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5 simple tips for better writing:

1. **Design a Content Engine**
   a. Your "content engine" is everything you consume regularly-books, newsletters, blogs, podcasts, etc.
   b. These are the inputs that feed your output machine.
   c. The insights from the content you consume spark the ideas for the content you produce.
   d. Your output quality will be a natural byproduct of the level and consistency of your input quality.
   e. Design your content engine and iterate on it constantly.
   f. Add, edit, and remove from it as you see fit.
2. **Create Collection Mechanisms**
   a. Create mechanisms to collect the sparks of insight that come throughout the day.
   b. A few ideas:
      i. Notebooks you carryaround
      ii. Notion (or Notepad or Google Docs) on your devices
      iii. Email to yourself
   c. The point here is to log ideas and insights as they strike.
3. **Engineer Creative Environments**
   a. Here's a useful exercise:
      i. Spend a week observing and logging your creative tendencies.
      ii. What time did you feel most creative?
      iii. Where were you?
      iv. What did you do before this window?
      v. Any other observations?
   b. Zoom out and look for patterns. Use the patterns from the observation week to determine your peak creative environment.
   c. Then establish consistency around it.
   d. For me:
      i. Early morning or early evening
      ii. Coffee or whiskey
      iii. Coffee shop sounds playlist
      iv. Engineer a creativity inducing environment.

4. **Draft Fast, Edit Slow**
    a. The greatest writers and storytellers agree on one thing: starting is the hardest part. There is nothing more daunting than a blank page.
    b. Draft fast-don't worry about how bad it is.
    c. Edit slow-write and rewrite as necessary.
5. **Build a Habit**
    a. Jerry Seinfeld hangs a huge calendar on the wall and uses a red marker to put an X over every day that he completes his daily writing.
    b. It isn't about the writing being good, it's about the consistency.
    c. Create your "Seinfeld Calendar" and use it to build a habit.