

— THE —
WEEKLY
Writing
— TIP —



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Introduction

If you run a blog or website you understand the need for writing regular content. While this may sound easy, it is not always easy to come up with ideas of what to write about. Even then you need to know how to write a compelling blog post that will attract attention.

When it comes to writing online there are a few differences which you must be aware of. Writing this type of content is different than writing a novel or non-fiction book.

Inside this ebook you will find a compilation of 52 writing tips which have been designed to help you become a better writer. Just implement one writing tip per week to improve your style, writing techniques, creativity and the amount of content you create.

I am sure that you will enjoy using these tips and will have fun putting them into practice.

Thanks and enjoy!

52 Weekly Writing Tips

1. Start Writing on a Daily Basis

The more you write the better you will become at writing. So it just makes sense that you want to get into the habit of writing every day. You don't have to start writing pages upon pages each day. Your goal is to form the habit where you sit down at your computer and start typing words into a document or notepad.

You can write about anything. For example you may want to write about your activities the day before. Start mapping out a business plan or outline blog posts. Write about anything that gets you into the habit of actually writing. You may even want to practice writing short posts which you could then use as content for your social sites.

It may be difficult at first to write every day. Just remember, as with any habit, if you commit to doing this daily you will be writing regularly in less than one month.

2. Start Reading on a Daily Basis

The more you read the better your writing ability will be. Plus by reading you will be keeping up to date on current affairs and topics. This will provide you with useful insights and topics that you can write about on your own blog.

It also helps to read a good variety of content and material. Don't just limit yourself to reading a magazine or book. Get into the habit of reading newspapers, short stories, blog articles and more. Take the time to read up on a new hobby or skill that you have always wanted to learn.

By exposing your mind to a variety of content your vocabulary will expand. You will find that the task of writing becomes easier. Plus you will find that you have more topics on which you can write about.

3. Write in a Comfortable Place

If you are seriously trying to write a long article or even start a book you need to have a comfortable place to work in. This will vary depending upon your personality. Some writers enjoy writing in a quiet room at home, others prefer to write outdoors when possible. Yet other writers find they get inspired and can write more when sitting at a local coffee shop or restaurant.

No matter where you choose to write, find a place that works for you. If you have small children or a busy schedule you may prefer to get up earlier and use that time for writing.

By placing yourself in a comfortable setting you will find that your words flow easily. If your body is not in a comfortable place then neither is your mind.

4. Write for Your Audience

When it comes to writing online content for the internet your biggest concern is that you will want to cut out all the fluff and padding of your work. While it is still important to pay attention to your use of grammar, spelling and punctuation your main concern is to keep your writing concise.

It is still important to develop a style so that your audience can identify with you. You will want to aim your writing at a general level. This means not using overly long or difficult words and talking to your reader as though you were writing to a friend.

With the emergence of the internet writing styles are definitely more relaxed than ever before. It is still important to maintain a professional quality of your work so that you can brand yourself as an expert in your niche.

5. Use Complete Sentences

While writing for the internet requires you to be friendlier, you still need to write correct sentences. Your sentence structure should be complete and concise. An example of an incomplete sentence is when you suddenly place the word 'when' at the beginning. The use of this word makes a statement incomplete such as in the following example:

When I complete this project.

Instead you should write:

I completed this project.

If you use an online spelling and grammar checker an incomplete sentence will be referred to as a fragmented sentence.

Because online writing rules are viewed as more relaxed it is okay to break the rules now and again. You will notice that a lot of online content will have sentences that start with the words 'and and because'. This was definitely something that any good English teacher would tell you is not correct. But now it is viewed as acceptable.

6. Research Your Topic

Before you sit down and write you want to take the time to research your topic. This is extremely important with web based content. Always keep in mind that internet users are looking for current information and facts.

By researching first you will have timely facts and information that you automatically include in your blog posts and articles. By taking the time to research, your content is more likely to be shown as relevant content in the search engines. What this means is that your posts, pages and articles are more likely to show up in the top results in any search engine.

Once you have compiled your research you will be able to easily create a good outline for your topic. You may even find that the direction you first had in mind has changed. Researching can help you discover new and unique angles that you had not thought of.

