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Rev. Anne: Just why is it so difficult to write? Well I guess for years we are graded by our writing.

Charlotte: In business, people think there is a certain way you have to write to sound professional.

There is a writing process. If you can remember the process it makes writing easier. When you first sit down to write, you have to write a shitty first draft.

Don't worry about what it sounds like, or putting the Karma in the write place. Vomit on the page.

Rev. Anne: LOL. I can be so anal with where I put the commas!

Charlotte: You can be anal later. When people approach their first draft they think of their first grade teacher. A really good way is to just write for 20 minutes, and then go back through and highlight the good stuff. Cross out the bad stuff, and then at least you have a starting point.

This drives you down into your heart and you may get one sentence that you've been wanting to way for months, because you've turned off your inner critic.

A lot of people struggle to write about their own products and services. I'm all over writing about other people. When it comes to my own stuff, I start stammering. I think we often have that when we start to describe our products and services.

Pretend you're writing the email to a friend. That gets you into your authentic voice as opposed to the "*correct, professional, boring*" voice.

Rev. Anne: I think that telling stories is so important in writing. Whether it's a case study, whether you are speaking it, or writing in your article, stories bring the point home.

I would like suggestions on how to frame stories so that when someone reads one they're finding themselves more engaged.

How can you create better stories? You're a story writer. You know how to create them. They're smaller stories.

Charlotte: Number one, I totally agree that telling stories is important. We are hardwired to learning through stories, this goes back millennia. Any time that you can present information in the form of a story, you are going to resonate with your potential client a lot more deeply.

It can be daunting to turn everyday events into stories. I have one tip: **all stories start with conflict**. If you don't have conflict, you don't have a story. In novels, there's always an incident when something goes wrong, something is amiss.

Rev. Anne: For spiritual entrepreneurs...

Charlotte: You have a client. Why does your client come to you? Because she's perfectly happy? No, she's got a wound. When you're approaching writing, you can start with that in order to frame it:

"My business isn't making as much money as it is supposed to."

"I don't know how to increase my financial abundance."

Once you identify the conflict, the case study, *"I helped her do this and this and this and now she's making one million dollars a year."* Does that make sense?

Rev. Anne: That makes perfect sense. So you start with maybe two paragraphs on the conflict then you go into what you did and how she is now.

Charlotte: One paragraph = problem, one paragraph = process, once paragraph = resolution. A 3-step system.

Rev. Anne: I have a technique I have my clients do to help them start blogging and ezines. Do you have something that you give to people to get that going?

Charlotte: (1) I recommend that everybody maintains a list of ideas. You would be surprised how many people don't. You've gotta have somewhere to go when you start out.

Ideas can be anything. Don't censor yourself; but I really recommend that people keep a journal of what they've written to keep themselves expanding, so that they can keep on bringing in new business ideas.

(2) I love doing morning pages. That's a valuable thing for generating ideas.

Rev. Anne: I so love that as well. But can we go into morning pages for people who don't know what they are?

Charlotte: Julia Cameron wrote a book called *The Artists Way*; no one has ever topped it in terms of creativity, as it is expressed in business. It has a lot of wonderful exercises. One of her bedrock techniques is writing three pages when you get up.

I don't do it before my coffee! You don't censor yourself. It's not directed writing. I'll often talk about the weather and then I'm talking about a blog post, or a sales piece. Morning pages, before you're wide awake have a more direct line to the subconscious and the Divine. Also, go back through and pull out the ideas..

Rev. Anne: I took a class a few years ago on this. It really did transform things. I've got a whole row of journals at home now, even stuff from when my daughter is a baby, how cool is that? I really got out of the habit of it. I do have a business journal that I write and keep ideas alive if I think they're a good idea.

I agree that handwriting is so incredible valuable. It accesses your brain in the way the computer doesn't.

Charlotte: Also keep a book where you just ask God for things. Write on a blank page on the left hand side what you want and the answer will come.

Rev. Anne: What a great idea.

Charlotte: I really like that as well.

Rev. Anne: Let's go back. I do want to get back to Birthing Your Bodacious Bewitching Book. I keep a file when I see someone's blog post. I make a copy of their title, and I keep titles in a file, so then I'll just re-do it in my own words. I also pay attention to what my clients are talking about. What questions they are asking; what they are worrying about. At the moment it's bright shiny object syndrome.

