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I spent over 1,000 hours learning to write effectively because college completely failed to teach me. Here's everything I learned distilled into 11 tools that you can start applying today:

- 1. The best writing is not a result. It's a byproduct.**
 - a. Daily consistency
 - b. Taking long walks
 - c. Blocking the internet
 - d. Capturing ideas everywhere
 - e. Reading high-quality sources
 - f. Spending time without my phone
 - g. Build the writing system that makes great writing inevitable.
- 2. There will never be a perfect time to start writing.**
 - a. The "Once I ... then I'll start writing" is the ultimate form of procrastination.
 - i. Once work slows down
 - ii. Once I feel like I am ready
 - iii. Once this project wraps up
 - iv. The "Onces" will always be there - so get started today.
- 3. When writing, stop trying to write something to everyone.**
 - a. Instead, be specific and pinpoint your one ideal reader.
 - i. Use specific examples
 - ii. Solve a specific problem
 - iii. Unlock a specific benefit
 - iv. Create a specific emotion
 - v. Encourage a specific action
 - b. Specificity wins.
- 4. Stop thinking of it as "writing."**
 - a. Instead, start thinking of your writing like a startup.
 - b. Ship an MVP
 - c. Talk to users
 - d. Prioritize distribution
 - e. Solve specific problems
 - f. Focus on reader experience
 - g. Say something different, not better
 - h. The best part: you're the CEO.
- 5. Copywriting is simple.**
 - a. Point out a specific problem
 - b. Point out the specific benefits of solving it
 - c. Position your product as the obvious solution
 - d. If any of your copy doesn't fall into one of these 3 buckets, cut it.

6. You should write about 2 things:

- a. Things that are obvious to you now, but weren't 2 years ago
- b. Things that are confusing to you now, but you want to better understand in 2 years
- c. This is a simple framework for continuous learning while building credibility along the way.

7. Writing and editing are different processes.

- a. Writing is all addition - getting raw material out of your head and onto a page.
 - i. In this stage, rip out your backspace button.
- b. Editing is all subtraction.
 - i. In this stage, put your backspace key back and rip out everything else.

8. You don't have to be an expert to write about something.

- a. In fact, people struggle to learn from experts (because they're too far ahead).
- b. It's easier to learn from someone just 1 step ahead of you.
- c. So start learning things and distilling them for those on the same path as you.

9. If you want to write consistently, you need to capture ideas.

- a. Everywhere.
 - i. Quick capture on your phone
 - ii. Whiteboards in the shower
 - iii. Notebooks all over the place
- b. Once your mind trusts you can have ideas anywhere, it's free to be creative - and you'll soon be overwhelmed.

10. If your goal is to accelerate your personal growth, writing is the most effective tool.

- a. Clearer thinking
- b. New friendships
- c. Daily consistency
- d. Learning new topics
- e. Increased awareness
- f. Foundational skill you can apply anywhere
- g. Hard to find anything else like it.

11. And lastly, the single best piece of writing advice: Be clear, not clever.

- a. Your attempts to be clever lead to nothing but confusion.
- b. And the second your reader is confused, they're back to TikTok and Netflix.