7. Use Current Events for Blog Posts

If you want to consistently create good content for your niche then it is imperative that you stay up to date with what is happening in your niche. This can be done by subscribing to other blogs in your niche by using an RSS Reader. Then simply get into the habit of checking your reader each morning for important news.

This has a dual purpose for you as a writer. Firstly you will be staying on top of all of the latest news developments and gossip in your industry. Secondly this 'news' can easily provide you with a list of ongoing topics for you to write about.

Other ways to stay on top of news is by creating Google Alerts and by checking sites such as Google News regularly. Don't forget to subscribe to top blogs in your field as they can help inspire topic ideas.

8. Create an Outline

If you find that you often get stuck writing a complete blog post or article have you considered using an outline? This technique allows you to simply fill in the outline, once created, in a step by step process. Once filled in your basic article is completed. Using an outline simplifies the writing process and makes it easy for you to create quick and informative posts.

A good outline includes:

1. Introduction
2. Body
3. Conclusion

In the introduction you will basically tell the reader what they are going to learn by reading your article or post. In the body of your article make a list of the points or sub topics that you want to discuss. These points will become the sub headings of your article. After you have outlined your points you go back and write a couple of sentences on each one. This becomes the body of your article.

Once you get to the conclusion you simply wrap up and summarize the main points again. Then add a call to action for your reader and your new post is ready for publication.

9. Use a Mind Mapping Tool

If you liked the idea of using an outline then you are going to love using mind mapping tools for writing. A mind mapping tool is great for outlining individual posts and articles as well as for creating a blogging schedule.

You can use this tool to plan out content for months at a time. Come up with main topics and then add sub topics to your list. As well as listing sub topics you can list research sources and jot down ideas.

When you go back into your mind map you can add additional notes and thoughts. Before you know it you will have basic content outlined for several blog posts at a time.

A great feature of mind mapping software is the ability to add colored nodes so you can easily identify topics, research and specific outlines.

10. Write in Short spurts

Use a kitchen timer or download an online timer to your desktop and then use it. Most writers will agree that it is better to write in short spurts, rather than sit down for hours at one time.

There are several benefits of writing in short spurts including not cramping up your fingers and wrists from over typing, and not feeling overwhelmed or frustrated when your words do not flow.

Quite often taking a break frees up your mind and relaxes your body. When you sit down again to resume writing you will feel refreshed and ready to take action. You should notice that your writing flows easily and that you actually feel more creative.

Experiment with how often to take breaks and see what works for you. Most people tend to find that taking a 10 minute break once every hour is extremely effective.

11. Develop Compelling Headlines & Titles

With any type of writing which is going to be published online you want to take the time to come up with compelling headlines. A good headline will attract your website visitor's attention immediately, and this will entice them to read the entire article.

When writing your headline or title do not use all capital letters in it and avoid using punctuation. If you place a full stop or period at the end of your headline it will make the reader want to stop reading. By eliminating this punctuation your reader is more likely to continue reading your full article.

Examples of great titles are:

- Titles that ask questions or provoke opinions
- How to titles

- Step by Step titles
- Titles which stir feelings in your reader

When writing content, for online purposes, you want to try and include keywords in your titles. This will help boost your content within the search engines. Place yourself in your reader's shoes and think of how you would search for this particular information. Then try to include these terms into your titles, headlines and sub titles.

12. Short Sentences Work Best for Online Content

When writing online content you want to avoid long sentences. It is much better to write your content in short and concise sentences. This way you can offer your readers easy to understand information which is well thought out.

In addition keep your paragraphs fairly short. It is important to understand that when someone is reading an article, post or website content online, they often scan the content first. This is why it is important to make use of sub titles and formatting techniques such as lists and bullet points. These things will catch the readers eye, pulling them in, and making them want to read more.

Practice writing short sentences with no added fluff. If you find that your sentences are extremely long, work on adding commas into the sentence structure. Then read your sentence aloud. If your sentence still sounds and feels long winded then try splitting into two shorter sentences.

13. Use a Friendly Tone of Voice When Writing on Your Blog

Conversational and friendly tones work best when writing online content. Use a passive voice in your writing. An example of this is:

The graphic designer was hired by our company.

Instead use:

We hired the graphic designer.

