales page centers around lack of understanding of 'HOW' exactly to write one.

[8:50:03 AM] **Gary Simpson:** Correct Bill.

[8:50:40 AM] **Gary Simpson:** Unfortunately, we have been besieged lately with some "sales pages" that are massively over-the-top.

[8:50:56 AM] **Tina Golden:** That too. I've picked up several copywriting products that I plan on studying. I would like to improve. Actually, I have improved quite a bit but know it could be a lot better.

[8:51:12 AM] **Gary Simpson:** @ Eugene - features are what YOU like - benefits are what your customers want.

[8:51:28 AM] **Gary Simpson:** We can all be better Tina.

[8:51:35 AM] **Bill Vallee:** VERY IMPORTANT POINT GARY!

[8:52:10 AM] **Gary Simpson:** I've been honing my skills for over 35 years and I am still seeking to become better.

[8:52:23 AM] **Gary Simpson:** I am still a work in progress.

[8:52:24 AM] **Bill Vallee:** And Tina... and everybody... EVERY day, we have another chance to improve!

[8:52:32 AM] **Gary Simpson:** YES Bill!

[8:52:58 AM] **Gary Simpson:** Just on that point Bill... The ONLY way to be a good writer is to PRACTICE. Practice in the Skype channels too. Most of you will see that if I make an error I will correct it. That is just good form IMO. Plus it helps people to understand you.



*The Art of Writing – a Group Discussion*

[8:53:01 AM] **Eugene Tong**: @Gary... So what do customers really want? Because when I think of features, I think of how it could benefit the customer.

[8:54:05 AM] **Gary Simpson**: @ Eugene - Turn EVERY feature into a benefit.

[8:54:25 AM] **Gary Simpson**: You just stop being the seller and put your buyer's hat on.

[8:55:00 AM] **Gary Simpson**: Ask yourself... with these features - HOW will my customers benefit? Then slant your writing accordingly.

[8:55:12 AM] **Gary Simpson**: It's just a mind shift...

[8:55:18 AM] **Bill Vallee**: I do want to bring something up while we are talking about fears: If you look at someone else's sales copy or writing etc, you will often notice that the writing is often not "stellar." Do you think the person/writer should have just waited to get it perfect or do you mind waiting another year for that one piece of useful information you got from that person's ebook?

[8:55:22 AM] **Gary Simpson**: ... ie from seller to buyer.

[8:55:57 AM] **Bill Vallee**: @ Gary: I call that WIIFM!

[8:56:37 AM] **Gary Simpson**: @ Bill to answer your question above... Like I always say... and pardon me for this but it is SO true...3/5ths of 5/8ths of FA is still FA.

[8:56:38 AM] **Mary Coon**: ?

[8:56:51 AM] **Gary Simpson**: WIIFM = What's In It For ME!

[8:56:55 AM] **Eugene Tong**: Is it OK to use the template if you 86 the writing?

[8:56:57 AM] **Mary Coon**: OK.

[8:57:01 AM] **Mary Coon**: TY Gary.

[8:57:07 AM] **Gary Simpson**: YW.

[8:57:20 AM] **Gary Simpson**: @ Eugene: 86?

[8:57:47 AM] **Eugene Tong**: Delete the writing in the sales template...

[8:58:08 AM] **Eugene Tong**: ... but keep the basic pictures and design

*The Art of Writing – a Group Discussion*

[8:58:16 AM] **Gary Simpson:** Regarding my somewhat intemperate comment above - the corollary of that is that 50% of something is still FAR better than 100% of nothing.

[8:58:36 AM] **Simon Dodd:** @Cheryl, thanks for the tips above.

[8:58:39 AM] **Ken Harthun:** 86 means to throw away, Gary.

[8:58:41 AM] **Eugene Tong:** 86 = to eliminate

[8:58:42 AM] **Gary Simpson:** Sorry, just unsure of what 86 meant. Still unsure. LOL!

[8:58:49 AM] **Gary Simpson:** Oh OK.

[8:58:56 AM] **Gary Simpson:** Never heard of it before.

[8:59:19 AM] **Gary Simpson:** And therein lies a BIG lesson - NEVER assume that people know things like that.

[8:59:32 AM] **Gary Simpson:** There have been 2 examples already.

[8:59:41 AM] **Ken Harthun:** "To remove, end usage, or take something out or away."

[8:59:46 AM] **Gary Simpson:** When your writing is unclear then you lose many readers.

[8:59:55 AM] **Eugene Tong:** Sorry Gary (bow)

[9:00:03 AM] **Mary Coon:** I detest the abbreviations. Most of the time I have no clue what is meant.

[9:00:04 AM] **Gary Simpson:** NP = no problem. LOL!

[9:00:49 AM] **Gary Simpson:** All the very best writers assume NO prior knowledge. If they use an acronym then they will define it.

[9:01:18 AM] **Gary Simpson:** eg "How to Make Money Online" (HTMMO)

[9:01:36 AM] **Gary Simpson:** Thereinafter you may use the HTMMO acronym.

[9:02:09 AM] **Ken Harthun:** That's one of my standard procedures, Gary. Good point.

[9:02:12 AM] **Gary Simpson:** Abbreviations are often used in text to save time and space.

*The Art of Writing – a Group Discussion*

[9:02:28 AM] **Gary Simpson:** Yes, Ken, that is a standard in technical writing.

[9:02:44 AM] **Gary Simpson:** But good authors use a very similar technique.

[9:03:18 AM] **Gary Simpson:** And the very BEST authors like Nelson deMille and Michael Connelly are so adept at it that their readers do not even notice the technique.

[9:03:44 AM] **Ken Harthun:** Very true.

[9:04:00 AM] **Gary Simpson:** If you want to be a good writer then be a good READER. I read 2/3 books a week. Look for methods of expression and techniques, segues etc.

[9:04:19 AM] **Gary Simpson:** Then, when you detect a good technique - try it.

[9:04:24 AM] **Gary Simpson:** Experiment.

