

Alex Mathers @Alexmathers84

14 tips for masterful writing you won't find in any writing manual

Fourteen years of writing online, mostly crap, with a few gems, has taught me much. You will not read this in any formal writing guide. Enter at your own risk...

1. Don't share if it's not awkward.

- a. Share pieces that make you a little nervous.
 - i. We live at a time where few speak the truth for fear of being politically incorrect.
 - ii. The messages we see in the media and lots of content are smothered in delusion, wrapped in an additional layer of bullshit.
- b. People are ravenous for honesty.
 - i. Say what few dare say.
 - ii. Don't get yourself banned - tread with awareness and grace - but don't let that be an excuse to avoid being real.
- c. Readers flock to those with courage.

2. Don't be consistent.

- a. Consistency is boring.
 - i. It's almost as dull as discipline. Yawn.
- b. Instead, be relentless.
- c. Everything changes when you bring a warrior-like energy to your daily writing.
- d. Consistency becomes effortless and inevitable.
- e. Attack with words.
- f. Show the world you mean business until they can't help but gather around.

3. Write shit.

- a. Stop trying to write a damn masterpiece off the bat.
- b. Write total crap.
- c. Put all of that rubbish on the page. Yes sir. Now we're talking.
- d. We're not giving a live performance - take advantage of that.
- e. You can work in the shadows to start and edit later.
- f. When you give yourself permission to write poorly, everything becomes easy.
- g. Now you're in flow....

4. Give us your best.

- a. Am I contradicting myself? No.
- b. Don't release average filler because you plan to give us your best stuff behind a paywall - or in a newsletter.
- c. Everything you share must be your best.
- d. Start writing crap, but keep writing until your words become pure power and your eyes water.
- e. Forget perfection, but make it great upfront when you publish.

5. Sexually transmute.

- a. Do not mix sexual release and watching porn with writing.
- b. Particularly for men, good writing rarely comes after you've recently exploded or you've been staring at a high-stimulation screen, dopamine receptors fried to shit.
- c. Sorry, just the way it is.
- d. Sexual transmutation will give you an advantage like little else.
- e. You will surprise yourself with what appears when you reconnect with the deepest and most wholesome part of you.

6. Think less about grammar.

- a. The best writing needs to be tidy and grammatically accurate, yes.
- b. But this aspect only takes up a few percentage points of what comprises the best writing.
- c. It's your willingness to open your heart and bleed on the page that does.
- d. It's accepting that you need to kill a part of yourself that does.
- e. Elite writing is always a sacrifice.

7. Cut fats and sleep inducing protein.

- a. When I start the day, one of the first things I do is write an article.
- b. I don't write having ingested a ton of heavy fats.
- c. It's either a couple of fruits or nothing.
- d. This makes for a clear, energized body and mind.

8. Break the rules.

- a. Use templates and writing rules, but then throw them out.
- b. Yes, when you're new to writing, use templates and copy the greats.
- c. But the best writers relegate the rules to remote corners of their brains.
- d. They continually seek to obliterate the status quo.
- e. They write to entertain, provoke, and inspire the hell out of themselves.

9. Write for the modern age.

- a. This isn't Kansas anymore, sweetheart.
- b. In case you didn't notice, it's the 2020s.
- c. The fundamentals haven't changed, but styles have.
- d. Conversational writing, for example, will connect more with most of your readers.
- e. Stiff and formulaic journalism-esque techniques may work to inform in some contexts, but generally, you want to keep it fun and loose.

10. Write like no one's watching.

- a. So many writers put out flat words because they're self-conscious as they write.
- b. They self-censor and avoid saying certain things for fear of causing offense.
- c. When sitting in a cafe working on that article, you're providing a service people need.
- d. Don't dilute the words out of fear.
- e. You want to first write like no one's watching - be outrageous.
- f. Put it all on the page.
- g. You can always take out super sensitive and unnecessary stuff after.

11. Be on a mission.

- a. Write like you're on a mission to change the world.
- b. Think massive.
- c. Even if you are writing in a specific niche, you want to write like the whole world could change due to your words.
- d. If you do, it will.
- e. I don't care who you are, your skin color, where you're from or how privileged you are.
- f. You must write like you've been chosen.

12. Adopt a persona.

- a. Be the person you need to be to deliver the message in the most impactful way. You aren't your 'personality.'
- b. You choose who that is.
- c. Have fun with this.
- d. Words can make you mythical.
- e. You can adopt the persona of a jester, a provocateur, a visionary, or a modern philosopher with a duty to share.
- f. When you place fingers on keys, you are no longer you.

13. Go to the gym.

- a. Your work will transform by becoming, in parallel, what I call: a 'creative athlete.'
- b. Writing isn't just about the writing.
- c. It's about honing and maintaining your health as best you can to support your writing and life purpose.
- d. My best work always follows an intense and sweaty gym session.
- e. It's like the body rewards you for taking care of it with insane levels of productivity and insight.

14. Focus on problems you genuinely care about.

- a. The best ideas come out of your genuine concerns.
- b. What do you think about obsessively?
- c. What do you wish you knew?
- d. What wakes you up in a sweat at 3am?
- e. What do you hate about the world?
- f. Go there.