When writing for your blog write as though you are chatting with your best friend or family member, someone that you know well. When you write in this manner your content becomes friendlier and adds that human touch.

A common problem with the internet is that a website often blocks the human element. Sometimes a reader doesn't really know who has written the content and this adds distance.

By writing in a friendly manner you are forming a relationship with your reader and they in turn will learn to know, like and trust you more. This is extremely important for connecting long term readership for your blog.

14. Write to Attract Attention

This follows on from our last writing tip which covered writing in a friendly manner. With online content it is important to understand that your website visitor is looking for something. This could be the answer to a particular question or information on a particular subject. In essence they are looking for a solution to a problem.

You need to provide them with the solution and this solution must be evident quickly. Most website visitors will scan your page and if they don't find what they are looking for, will leave in under 10 seconds.

This is why it is important to attract their attention immediately. This can be done by creating compelling headlines, using sub heading and lists. If the visitor thinks you may have the answer they are more likely to stick around and read the rest of your content.

15. Include Lists and Step by Step Tutorials

When creating content you can make your content easier to read and more attractive by making use of lists and step by step tutorials. This offers several benefits including making your content more appealing to visitors. Instead of being faced with a long article they immediately see that your content is short and easy to read.

You can list main points and use bullet points or numbers to make them stand out on your page. As we mentioned earlier readers on the internet are in the habit of scanning content rather than reading every word in detail. So using short points can help them identify if your content is what they are looking for.

Creating how to and step by step tutorials you are offering your readers a different type of content. If your article is dealing with how to learn something new then consider writing out in point or step form.

16. Structure Your Content

Structuring your content includes taking the time to think about the topic that you are writing about. You don't want to go rambling on about nothing in particular. Instead come up with a specific idea or subject and discuss that on your blog.

By talking about one thing at a time you will have the ability to write clear and concise articles. These will be informative posts that will engage your readers in a friendly manner.

To do this effectively you should get into the habit of writing out the main points of your article. Then go back and start explaining or discussing each one in a single paragraph. By the time you have filled in all of this information all that is left is your closing paragraph.

The last paragraph is normally a quick recap of what the reader has just learned. Plus it should include a call to action. This could be sign up to a newsletter or to receive a free gift or it could be to purchase a recommended product.

17. Use Clear Language

One of the biggest mistakes you can make when it comes to writing online content is to use fancy language. This can be a foreign concept to many writers, but believe me your readers will appreciate clear and easy to understand language.

Only use technical terminology when required. If you are writing a white paper for university graduates then you will, of course, use different language as compared to writing for young adults.

As well as not using fancy or technical jargon you don't want to add fluff to your content. While adding descriptiveness to stories and fiction is good, it is not always appropriate for shorter pieces of content.

If you are in the habit of writing colorful content, try going back and removing unnecessary words and expressions. Make a point of keeping each sentence clear and to the point. If you stray off topic simply remove the section.

18. Use Summaries

A summary is basically a quick recap of what your article or post is about. You are actually telling the reader what you have just told them! A good summary consists of one good paragraph and this summary can be used to describe your article as well. Learning how to write a good summary is important if you want to submit articles to article directories for example.

As you gain experience with crafting summaries you will also be improving your copywriting skills. So when it is time to write a sales page you will have an easier time of coming up with shorter sentences to reflect benefits and key points.

If you condense your summary even further, into 150 characters, this becomes the sentence that is displayed by the search engines when your website shows up on the results page.

19. Include Images and Graphics

There is one major difference to writing online content and that is the use of images, graphics and photographs. Images can really help make your content visually appealing and entices the reader to actually stay on your site and read your content.

When using images try to use images that relate to what your article is about. Plus with the increased popularity of social media sites, people love sharing images. This can help get your content more views and website traffic. Try to use images that people can 'pin' to sites like Pinterest.

Images and photographs help to break up long articles and make them appear shorter and easier to read. It is very easy to insert images into a document, just

use the insert feature in Word. Plus you can then use the Picture tools to add a border, color or special effects to your images.

Remember an image help draw the reader's eye to the page and compels them to continue reading. If you aren't in the habit of adding images try using some in your next article.