[9:04:37 AM] **Gary Simpson:** Observe the masters and emulate them. That is what I do, in my own unique way of course.

[9:04:49 AM] **Gary Simpson:** But do NOT clone them.

[9:05:02 AM] **Gary Simpson:** Coz that is false and will be seen as such.

[9:05:11 AM] **Bill Vallee:** I need to leave for a while.

[9:05:25 AM] **Gary Simpson:** Do we want to continue?

[9:05:30 AM] **Mary Coon:** Yes.

[9:05:34 AM] **Gary Simpson:** OK.

[9:05:41 AM] **Mary Coon:** Ken is still here.

[9:05:43 AM] **Bill Vallee:** Yes! Please continue without me. See you later

[9:05:53 AM] **Gary Simpson:** ttyl Bill.

[9:06:06 AM] **Eugene Tong:** Bye bye Bill

[9:06:06 AM] **Simon Dodd:** See you later bill

[9:06:14 AM] **Gary Simpson:** Oops I just broke my own recommendation...

*The Art of Writing – a Group Discussion*

[9:06:18 AM] **Ken Harthun**: Yes! I'm here. Very tired from dealing with my own stuff this week, but will try to keep things on track.

[9:06:25 AM] **Eugene Tong**: Hahaha.

[9:06:48 AM] **Mary Coon**: We will try to behave Ken.

[9:06:51 AM] **Gary Simpson**: So, just getting back on track... Writing is a learned skill. The more you practice the BETTER you will get.

[9:07:23 AM] **Tina Golden**: Agreed, Gary

[9:07:38 AM] **Ken Harthun**: @Gary. I have a note posted on my wall. This is my daily "writer mantra":

Study!

Read!

Write!

Then write some more.

[9:07:39 AM] **Eugene Tong**: @Gary... sometimes things come so naturally that we forget.

[9:07:55 AM] **Gary Simpson**: Good stuff Ken.

[9:08:16 AM] **Mary Coon**: Eugene that is the only time I am comfortable writing.

[9:08:21 AM] **Gary Simpson**: And you are a quality writer (@ Ken)

[9:08:57 AM] **Gary Simpson**: @ Eugene - that is a big mistake to make - ie resting on your laurels.

[9:09:36 AM] **Eugene Tong**: That is true.

[9:10:04 AM] **Gary Simpson**: Folks, I have seen many examples of Ken's writing and it is VERY good (not suck-holing BTW - just stating a fact). So... QUESTION: WHY is he so good?

[9:10:29 AM] **Ken Harthun**: @Gary, thank you! @Mary, I keep a journal of sorts, a file with random notes and thoughts, flashes of ideas and inspirations, all in date order. I often refer to it and find myself coming up with even more things to write about. There is no coherency to it, but it opens me up when I need a boost.

*The Art of Writing – a Group Discussion*

[9:10:31 AM] **Eugene Tong**: I find myself reading more text book stuff than other stuff.

[9:10:32 AM] **Gary Simpson**: HINT: See Ken's last entry.

[9:11:00 AM] **Gary Simpson**: @ Ken - I do that very thing myself.

[9:11:20 AM] **Gary Simpson**: It's not a trick question BTW...

[9:11:29 AM] **Mary Coon**: I do that also for everything I do with my small tid bits of ideas that later become working ideas.

[9:12:06 AM] **Mary Coon**: I don't mind writing when I don't feel like I am writing and feel more like I am just speaking in my own words.

[9:12:44 AM] **Ken Harthun**: Answer: Because I write EVERY day without fail. Even my most mundane note-taking is done with an eye to clarity and precision. Writers write and the more we write, the better we get. There is no magic formula beyond that.

[9:13:00 AM] **Gary Simpson**: @ Mary - your "perceived" problem is not your lack of talent.

[9:13:15 AM] **Gary Simpson**: @ Ken - THANKYOU!

[9:13:15 AM] **Mary Coon**: But getting a start on something that I am not wanting to talk about at the time is like pulling teeth if it is something I "HAVE TO" write like school essays, or worse email messages.

[9:13:40 AM] **Gary Simpson**: Ken is a superior writer because he WANTS to be!

[9:13:53 AM] **Gary Simpson**: And because he wants to be he puts the time in.

[9:14:08 AM] **Gary Simpson**: And he has a standard that he will NEVER fall below.

[9:14:21 AM] **Gary Simpson**: And he is constantly improving.

[9:14:42 AM] **Gary Simpson**: And that is the difference between a good writer and a thinker.

[9:14:43 AM] **Mary Coon**: I mean I have a published essay that won a prize in national competition but I wrote from how I speak.

[9:14:56 AM] **Gary Simpson**: Then do it all like that Mary.

*The Art of Writing – a Group Discussion*

[9:15:02 AM] **Mary Coon:** If it is to create an email series I get numb!

[9:15:08 AM] **Gary Simpson:** Use whatever technique works for you.

[9:15:38 AM] **Mary Coon:** Okay just not sure how that fits into IM emails and sales letters and the like.

[9:16:06 AM] **Gary Simpson:** I do believe that you talk yourself into that mindset Mary. After this is finished just go back and re-read how many times you have negatively reinforced that message upon yourself.

[9:16:18 AM] **Ken Harthun:** And Gary just outlined the exact reasons why he is also a successful, talented and prolific writer.

[9:16:18 AM] **Mary Coon:** @ Gary - Yes, you are right.

[9:16:19 AM] **Gary Simpson:** Sorry, not being insulting or critical.

[9:16:25 AM] **Eugene Tong:** It seems like the more you do it the easier it gets. If it is unpleasant it is because it is hard in the beginning.

[9:16:27 AM] **Mary Coon:** Understood.

[9:16:44 AM] **Gary Simpson:** But I am one who is BRUTALLY honest with people in order to get them to improve.

[9:17:05 AM] **Gary Simpson:** I will never gild the lily, so to speak.

[9:17:06 AM] **Mary Coon:** @ Eugene to me they are totally different styles.