A good idea I had a few years ago was to write down 50 beliefs about my business. I wrote all those down, and guess what...they're ideas for articles, or even just questions to ask people. It lends itself to helping you get your own natural voice. You're not coming from a "should," you're coming from your own connection.

Charlotte: Another thing that comes to me in the world of copywriting, which is a really specialist field...is something they do called a swag file. A swipe file. It's where they note down phrases and words they find. People think that if they copy someone it's not authentic. Don't be afraid to use other written material as inspiration.

Rev. Anne: Definitely don't copy, but use it as a model, or an inspiration. Rather than starting from scratch, it's so much easier this way. If you can follow the flow of a program, an opt-in page, whatever.

Also, some people really resonate with different words. I have a client who really resonates with "enriched." My words are different: "Divine,"

“*inspiration,*” “*connection.*” It’s important to have a list of your own keywords.

Charlotte: It’s really important to listen to your clients. What are the key words that your clients are using? Perhaps, “*I’m blocked.*” Keep lists. You want to be talking in the language that your client is going to receive easily.

Charlotte: A full-length book is anywhere between 150-300 pages. Quit thinking in terms of 300 pages and reduce it down to 150. Nowadays you can do very short eBooks and put them up on Kindle.

If you try to sit down and write 150 that is really difficult, so you have to break it down. It’s sort of a back and forth process and you have to go from the big picture, to the small picture and go back and forth.

For the most part, you are going to be working in the little picture. One word, one sentence at a time. Going back to what we talked about earlier. How important it is having a place to go, if you have some kind of a structure of going in, what you’re writing about, a framework, a loose outline.

Sometimes people freeze up when they hear the word outline and think they have to do roman numerals, a,b,c.

Do a list, whatever works for you. You’re going to be chunking your subjects down. Sit down and write, because so much comes out in the writing. When you want to approach your book. Sit down for half an hour and put down every single thing you want to write about.

Most people come to me with a pretty good idea of what they want to write about. They’ve been thinking about it for years. Once you’ve done that, free write, then you can go back and pull out the ideas.

Rev. Anne: You sit down and decide what the book is about and the message you want to get across. Then you go away and create an outline.

Charlotte: You have your “main points.”

Rev. Anne: I always do outlines. That keeps me on track. With seminars, teleseminars. Then with each of the main points, you can put minor points.

Charlotte: After your list of main points, brainstorm on paper and get your minor points out and then, guess what, every minor point is a writing prompt. You put it at the top of the page and then you start writing. You just write as fast as you can and get everything down on the page. Then later, you go back and edit it.

Rev. Anne: A hawk just flew past. Hawks are all about focus.

Charlotte: I have a couple of good tricks about focus. I get distracted by the Internet so I do writing sprints – anywhere from 30 mins. to an hour – no distractions. If you can put together 2 or 3 sprints, you can do so much. The other thing that goes along with that is a \$10 program called Freedom that blocks off your Internet for a certain amount of time.

Rev. Anne: Do you recommend getting a book onto Kindle?

Charlotte: I highly recommend it. Find someone to format it. It’s a little tricky. Amazon does give a lot of tools to Kindle: you get your own author page, they’ll help you promote it. You can set the price free for a few days. They do all kinds of things to help. I recommend that for most entrepreneurs you start with the ebook and then, depending on how you feel, format a regular book as well.

Rev. Anne: Please don’t do something that’s like 30-40 pages. I’ve bought some and it’s like 30 pages. And I’m like *seriously*.

Charlotte: Be very clear in the description that it is a short book.

Rev. Anne: Is it true that Amazon asks you to sign over your copyright to them?

Charlotte: No, nobody would have their books up there if that was the case.

Rev. Anne: Tell us about your gift.

Charlotte: I have a mini-book. It's only a few pages. LOL!!!! *Jump Start Your Book With a Vision Board.* Gather images to help you. Use the techniques in this book for anything. Using a vision board for a specific writing project. You can find it at: <http://tinyurl.com/visionboardjumpstart>.

Rev. Anne Presuel
Your 6th Sense Guide to a 6-Figure Business
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