20. Make Use of White Space

When you write content that you wish to post on your website it is important to take the visual appearance of the piece into consideration. You don't want to publish a long article that is all text and very little else. Immediately visitors view this as 'boring', and they will click away without bothering to read it.

While you can still publish long articles you can make them look less 'boring' by breaking the piece up into smaller sections.

One way to do this is to write smaller paragraphs. When you have more paragraphs more white space appears on your site. This has the effect of making your article look smaller and easier to read.

Including headings and sub titles also goes a long way in helping to break up your content. The more manageable your content appears, the more readers you will attract.

If your article is extremely long you may want to consider breaking into 2 or 3 smaller posts and then link to each one at the end of the article.

21. Include a Call to Action

When writing articles that are to be published online you normally want the reader to perform some type of action after reading it. This action is referred to as a Call to Action. It can include having your reader click on a buy button, liking or sharing your post or giving up their email address in exchange for a gift.

If you don't tell your reader what you want them to do at the end of your article they will simply click away. Instead it is important to lead your reader somewhere.

To achieve this you want to make your call to action very clear. If you want them to sign up for your newsletter, tell them how to do it. If the required action is to click a link put the link there for them to click on!

By including a call to action your conversion rates will increase as will your profit margin. Don't expect people to know what action you want them to take, instead show them!

22. Write, Read, Edit, Proofread and then Repeat

Get into the habit of writing your content and then letting it sit at least overnight. This way when you open it up again to reread and edit it you can pick up on errors easily. Do not simply write and publish your content without proof reading it.

While many programs such as Word and Open Office do come with built in spell checking systems, these are not always that accurate. Instead you want to get into the habit of editing and proof reading, then rewriting if necessary before going back and proof reading again.

When editing and proof reading your work do so with an open mind and pay attention to the small details. It can be so easy to overlook words by reading too fast. Instead read slowly and carefully. If you find yourself faltering over a sentence and have to read it more than once, stop and fix the sentence.

23. Don't be Scared to Cut & Rewrite

By letting your content sit before it is published you can reread it with fresh eyes. If you are not totally happy with it take the time to cut out sections and do re-writes if needed.

Remember whatever you publish online becomes associated with you. If you are trying to brand yourself and your business, then publishing informative and thought provoking content is vital.

You should feel proud of any piece of content which you create. Try asking yourself if this is something that you would want to read, it should be!

At this stage in the game you want to watch for certain words that you repeat often. When this happens try to look for alternative word choices that can help liven up your work. One easy way to do this is by using the synonym and thesaurus features in programs such as Microsoft Word. This is a really way to change your work without having to do major rewrites or cuts.

24. Voice Your Opinions

Don't be worried about voicing your opinions when you write. Of course, you may not want to become too controversial on certain topics. But there is nothing wrong with voicing your thoughts and opinions on any subject.

By doing this you could easily create content that becomes a little controversial. This type of content is enjoyed by many people, especially on social sites. They love to add their own opinion before sharing with their friends. Your content could easily go viral and receive thousands of views.

By voicing your opinions you are opening the floor to allowing your readers to add their own thoughts and comments. This can be a fantastic thing, and can help you receive hundreds of extra readers to your blog. Many super blog conversations have been conducted in the comments section.

25. Keep a Notepad for Ideas

It can be extremely helpful to always carry a notepad or book of some kind with you. This way if you suddenly come up with great ideas for a story, blog post, article, report or book you can scribble away to your heart's content.

Notepads are great for using to brain storm ideas and thoughts. They are perfect for using at any time and you can even revert to a good old fashioned notepad and paper. How many times have you suddenly come up with great ideas and had nowhere to write them down? By the time you reach home or sit at your computer your ideas are long gone.

You can use any type of notepad for this and several online notes can be synched across all of your devices these days. Evernote is one good example of this.

26. Start a Research or Idea Folder

Start a new folder for your research ideas. This way you can organize your content and find it when it comes time to write a new piece of content.

You could create several folders such as a title suggestion folder – for headlines that you like. While you wouldn't want to copy the headline use them to spark inspiration and ideas for your own headlines.

As well as a research folder it doesn't hurt to have one folder dedicated to swipe files. These files consist of notes, items and links to other blogs that you have found useful. Many writers like to keep a file of headlines on hand. Then when they need inspiration they can look through this file for ideas.