[9:17:07 AM] **Tina Golden:** Mary, absolutely that style belongs in IM. My list tells me over and over that they like my email messages because I sound like a friend!

[9:17:15 AM] **Mary Coon:** Never want you to Gary.

[9:17:17 AM] **Gary Simpson:** Excellent Tina.

[9:17:31 AM] **Mary Coon:** If I did I would not have said anything about it and just lurked in here tonight as many do.

[9:17:39 AM] **Cheryl Jones:** Mary says: "I mean I have a published essay that won a prize in national competition but I wrote from how I speak." I think you already said you do this above, but speak into a recorder and transcribe it and divide what you say into an email series. You already figured out a solution for yourself!

*The Art of Writing – a Group Discussion*

[9:18:15 AM] **Mary Coon**: I wasn't sure if it was a technique I should try or not.

[9:18:18 AM] **Gary Simpson**: I agree Cheryl.

[9:18:20 AM] **Ken Harthun**: I have long ago cultivated the style of writing like I'm talking with a friend. I write everything just like I am writing it now in this chat. I simply add some structure to it.

[9:18:34 AM] **Gary Simpson**: EXCELLENT Ken.

[9:18:39 AM] **Tina Golden**: Exactly.

[9:19:01 AM] **Gary Simpson**: That is why people compliment me. They tell me that I write like somebody simply chatting to them.

[9:19:11 AM] **Gary Simpson**: Even when I...

[9:19:15 AM] **Eugene Tong**: Nice!

[9:19:15 AM] **Gary Simpson**: ... swear.

[9:19:17 AM] **Gary Simpson**: LOL!

[9:19:25 AM] **Gary Simpson**: Which is not often.

[9:19:56 AM] **Gary Simpson**: Well... sometimes in the heat of battle some words are just more believable or appropriate than others.

[9:20:21 AM] **Gary Simpson**: eg: If you smash your thumb with a hammer would you say: "Oh darn!"

[9:20:29 AM] **Gary Simpson**: NOT likely.

[9:21:05 AM] **Ken Harthun**: Now, I analyze everything I read of Gary's and in the process, I glean the best of his techniques and apply them to my own writing when appropriate. That's why it is essential to read GOOD writers' (like Gary's) work. Writing is the outflow. You balance it with the inflow of reading.

[9:21:17 AM] **Tina Golden**: Nope, but I wouldn't put what I WOULD yell in writing...

[9:21:28 AM] **Gary Simpson**: We are like the two chipmunks in here Ken.

[9:21:34 AM] **Gary Simpson**: LOL!

[9:21:50 AM] **Ken Harthun**: Why not, Tina?

*The Art of Writing – a Group Discussion*

[9:21:55 AM] **Tina Golden:** I've never met a real writer who wasn't also an avid reader.

[9:21:59 AM] **Ken Harthun:** @Gary LOL!

[9:22:05 AM] **Tina Golden:** Ken, I can have a sailor's mouth.

[9:22:32 AM] **Gary Simpson:** Good Tina... I have a boat and I need a deckie. Interested?

[9:22:37 AM] **Gary Simpson:** (rofl)

[9:22:42 AM] **Tina Golden:** lol

[9:23:06 AM] **Ken Harthun:** What the \*#!\*\*\*\$\$\$ are all of you talking about? (rofl)

[9:23:14 AM] **Gary Simpson:** The female uniform on my vessel is a very skimpy bikini.

[9:23:16 AM] **Eugene Tong:** ?

[9:23:22 AM] **Gary Simpson:** See?

[9:23:40 AM] **Gary Simpson:** See how that piqued interest and curiosity?

[9:24:21 AM] **Tina Golden:** Gary, you would be punishing yourself putting me in a bikini!

[9:24:22 AM] **Ken Harthun:** AIDA (Attention, Interest, Desire, Action) the oldest copywriting formula on the books.

[9:24:51 AM] **Gary Simpson:** Case in point - some humor interspersed in your serious subject matter can really LIFT your writing.

[9:25:18 AM] **Gary Simpson:** Correct Ken and nice acronymic attribution too.

[9:26:12 AM] **Gary Simpson:** See? Ken practices what he preaches - read above.

[9:26:21 AM] **Gary Simpson:** That makes him credible and trustworthy.

[9:26:35 AM] **Gary Simpson:** People read on two levels. NEVER forget that.

[9:26:59 AM] **Gary Simpson:** They read the words consciously and they also paint pictures sub-consciously.



*The Art of Writing – a Group Discussion*

[9:27:23 AM] **Gary Simpson:** Your goal as a writer is to match the words and pictures so there is no incongruency.

[9:28:12 AM] **Gary Simpson:** Because if you do NOT then the first thing that your reader will think is, in fact, two words and the first word is BULL!

[9:28:31 AM] **Gary Simpson:** I won't mention the second one but it also has 4 letters.

[9:29:05 AM] **Gary Simpson:** If I lost anyone in the middle there then what I am saying is you need to have a very CONSISTENT message.

[9:29:32 AM] **Ken Harthun:** Thanks!

I taught a creative writing class for a while in a local library and when confronted with people who complained of "writer's block" or "freezing up," I gave them this tip: Go grab a book. Any book. A novel, a biography, anything. Open it up to a random page and point your finger somewhere on that page. Whatever the sentence you pointed to, use it as the start of your article or scene.

Try it. It's an excellent exercise.

[9:29:38 AM] **Gary Simpson:** Any deviation of consistency or credibility will be detected either consciously or sub-consciously by your readers.

[9:29:48 AM] **Ken Harthun:** @Gary. Excellent advice and absolutely correct!

[9:30:14 AM] **Mary Coon:** I used a graphic on each page of my book that pertained to one of the things I was speaking about on that particular page.

[9:30:31 AM] **Gary Simpson:** @ Ken - Just like my earlier reference to the two chipmunks - your advice above is SPOT ON!

[9:30:46 AM] **Gary Simpson:** That is a good idea too, Mary.

