



# THE SALES INFORMER

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## Unlocking Writer's Block By Jeff Davidson, MBA, CMC



Writer's block hangs heavy over the heads of many career professionals. If writer's block is a problem for you, the following suggestions may help you to get started:

### **Outline Your Ideas**

Producing a one-page outline, or writing as little as ten key words on a page, can guide me through the preparation and completion of an article. Devote a block of time to simply preparing article outlines or chronological sequences that can later serve as a useful tool when you're ready to write the full-blown article. Novelist John Grisham once told me that the outlines for his books are highly detailed. Once he actually starts writing, however, his job is easy because he has a wonderful guide the whole time.

### **Visualize Yourself as a "Published Author"**

Imagine how the phrase, "a published author" will look on your resume, brochure, or Website. By visualizing the rewards of writing and getting your article published, you can break out of the chains that hold you back and get started on an article that you can finish today.

### **Clear Your Workspace**

Get rid of everything except what's needed to write your article. People often have trouble writing because their desk or workspace is a mess and not conducive to creativity. Recognize that during the time you're preparing an article you need to tune out distractions. Working on a clear surface is an effective way to do this.

### **Write for a Few Minutes**

And see what happens. Forget all the excuses. Set an alarm for 5 minutes, sit down, and start writing. Often you'll find that you don't want to stop after a few minutes. Getting started is the key obstacle to writing productively. If you can master this "few-minute technique," you'll develop a habit that will blast the term "writer's block" out of your vocabulary.

This technique is so effective that even if you can't complete the article at the initial sitting, you'll finish faster and more easily than you would have otherwise.

*Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit [www.BreathingSpace.com](http://www.BreathingSpace.com) for more information.*