In addition, if you write fiction, you may want to start a folder for each of your characters. Inside each one you can add notes and images about each one. This can help you develop your characters making them easier to portray in your book.

27. Create Your Own Story Board

This is a great way of creating longer pieces of content. For example you may want to start a new book. Sign up for Pinterest and create a Board for your new book. Then post images that spark ideas for settings, clothes, characters and more.

Keeping a story board is similar in many ways to using mind mapping software, except that it is more visual. Just looking at a story board pinned with images can help you find fresh inspiration on those days that you get stuck.

You can use these story boards in conjunction with the files we talked about in our last tip. While a story board primarily consists of photos and images, you can add notes into your folders as required.

You don't necessarily have to use all the images in your book but these images can help when it comes to writing about your characters or the settings in your book. By looking at a photo you can describe more features in detail and this will

help bring your words to life.

28. Use Article Templates

If you find yourself writing on similar topics regularly then you may want to create templates that you can use. This type of template would provide you with a basic outline for your new article. It might contain all the information you need for your author's resource box or links that you always include.

You could also format the template with the same font style and size as well as the page size. This can be extremely helpful if you save a Word document into a PDF file and then upload it to document sharing sites regularly.

Article and report templates are perfect for helping to brand your business as well. You may write tutorials on various topics, with each one being delivered in the same format. This helps the reader identify the source of the work and helps solidify your business as an authority.

29. Promote Your Work

Once you have written and published your work don't forget to let other people know about it. This includes posting a link to it on your Facebook and Google+ page and by sending out a Tweet about it.

Don't forget to include sharing buttons on your website as well. This allows your readers to share your content as well. The end result could be in seeing increased website traffic and growing your email list.

When it comes to marketing your book there is certainly a ton of work to be done. While it is fairly easy to self publish today, you must be prepared to do your own marketing. This can be done by running competitions for a free copy of your book or by giving away the first chapter. People read the chapter and then purchase the full copy afterwards.

It doesn't hurt to set up a page on your website that highlights your writing, especially if you are branding yourself as an author.

30. Use Story Telling

Telling stories through your writing is an effective way to communicate your message to your readers. People love to read stories particularly if they can relate to these stories in some manner.

Using this tactic can be useful when relating certain things such as weight loss stories and events. If you can communicate and connect with your readers through a story then they will remember your site and your name.

When you write something that is personal to you, you automatically add more feeling into your work. This is felt by the reader who can start to sympathize and relate to you. It is the perfect way to increase your readership. There is nothing wrong with sharing personal experiences or using them to a certain degree in your work.

31. Use Desires & Fears

You can connect with your readers and improve the quality of your content by using certain emotions. These include:

- Desires
- Fears
- The need for something
- Curiosity
- Interesting news stories
- Facts
- Questions

Emotions stir reactions in people and help connect them to you as the writer. Write as though you are in the shoes of your reader and stir deep emotions in them.

As well as stirring feelings in people you are also helping them build a connection to you. As a writer this is extremely important as avid readers will become loyal fans.

This writing tip also spills over into copywriting. Any good copywriter will tell you that it is important to identify and appeal to your reader. This can be done by sympathizing with them and highlighting the benefits of what you have to offer.

32. Never Stop the Art of Learning

This writing tip will ensure that you always make time to develop your writing skills. Set aside a few minutes each day or week to refresh yourself on topics pertaining to writing. This could be rereading grammar and punctuation tips. Or it may include trying out new writing software or attempting a totally new way of creating articles.

By exposing yourself to the world of writing in various ways you will no doubt pick up tips that will help you improve your writing ability in general.

There are many aspects of writing that you can learn including:

- Writing fiction and non fiction
- Learning to write short stories
- Writing Press Releases
- Learning how to write good copy
- Writing Poetry
- Writing white papers
- Writing tutorials and courses
- Improving your grammar
- Learn to edit like a pro

Choose an area that you would like to know more about and make of point of learning it.

33. Be Prepared to Write Drafts and Toss them Aside

Learning how to write well is a craft and one that takes a lot of practice. As we mentioned earlier, it is important to write something each day. This doesn't mean that you have to keep and use everything you write.