[9:30:52 AM] **Ken Harthun:** Excellent idea, Mary, and one that I use on my tech blog.

[9:30:56 AM] **Gary Simpson:** But the pictures MUST match.

[9:30:56 AM] **Eugene Tong:** @Gary - I like that... consistent message.

*The Art of Writing – a Group Discussion*

[9:31:36 AM] **Gary Simpson:** @ Eugene - anything less than that creates the opposite to writers' block... readers' block.

[9:31:39 AM] **Mary Coon:** They did. The book was on the economy so I used graphics pertaining to workers, government, etc.

[9:32:15 AM] **Gary Simpson:** And readers' block is what ABSOLUTELY MUST BE AVOIDED.

[9:32:24 AM] **Gary Simpson:** Sorry for shouting that last bit.

[9:32:47 AM] **Mary Coon:** I love to read just don't find as much time as I would like but I read before sleep every day.

[9:33:05 AM] **Gary Simpson:** 15-30 minutes before sleep is best.

[9:33:19 AM] **Cheryl Jones:** Gary said: "Any deviation of consistency or credibility will be detected either consciously or sub-consciously by your readers." Agreed!

[9:33:56 AM] **Gary Simpson:** And, Cheryl, if that happens then you will have completely wasted your effort.

[9:34:11 AM] **Cheryl Jones:** True.

[9:34:17 AM] **Gary Simpson:** Writing must be considered like a well-oiled machine.

[9:34:44 AM] **Gary Simpson:** When any part of the machine overheats then we have a breakdown through a stressed part.

[9:35:04 AM] **Gary Simpson:** And that stressed part, in this instance, is the mind of your reader.

[9:35:28 AM] **Gary Simpson:** I guess in many respects VERY good writing is like hypnosis.

[9:35:46 AM] **Gary Simpson:** ie you become entranced.

[9:36:05 AM] **Gary Simpson:** I know I do when I read my favorite authors.

[9:36:13 AM] **Cheryl Jones:** And isn't that going back to some of what was written earlier, about "writer's block?" We subconsciously know we are "cheating" and not saying what we should in the way we should and so get blocked. If we let it flow the way we should, we get "unblocked."

*The Art of Writing – a Group Discussion*

Not being honest, sending forth that double, deviating message, will block writing.

[9:36:42 AM] **Gary Simpson:** VERY good point Cheryl.

[9:36:55 AM] **Gary Simpson:** The other side of the coin.

[9:37:13 AM] **Cheryl Jones:** Gary said: "ie you become entranced." Absolutely...

[9:37:15 AM] **Eugene Tong:** Nice Cheryl

[9:37:23 AM] **Gary Simpson:** Cheryl! Please say something silly. I'm getting sick of agreeing with you!

[9:37:30 AM] **Gary Simpson:** (rofl)

[9:38:13 AM] **Gary Simpson:** When a writer can entrance you then YOU enter THEIR world.

[9:38:28 AM] **Gary Simpson:** And that is the ULTIMATE goal of a writer.

[9:38:53 AM] **Ken Harthun:** Writers create universes for their readers to exist in.

[9:38:54 AM] **Gary Simpson:** If you can do that then you have the Power of Influence.

[9:39:00 AM] **Ken Harthun:** Or play in.

[9:39:04 AM] **Gary Simpson:** They do Ken.

[9:39:43 AM] **Gary Simpson:** I have read some books where I want to inveigle myself into the action and characters created by the writer.

[9:39:44 AM] **Mary Coon:** So now we are writing prose and not technical?

[9:39:58 AM] **Gary Simpson:** Not at all Mary.

[9:40:35 AM] **Gary Simpson:** Prose is just a higher form of writing.

[9:41:27 AM] **Tina Golden:** Isn't much of what we write for IM a form of story-telling?

[9:41:30 AM] **Gary Simpson:** Technical writing can often be boring but... if you apply the elements of prosaic writing then your dull technical verbiage can come alive. That is what I try to do often – just throw something in to make my readers THINK!

*The Art of Writing – a Group Discussion*

[9:41:32 AM] **Ken Harthun:** The two co-exist, Mary. I studied creative writing in order to improve my technical writing and copywriting. At least one non-fiction technique involves telling a story about a character, real or imagined, that conveys the technical point.

[9:41:37 AM] **Mary Coon:** But you wouldn't want to suck someone into a technical dream world when you are teaching them how the electrical wiring in a plane should be done.

[9:41:43 AM] **Tina Golden:** We just don't develop the characters and plots as far.

[9:43:14 AM] **Ken Harthun:** @Mary, those two books I mentioned earlier would help you tremendously. They did me. I used to struggle heavily. Sometimes, I still do, but I pull out my notes, my books and dig until I get through it.

[9:43:22 AM] **Gary Simpson:** That is more of a manual you are talking about there Mary - ie where there are strict safety considerations and parameters to observe. In that case, your writing should be 100% crystal CLEAR!

[9:43:57 AM] **Mary Coon:** It was my way of saying there are different styles which require different forms.

[9:43:58 AM] **Ken Harthun:** I have to write sixteen articles a month for my tech blog and sometimes, I'm just out of ideas. But I always make my quota on the deadline.

[9:44:17 AM] **Gary Simpson:** Mary - another book that would really help you IMO is "Miss Phillips, You Were WRONG!" by Peter Daniels

[9:44:35 AM] **Mary Coon:** IMO?

[9:44:55 AM] **Tina Golden:** IMO = In my opinion

[9:45:00 AM] **Mary Coon:** I will make a list and read every book mentioned here.

[9:45:11 AM] **Gary Simpson:** I say that because that IDIOT teacher that you had way back seems to have embedded a really crazy doubt in your mind (re the grocery list).

[9:45:13 AM] **Mary Coon:** Thank you.

[9:45:26 AM] **Mary Coon:** Yeah she did!

*The Art of Writing – a Group Discussion*

[9:45:36 AM] **Gary Simpson:** Sorry, really trying to slam the words down fast.

[9:45:47 AM] **Mary Coon:** And the nickname I have for “Miss Berasi” is not a nice one.

[9:46:19 AM] **Mary Coon:** I was 50 years old before I ever wrote a book report and that was because I had to for college.

[9:46:30 AM] **Mary Coon:** I’ve never written a resume to this day.

[9:46:34 AM] **Gary Simpson:** @ Mary - OK, here is a technique to destroy her hold over you – this is SO powerful! Are you paying attention? Write down EXACTLY what you recall that she said on a large sheet of paper in large letters then take it outside and burn it. And WATCH it burn. And wave GOOD BYE and GOOD RIDDANCE to Miss Berasi!

[9:46:43 AM] **Ken Harthun:** "Miss Bare-assy" is probably a mild one. I had a teacher like her.

[9:46:53 AM] **Mary Coon:** Really close Ken. LOL!

[9:47:09 AM] **Gary Simpson:** BURN her stupidity. And your bad memories of her cutting criticism.

[9:47:16 AM] **Mary Coon:** It didn't help that she was the lesbian lover of the home economics teacher either. So my nickname is much stronger and worse.

[9:47:34 AM] **Gary Simpson:** Jeez I get annoyed with negative people inflicting their GARBAGE on others.

[9:47:56 AM] **Mary Coon:** I know she was wrong to do that but it hits when I am needing it not to the most.

[9:48:03 AM] **Cheryl Jones:** Well, this isn't silly, but actually I had thought I would be telling this story at some point in this room, didn't know what would lead to it though.

I was considering Mary's sticking point with her mother and publishing, etc., and just wanted to share how I got past my own sticking point. You have to, as I said before, meditate and get the answer for yourself in your own spiritual way of getting it. I had a difficult moment a while back and I just fell on the floor and said "What?" I was stuck and desperate. I saw/sensed a piper piping a reed pipe, with single notes coming out in a

*The Art of Writing – a Group Discussion*

melody. And I knew that melody was my answer as I had been stuck and could not get past a certain point.

I began to weep for I understood some things I had to do (actually, in the realm of writing which is neither here nor there, but it was actually in this very topic we're talking about) but it came from that moment of desperation saying, "What?" You have to put it out there and get your answer.

[9:48:56 AM] **Ken Harthun:** My most successful formula ever, when someone told me not to do something, or told me I couldn't do something was to go right out and do it and experience it for myself. I learned a lot that way. And I kept my mind free of fixed ideas implanted by others to control me.

[9:49:01 AM] **Gary Simpson:** Positive visual imagery technique.

[9:49:34 AM] **Mary Coon:** @ Cheryl, the only reason I have not done something with my mom's writings is that I wanted to learn how to do it properly first.

[9:49:44 AM] **Gary Simpson:** SNIOPS - susceptibility to the negative influence of other people.

[9:49:53 AM] **Gary Simpson:** But we are getting off track...

[9:49:56 AM] **Ken Harthun:** @Cheryl. Excellent!

[9:50:08 AM] **Gary Simpson:** Bill asked me if I would 2IC this when he left.

[9:50:09 AM] **Mary Coon:** Okay so I should get stubborn and just do it...

[9:50:17 AM] **Gary Simpson:** YES!

[9:50:27 AM] **Gary Simpson:** Do the fear and the fear disappears.

[9:50:49 AM] **Ken Harthun:** 2IC?

[9:50:59 AM] **Gary Simpson:** Sorry Ken. 2IC = 2nd in charge.

[9:51:04 AM] **Cheryl Jones:** Not necessarily, I think you do have something to work through. Maybe I will PM you.

[Editor's note: PM = Private Message]

[9:51:05 AM] **Gary Simpson:** See? Even I assume.

*The Art of Writing – a Group Discussion*

[9:51:27 AM] **Gary Simpson**: ASSUME - makes an ass out of u and me.

[9:51:32 AM] **Ken Harthun**: Was about to whack you, Gary! (rofl)

[9:51:45 AM] **Gary Simpson**: LOL! [Good luck BTW!]

[9:51:54 AM] **Gary Simpson**: Lemme get back on track...

[9:51:59 AM] **Gary Simpson**: Here's a good tip:

Novels are a good way to learn expression and sentence construction. The best story-telling author in the world IMO is Nelson deMille, closely followed by Michael Connelly. He is bridging the gap with every book he writes. These guys are head and shoulders above most other writers. You can learn a LOT from reading their work. One of Connelly's books was recently turned into a film - The Lincoln Lawyer. Brilliant story. Great film too BTW.

[9:52:39 AM] **Sally Cevasco**: You guys!

[9:52:40 AM] **Gary Simpson**: If you read the works of those guys you will automatically gather good tips on writing.

[9:52:45 AM] **Sally Cevasco**: Too funny Gary and Ken!

[9:52:54 AM] **Ken Harthun**: Joseph Heller -- "Catch-22" One of the best books I have ever read.

[9:53:18 AM] **Gary Simpson**: I nominate them because there are also some bloody awful writers who get published too.

[9:53:26 AM] **Gary Simpson**: C22 is a VERY deep book Ken.

[9:53:39 AM] **Gary Simpson**: Hi Sally.

[9:53:42 AM] **Ken Harthun**: Trevanian -- "Summer of Katya" Even deeper than "Catch-22"

[9:54:15 AM] **Sally Cevasco**: Hey Gary!

[9:54:37 AM] **Sally Cevasco**: Sorry I've been absent lately.

[9:54:45 AM] **Ken Harthun**: Point is, you learn to write by writing AND reading. There is no other way.

[9:54:53 AM] **Gary Simpson**: I will smack your botty later.

[9:55:00 AM] **Sally Cevasco**: Me?

*The Art of Writing – a Group Discussion*

[9:55:01 AM] **Gary Simpson**: YES Ken.

[9:55:11 AM] **Gary Simpson**: Yes YOU Sally.