Many books were written over a long period of time and this was achieved by writing draft after draft. Eventually the material became content which then became a book.

If you are serious about writing then you should be prepared to write drafts in many forms. Then file them away and bring them back to life later on. View these drafts as a form of practice and don't worry if they are written badly. Just make a point of putting pen to paper, or fingers to a keyboard and churn out words.

34. Do Not Fear What You Write

Of course you will have some element of fear as you write new content. This fear may be shown as apprehension, dread of a subject or fearing the quality of your work. All these fears are justifiable and understandable and will make you a better writer.

As you write do not fear any content that you have just written. Keep on writing until the project is finished, whether short or long. Then go back and be prepared to rewrite your content until it becomes better and you are satisfied with it.

Many writers will tell you that if you feel anxious or nervous about what you have just written then you are on the right track. When these types of feelings are stirred inside you, you have let your inner self surface and appear as words.

35. Work on Two Projects at the Same Time

Sometimes it can be really helpful to have more than one writing project on the go at any one time. This way if you get stuck with one project you can simply switch to the next. Eventually both will be completed and both will be good.

This can be a great tactic if you are writing on a subject that you are not that fond of, or one that is very technical in nature. By working on them in short spurts you should find that you get more accomplished than by trying to work on it for hours at one time.

You can also apply this when creating a new product that has several parts. It might be easier and more productive to work on several items simultaneously. The actual process of researching and writing may help spur ideas for the other

parts of the project.

36. Accept Criticism and Feedback

One of the worst issues for writers is accepting feedback and criticism. You need to learn to accept this type of feedback as it can help you become a better writer.

The feedback may not always be positive but can be helpful. While some people will give you bad reviews on purpose the majority of people are leaving you their honest opinions. As a writer you should remember that you will never satisfy everyone all the time.

When it comes to the technical aspect of writing take criticism from someone you know, like and trust. This way you can be sure that their feedback is honest and helpful.

37. Join a Writing Challenge

If you get stuck with writing on a regular basis you may want to consider joining a writing challenge. If you do a quick search online you will find that many websites and groups offer these types of challenges.

Many challenges last for 30 days and they encourage everyone to write a blog post, article or a certain number of words per day. If you really commit to doing this you will end up with lots of content or even the beginnings of a new book.

Even if you do not find a particular challenge to join, there is no reason why you cannot create one for yourself. It doesn't even have to last for 30 days. You may find that you can be more productive for shorter periods of time, say 15 days.

If you are creating content for a new site or even a short report it might be better to write one new article each day over a two week period. Use whichever method suits you the best and then commit to it 100 percent.

38. Create or Join a Writing Group

This is similar to a writing challenge in that you will be encouraged to write on a regular basis. The main difference is that a group is for a longer length of time.

You can find groups on sites such as LinkedIn or Facebook as well as on many professional writing blogs and websites.

Some of these groups will be free while others are more like a membership site and will require a monthly or yearly fee. Joining a group or even a writer's association can be extremely helpful. You can connect with other writers and get value insider tips and tricks that may not be available elsewhere.

There is nothing stopping you from creating your own writing group on Facebook, LinkedIn or Google+.

39. Variety adds Spice

Everyone loves a little variety in their lives so why not apply this rule to your writing. You can spice things up on your blog by offering content in a variety of ways. This could be by turning your articles into tutorials or into an e course or by creating a video to accompany your article.

Longer articles or short reports can be divided up and used as short blog posts and as social media site content. You could even use sections of your articles in your email messages if you have a newsletter list.

Pod casts are proving to be extremely popular as well. It doesn't hurt to have a text article on your website along with a video version and even a downloadable MP3 file. This can be more time consuming to create and may be more suited to longer articles or short reports.

40. Use Good Grammar

Using good grammar will make your sentences and your work flow. The correct use of grammar really distinguishes between good and bad content.

It is easy for even the best writers to make lots of grammar mistakes. This normally happens when your head is spinning with ideas and you are trying to get all your words onto paper quickly. There is nothing wrong with writing quickly, just make sure that you edit your work afterwards.

One of the best books on using grammar and punctuation is the book “Elements of Style”, by William Strunk and E.B. White. While this book was first published in 1918 it is still one of the most recommended books on this subject today.