[9:55:17 AM] **Gary Simpson**: (rofl)

[9:55:35 AM] **Gary Simpson**: See the amusing imagery in that comment?

[9:55:42 AM] **Sally Cevasco**: Oooh, careful, I might like it! lol

[9:55:59 AM] **Gary Simpson**: I say these things sometimes to be flippant but also sometimes to make a point.

[9:56:24 AM] **Gary Simpson**: And Sally, you responded exactly how I wanted you to. LOL!

[9:56:40 AM] **Gary Simpson**: That is called "leading" your reader.

[9:56:45 AM] **Gary Simpson**: Sorry Sally.

[9:56:48 AM] **Cheryl Jones**: "Books are keys to wisdom's treasure. Books are paths that upward lead. Books are gates to lands of pleasure. Books are friends, come let us read." - Author unknown.

[9:56:54 AM] **Sally Cevasco**: @ Gary: Oh, but of course, darlink!

[9:57:01 AM] **Gary Simpson**: LOL!

[9:57:12 AM] **Gary Simpson**: @ Cheryl - excellent comments.

[9:57:32 AM] **Gary Simpson**: HERE IS ANOTHER TIP:

When reading... note down any words you do not know or dog-ear the page. Look them up when you have time. I keep a small notebook for that. I just write them in then, when I have time, I sit down with a dictionary and look 'em up. That's why I am such a bastard to play against in Scrabble (the word game). LOL!

[9:58:49 AM] **Ken Harthun**: @Gary. Excellent tip! I always do that and so should everyone. If you don't know the meaning of the words you are reading, how can you possibly understand it?

[9:59:32 AM] **Gary Simpson**: Well, you can read the word contextually but there is nothing better than increasing your word arsenal.

[9:59:41 AM] **Josephine Heartwell**: Hi everyone....it's good to be reading some good stuff here :)



*The Art of Writing – a Group Discussion*

[9:59:48 AM] **Gary Simpson**: I have bunkers full.

[9:59:51 AM] **Gary Simpson**: Thanks Jo.

[9:59:55 AM] **Gary Simpson**: It's been fun.

[10:00:00 AM] **Ken Harthun**: Excellent chat tonight everyone. Thanks for your participation. It is officially over, but that doesn't mean you can't continue to discuss it.

Hi Jo!

[10:00:12 AM] **Josephine Heartwell**: @Gary I really enjoyed this chat!

[10:00:55 AM] **Gary Simpson**: I'd just like to make a comment (it's a bit negative):

Some of the kids in these channels write utter gibberish. They make no sense at all. God knows how they write emails that anyone understands. Some of them are borderline illiterate. But they do not care so they will NEVER improve. They will just get left behind as irrelevant.

[10:01:08 AM] **Ken Harthun**: Check these writings by Mary. She asked me to let you know about them.

[10:00 AM] **Mary Coon**:

<<< <http://makingmagic2008.tripod.com/id6.html>

<http://makingmagic2008.tripod.com/id17.html>

[10:01:10 AM] **Eugene Tong**: Thank you all. I will put this information to use.

[10:01:35 AM] **Josephine Heartwell**: @ Gary - just a question... has anyone here published a book at is now selling through amazon?

[10:01:37 AM] **Gary Simpson**: And THAT (above) is why ALL of you should strive to become greater writers.

[10:01:42 AM] **Gary Simpson**: @ Jo - Not me. Not yet anyway – LOL!

[10:02:03 AM] **Gary Simpson**: But I have over 50 e-books and the number is rising. Rapidly.

[10:02:08 AM] **Ken Harthun**: Another reason why this room is extra-special. We have some real talented writers in here.

[10:02:50 AM] **Josephine Heartwell**: Thanks Ken and Mary.

*The Art of Writing – a Group Discussion*

[10:03:05 AM] **Gary Simpson**: I'd like to finish on a positive note so let me remind others about the OFFER I made above.

[10:03:23 AM] **Gary Simpson**: If you want that e-book then just PM me.

[10:03:37 AM] **Gary Simpson**: I guarantee that it will teach you heaps.

[10:05:01 AM] **Mary Coon**: that first link actually fits in with the word arsenal topic since the essay was supposed to be on what did i think was the greatest literature of all time

[10:05:51 AM] **Gary Simpson**: Maybe we could all finish by recommending a good book to read...

[10:06:20 AM] **Gary Simpson**: ie something that you thoroughly enjoyed and WISH you had written yourself.

[10:06:41 AM] **Mary Coon**: Anything by Jules Verne.

[10:06:45 AM] **Gary Simpson**: Here's mine: "Plum Island" by Nelson deMille. I love that book – the story, the characters. It is a VERY clever book.

[10:06:53 AM] **Mary Coon**: But there are too many to list.

[10:07:00 AM] **Gary Simpson**: Nelson deMille is a true master at the height of his writing prowess.

[10:07:23 AM] **Gary Simpson**: Just one will do Mary.

[10:07:27 AM] **Mary Coon**: Actually my favorite is one that I learn from every time I read it by Mary Summer Rain called "Earthway."

[10:07:31 AM] **Gary Simpson**: Anyone else?

[10:07:34 AM] **Eugene Tong**: Michael Crichton's "Travels."

[10:07:38 AM] **Ken Harthun**: "Soul of the Fire" by Terry Goodkind (sci fi/fantasy)

[10:07:44 AM] **Gary Simpson**: Keep 'em coming...

[10:08:01 AM] **Cheryl Jones**: Not a book, but a poem by Robert Frost "The Road Not Taken."

[10:08:36 AM] **Ken Harthun**: @Cheryl. Good one!

[10:08:37 AM] **Eugene Tong**: "On a Pale Horse" (fantasy)

*The Art of Writing – a Group Discussion*

[10:09:01 AM] **Gary Simpson**: Anyone else?

[10:09:32 AM] **Tina Golden**: "Watership Downs."

[10:09:37 AM] **Josephine Heartwell**: @Cheryl hi - I love Robert Frost's "The Road Less Travelled" poem!