41. Make Use of Brain Storming Sessions

Before sitting down to write you may prefer to make use of a brain storming session. This allows you to come up with several ideas and scenarios and then decide which one suits your purpose the best.

Brainstorming sessions can be done alone or in a group session. While you can make notes some writers prefer to have more of a brain storming chat session. By vocalizing their ideas they can often come up with additional topics from suggestions of the other participants.

You can enjoy a brain storming session online by making use of Google+ Hangouts or by connecting with people on Skype.

Don't forget that your brainstorming session doesn't have to be a vocal one. You can simply section off a particular time period and use pen and paper, a spreadsheet or a mind mapping tool and brainstorm that way.

42. Have Someone Else Proof Read Your Content

If you have poured your heart and soul into your writing it can be extremely difficult to be objective when editing your work. Another disadvantage is that you know all of the content along with the sequence of events. Being aware of all of this information can make you skip over certain sections and miss errors.

For this reason it is often quite helpful to have someone else look over your work for you. They will be looking at the content with a fresh set of eyes. They will have the ability to pick out any grammar and punctuation mistakes. As well they can point out if a sequence of events does not make sense or there is a gap in something.

While it can be frustrating and un-nerving to let another person read your work, it is often the best way to go. Choose someone whose opinions you value and trust

and allow them to look over your manuscript for you. They may even come up with helpful tips which can actually improve your book or content.

43. Start Your Articles with a Question

Website visitors are often looking for an answer to a specific question or a solution to a problem. So it can be helpful to them if your article starts off with a question. If they are looking for information on this particular topic they will be more likely to read your article to find the answer.

Plus writing content that has more of a question and answer format makes your content stand out from other websites. Also by starting with a question you can easily answer the question with your own thoughts and opinions. Everyone is allowed to offer their own opinions so why not you as the writer of the article?

In addition articles and posts which begin with a question often receive more comments on them. This is a great way to discover what topics are popular and which ones are attracting the attention of your readers. Of course you just want to keep writing more of them.

44. Try Writing in the Second Person

The majority of writers like to write from their own perspective and use the first person when writing. While there is nothing wrong with this, the reader may feel as though they are just reading an account or report from you.

You want to draw in the reader through your writing. One effective way to do this is by making use of the second person using words like 'you'. The use of this word immediately draws the reader's attention and they start to feel as though you are writing them a personal letter.

If you have ever read a second person article you will agree that you find yourself nodding in agreement. Or you start to feel the emotions which are being described on the page. This is the connection that you want to build with your reader. It is very powerful and will have them coming back for more!

45. Read Your Work Out Loud

An easy way to find mistakes with your own writing is by reading it out loud. This can identify things such as sentences which run on too long. Or will help you find sentences or paragraphs that are not clear or have not been placed in the right sequence.

When reading out loud each time you stop to take a breath there should be some form of punctuation. This could be a comma, a question mark or a period or full stop. If you can't speak a certain sentence in one breath then add commas so that you can.

Reading out loud certainly helps you pick up on things in your writing, if the words don't sound good when spoken then simply rewrite them until they do.

46. Know Your Audience

This writing tip is especially important when it comes to writing copy for your sales pages. If you know who your audience is you can then target them with your writing. This includes writing copy that will provoke feelings and emotions in them. As well as writing for a specific gender, age group and possibly for a targeted audience in a specific geographical location.

To learn who your audience is you will want to make time to do your research. This way you will know what their likes and dislikes are, what their educational level is and what type of income range they fall into. As well as helping you create good copy this information will help you price your content so that it is affordable to your audience.

47. Keep Your Readers Engaged and Entertained

The one thing you want to keep in mind is that when people are reading content online they want to find their information quickly. For this reason your content needs to deliver on its promise immediately. Plus it must keep the reader engaged so that they read your entire article, post or book.

When your readers are entertained they will come back for more. Repeat visitors are important for your business as the more often they return the more likely they are to make a purchase from you.

Your main goal should be to develop a loyal following of readers. This can be achieved by continually adding new content to your site. You don't necessarily have to always come up with fresh ideas. In fact there is nothing wrong with adding a new angle to something old!