[10:09:41 AM] **Tina Golden**: I can't think of the author off the top of my head.

[10:09:47 AM] **Josephine Heartwell**: Travelled.

[10:09:59 AM] **Ken Harthun**: "Summer of Katya" by Trevanian (as previously mentioned)

[10:10:01 AM] **Tina Golden**: Eugene, great series - I just finished the last in the series the other day.

[10:10:06 AM] **Cheryl Jones**: Sorry if I have the title wrong, that is the poem.

[10:10:14 AM] **Gary Simpson**: I could slam a heap of recommendations in here but I wanna see what others like...

[10:10:28 AM] **Sally Cevasco**: Book: "Getting Everything You Can Out Of All You've Got" by Jay Abraham.

[10:10:48 AM] **Gary Simpson**: Nice Sally.

[10:10:59 AM] **Josephine Heartwell**: @ Cheryl... there's both poems... 2 different titles.

[10:11:31 AM] **Gary Simpson**: JFYI folks, I have an entire home library full of books - of all kinds.

[10:11:52 AM] **Cheryl Jones**: Og Mandino is good.

[10:12:00 AM] **Gary Simpson**: You can see a pic of me sitting in front of them on my blog if you're at all interested. Go to <http://www.motivationselfesteem.com>

[10:12:05 AM] **Mary Coon**: I have them on my computer as digital files - mostly the classics.

[10:12:11 AM] **Gary Simpson**: The Og-man is good.

[10:12:27 AM] **Eugene Tong**: Sun Tzu on business strategy.

[10:12:39 AM] **Gary Simpson**: Sun Tzu is also good.

*The Art of Writing – a Group Discussion*

[10:12:43 AM] **Josephine Heartwell:** Og Mandino quotes: "Always render more and better service than is expected of you, no matter what your task may be."

[10:12:50 AM] **Cheryl Jones:** Seed Faith... "The Power of Sowing and Reaping."

[10:13:04 AM] **Gary Simpson:** Yes Jo, that is a common theme thru all of Og's books.

[10:13:09 AM] **Mary Coon:** Mahtma Ghandi.

[10:13:10 AM] **Gary Simpson:** I have every one of them. [Og Mandino's books]

[10:13:28 AM] **Cheryl Jones:** Yes, Mahatma Ghandi, good...

[10:13:33 AM] **Josephine Heartwell:** yes :)

[10:13:47 AM] **Gary Simpson:** There are so many good authors. It's a pity more people don't read.

[10:13:56 AM] **Gary Simpson:** But they are the losers if they don't.

[10:14:01 AM] **Josephine Heartwell:** @Gary... wow... you've got a big library!

[10:14:31 AM] **Gary Simpson:** I even know people who are proud that they have never read a single book since school. How utterly SAD is that?

[10:14:40 AM] **Gary Simpson:** I have Jo. Massive.

[10:14:50 AM] **Josephine Heartwell:** WOW!

[10:15:02 AM] **Gary Simpson:** And it gets "viagrad" almost every week.

[10:15:09 AM] **Gary Simpson:** Joke folks.

[10:15:18 AM] **Mary Coon:** For people who do not read - do we need to guess their IQ score? "0"

[10:15:30 AM] **Josephine Heartwell:** @Gary – you are funny!

[10:15:49 AM] **Gary Simpson:** See how much fun you can have with words and written expression?

[10:15:56 AM] **Gary Simpson:** I did that for a reason.

*The Art of Writing – a Group Discussion*

[10:16:00 AM] **Josephine Heartwell:** However, I also know of some people who just collect books. They never get to read them.

[10:16:18 AM] **Gary Simpson:** @ Jo - well that is just a waste of money and time.

[10:16:46 AM] **Josephine Heartwell:** Their books get full of dust.

[10:17:00 AM] **Gary Simpson:** Not in my house they don't - LOL!

[10:17:08 AM] **Josephine Heartwell:** :O)

[10:17:20 AM] **Gary Simpson:** I'm always picking them up and referring to them. Some I have read many times.

[10:17:21 AM] **Simon Dodd:** Well sorry I wasn't around too much tonight! Getting everything sorted for pre-launch tomorrow! Just gotta do a quick video in the morning from content I already have and it's all rocking!

I can narrow down two books for you all, the classic "Think and Grow Rich" by Napoleon Hill and also "Prometheus Rising" by Robert Anton Wilson although his fiction work "The Illuminatus Trilogy" is also fantastic!

[10:17:38 AM] **Simon Dodd:** Great chat tonight everyone! I got some really good info out of it while I was writing!

[10:17:58 AM] **Gary Simpson:** "Think and Grow Rich" is a brilliant book Doddy.

[10:17:58 AM] **Josephine Heartwell:** Hi Simon!

[10:18:13 AM] **Simon Dodd:** Hi Jo!

[10:18:18 AM] **Josephine Heartwell:** This has been a very productive session. I've really enjoyed it.

[10:18:25 AM] **Gary Simpson:** Are we all done?

[10:18:34 AM] **Gary Simpson:** Any questions?

[10:18:35 AM] **Simon Dodd:** Not as productive as I would have liked but still getting things done!

[10:18:47 AM] **Josephine Heartwell:** I'm fine!

[10:19:02 AM] **Josephine Heartwell:** I just had a quick chat with you guys...

*The Art of Writing – a Group Discussion*

[10:19:03 AM] **Gary Simpson:** Sorry if it looks like I have taken over the chat. But Bill did ask if I would assist Ken.

[10:19:09 AM] **Josephine Heartwell:** My baby needs to eat now...

[10:19:19 AM] **Gary Simpson:** And this subject is one of my specialties!

[10:19:29 AM] **Simon Dodd:** Keep feeding those kids. They are the future!

[10:19:48 AM] **Gary Simpson:** Keep feeding your brain - that is YOUR future!

[10:19:50 AM] **Mary Coon:** Can you please read the two links Ken put in here earlier and give me some feedback since the essay is the one that I won with in the competition - but they are unknown judges.

[10:20:02 AM] **Mary Coon:** I'd like feedback from those that I know and trust in here.

[10:20:12 AM] **Simon Dodd:** I was just going to say "when I say feed I don't just mean food, but knowledge as well!"

[10:20:31 AM] **Gary Simpson:** I know.

[10:20:39 AM] **Gary Simpson:** I was just making it obvious for everyone Doddy.

[10:21:28 AM] **Simon Dodd:** Love the poem Mary!

[10:21:32 AM] **Josephine Heartwell:** Thanks everyone!

[10:21:43 AM] **Simon Dodd:** Will get onto the essay tomorrow when I have gone through the first stages of my pre-launch!

[10:22:43 AM] **Gary Simpson:** OK, only one person has requested Perfect Storm. I guess everyone else either has it or doesn't want it. My offer expires in 24 hours. After that, if you want it then you can pony up with your \$27.

[10:23:09 AM] **Gary Simpson:** Thanks to everyone who contributed to this chat.

[10:23:25 AM] **Mary Coon:** @ Gary - I think Robert will but he is working now.

[10:23:27 AM] **Gary Simpson:** I am now leaving to strike a blow for my own personal economy.

*The Art of Writing – a Group Discussion*

[10:23:58 AM] **Mary Coon**: Have a great day/evening/night Gary.

[10:24:06 AM] **Mary Coon**: And thank you!

[10:24:10 AM] **Gary Simpson**: Sayonara all... (bow)

[10:24:15 AM] **Ken Harthun**: Yes, thanks, everyone. And you had better take Gary up on that offer NOW because he's not kidding! His "How to Write the Perfect Storm" book is well worth reading.

[10:24:22 AM] **Simon Dodd**: ttyl Gary!

[10:24:31 AM] **Simon Dodd**: thanks for 2IC'ing

[10:24:34 AM] **Simon Dodd**: ;)

[10:24:57 AM] **Ken Harthun**: Sayonara, Gary. Thanks for the backup! I'm out of here, too.

[10:25:06 AM] **Eugene Tong**: Thanks all.

[10:25:40 AM] **Mary Coon**: Good night Ken. I need sleep and was afraid I would fall asleep during the meeting but important topics make me stay.

[10:25:57 AM] **Simon Dodd**: I'm out too. Gotta get a few hours' sleep before hitting it hard again in the morning! Night all.

[10:26:20 AM] **Mary Coon**: Good luck with the pre-launch Simon!

[10:26:23 AM] **Mary Coon**: ttyl

[10:27:40 AM] **Mickey Lieberman**: I would like to get your book Gary.

[10:28:38 AM] **Cheryl Jones**: I would like Perfect Storm too Gary, thank you.

[10:38:21 AM] **Eugene Tong**: Good Night all. I got some great info tonight.

[11:11:46 AM] **Steve Lorenzo**: OMG! Over 480 comments! You guys didn't show any writer's block up there did you?

[11:14:24 AM] **Cheryl Jones**: LOL!

[11:48:34 AM] **Gary Simpson**: @ Steve, I reckon about 200 of them were probably mine.

[11:48:51 AM] **Gary Simpson**: (rofl)

*The Art of Writing – a Group Discussion*

[12:49:37 PM] **Maureen Amberg**: Hi all. Sorry to have not been here tonight. I will read it all tomorrow. Did come across Bill's comment where he said he just writes what he is thinking and then refines it later. That is definitely me. I am really bad at outlining! Just write...

[2:11:30 PM] **Raz Shultz**: Sorry I wasn't here either. Illness in the family and had to take care of them.

[2:12:12 PM] **Raz Shultz**: I will read the 'class' and see all the ideas then.

[2:12:25 PM] **Raz Shultz**: thanks for your contributions all.

[2:12:34 PM] **Raz Shultz**: :)

[7:10:44 PM] **Gary Simpson**: OK, I think I have sent out all the manuals to those who contacted me via PM.

**END OF DISCUSSION TRANSCRIPT**



## **SHORT BIOGRAPHIES OF THE MAIN CONTRIBUTORS:**



**Bill Vallee:** Owner of the TIIMG Skype chat room. Bill makes his living as a photographer and from conducting photography classes. Bill's main website is: <http://billvallee.com/>. To make enquiries about the TIIMG Skype channel, contact Bill directly on Skype at bill.vallee Bill lives in the US.



**Ken Harthun:** Ken is a self-confessed computer geek, SEO expert and computer security expert. In Ken's own words: "I've been playing with geeky stuff since 1959. I'm a former research scientist and author of '14 Golden Rules of Computer Security.' Security and cryptography fascinate me and I've helped many a user develop safer computing practices." You can read more about Ken here: <http://problemsshuttingdownwindowsxp.com/about> Ken lives in the US.



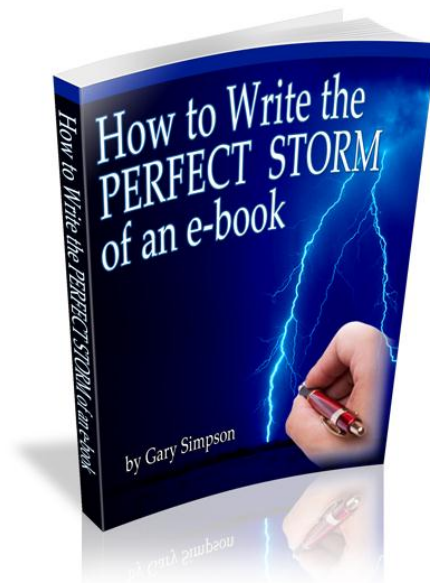
**Gary Simpson:** Motivation and writing expert – author of over 60 e-books and reports. Master of karate holding the world recognized rank of 7<sup>th</sup> Dan black belt. Co-creator of [www.internetbusinesscodex.com](http://www.internetbusinesscodex.com) Gary lives in Australia.

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