48. Create Inspiration and Desires in Your Readers

What we mean by this is that you want to write posts that your readers feel compelled to comment on. Quite often huge conversations can be had by readers leaving comments. All of this interaction is good for increasing your traffic and your search engine rankings.

Depending upon your blog you may want to write on newsworthy items regularly. This is one way to make use of events which are happening and which people are searching for.

You can use questions and statements to invoke desires in your readers. Many people feel compelled to answer questions and who doesn't enjoy leaving their opinion on certain things?

Another way to inspire your readers is by using personal experiences in your writing. When you write this type of content you are writing from your heart and it will show. Other readers will easily identify with your experience and will enjoy commenting on it as well.

49. Include Quotes, Comments and Reviews in Your Articles

You can make your content feel more 'real' to your readers by including things like quotes, comments and even reviews inside your articles. These don't have to be reviews on your own products, but reviews which apply to the topic which you are discussing.

Including things like inspirational quotes and motivational quotes can also invoke feelings in your readers. You are actually giving your reader something to remember and an action to perform.

Writing in this way allows your reader to identify with you and your topic. If possible try to include the locations and photos of those people whom you are quoting.

50. Write from Your Heart

It is common knowledge that every person has at least one great story hiding inside of them. You can unlock your own story by giving yourself permission to write from the heart.

When you begin to write in this manner your writing will take on more personality and life. If you are writing a fiction book you can draw on your own experiences and include portions of them in it.

You should always have a goal of writing believable stories regardless of the topic you are writing on. Even if you are writing a ghost story or a child's story based on magical creatures and fairies. Develop a history for your characters so your readers can identify and believe in them.

If you are writing a book and want to get it published concentrate on the content of your book. Do not focus on trying to create a book that will get published, this should be your secondary thought while writing. Getting published and marketing your book will come later on.

51. Set a Number of Words to Write Per Day

This tip can be used for any form of writing, whether you want to write an article, blog post, report or a full length book. By setting yourself a goal to write a certain number of words per day, you will automatically become more productive. Of course you must want to reach your goal.

We suggest writing out your goal and posting it somewhere visible. This way, even on those days when you are not feeling as productive, you will remember what your goal was.

Depending upon what you are writing you can easily divide the words by the number of days you have to get your content completed. For example if you are writing a book set yourself a goal of writing 5,000 words per day. This could

become one chapter per day of your book. If your outline consists of 30 chapters you could technically have the first draft of your book finished in 30 days!

52. Find Your Writer's Voice

Your writer's voice is your unique style and perspective on things. It is the one thing that will draw loyal readers to you. If you currently find that people are not reading and commenting on your work then it is time to change things up.

Let's look at this in a different way.

After you have finished writing a piece of content are you satisfied with it or even scared of what other people may think of it? If you feel worried, anxious and nervous then you have found your writer's voice.

If not then it is time to sit down and allow your creative juices to flow. Trying writing your next article or story without any inhibitions whatsoever, just put pen to paper or fingers to your keyboard and just write. Don't try writing for a certain person, or writing something with the sole purpose of selling it.

You should feel comfortable with what you have just written, even before you have reread it or edited it. At the very least you should enjoy the actual writing process or the effort should have felt worth the struggle.

If you are still not convinced you have found your writer's voice then ask people if they can identify a voice in your work. Listen to what they have to say, you may just be surprised.

Conclusion

You now have, in front of you, 52 writing tips that can easily help you become a better writer. You do not have to implement all of them, just choose a few that appeal to you and incorporate them into your writing. Once these become habitual then include a few more.

There is no reason why anyone cannot learn how to write well. It is a craft that can be learned and one that takes consistent practice as well.

Whether you want to write blog articles or a full blow book you can by using these tips. By taking the time and making the effort to use these tips any project will not seem as large or as daunting.

Remember to tackle a large writing project by breaking it down into smaller, more manageable sections. Add some fun into your writing by setting yourself a daily number of words to write. Don't beat yourself up if you don't achieve them, any number of words written, is better than writing no words at all.

Thanks again for taking the time to download and read my ebook. Feel free to connect with me on my Facebook [Google+, or LinkedIn] Page. We can continue to discuss writing in general there.

Looking forward to connecting with you.

Best Regards