



It's Time

BREAKING THROUGH THE BLANK PAGE SYNDROME

EXERCISE'S TO SQUASH THE
BLANK PAGE

THE CHEEKY COPYWRITER

Writers' block, or dealing with the blank page syndrome as I like to call it (it sounds cooler this way), is not just for writers (or badass copywriters). It happens to us all, and it can bring motivation or progress to a crashing halt.

Have you ever been totally in the zone, and you're turning out content like a boss? It's like everything is coming together and you are getting so much accomplished.

Then you have some writing to do, whether its a Facebook post, Instagram caption, or an email. Whatever it is, you open up your computer to your chosen program and find yourself staring at the cursor blinking on the page! It is the worst when you suddenly you feel frozen, and that energizing inspiration is slipping away.



Before you know it, you're closing your computer or browsing Facebook thinking maybe if I come back to it later it'll be better.



Sometimes taking a break can be very helpful. We all get a little overwhelmed sometimes. Like your car's motor, your brain can start to get hot, with some steam coming out your ears if you push too hard.

But most of the time, when you're in the genius creation zone, it will be hard to get your inspiration back, so how do you keep going?

You break through the blank page and keep the juices flowing! I know you're thinking, "Morgan, yea, that would be amazing, but it's easier said than done!" And I get it I have been there before! But it seriously is possible to break through the blank page and keep up your kick-a** work!

Now enough hype, let's get down to the psychology behind why we get stuck like this, and then I will teach you some tips and tricks to rewire your brain and be busting out that content in no time!



So Why Is Understanding the Psychology Behind This So Important?

In a nutshell, it helps make everything less scary.

Knowledge is power, and this statement holds true for so many aspects of our lives. So let's look at some of the common issues that cause our creative blocks and then will talk about exercises to help you overcome them.

Remember, writing/ creating, requires using muscles. In this case, the big gray one somewhere behind your eyeballs. It takes a little practice, so have patience with yourself and don't give up!

Fear

Fear can be a massive barrier to creation. There are many different fears and limiting beliefs that can hold us back (yes, here comes that mindset crap again!). But seriously, fear is a real thing, and it can stop creation dead in its track!

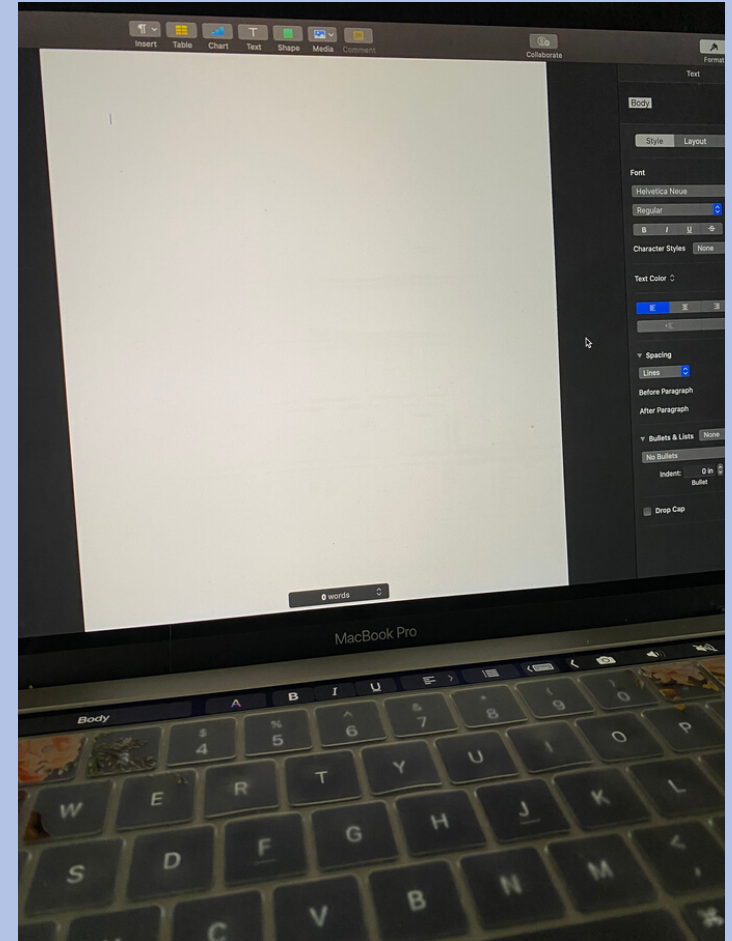
- Fear of Rejection
- Fear of Criticism
- Fear of Putting Yourself Out There

Self-Criticism

You know that saying we are our own worst critic? Well, it's totally F'ing true! Whoever said it is a genius because we put so much pressure on ourselves and can be the harshest critic of our own work.

- I suck! I'm the worst!
- Everything I make is Crap!
- I'm not good enough!

This is another one of those limiting beliefs! We hide behind these critiques of ourselves because we believe it's easier to tear ourselves down than to hear it from others.



Perfectionism

If any of you are like me, you totally understand this one! I want it perfect, and I want it perfect the first try! But this just isn't feasible, most things take time and editing, especially writing.

- It's Not Perfect, So Why Continue?
- It won't be perfect, So Why Bother?
- It's not going to be good enough!

You Guessed it! Another one of those limiting beliefs! We hide behind fears and ideas to try and protect ourselves from perceived threats or hurts.

Outside Pressures

We have so many outside pressures as an entrepreneur. Coaches, experts, family members who all believe different things have to happen for you to succeed. Trying to balance these pressures on top of the everyday demands of life can be overwhelming for anyone.

- I have a house and family to take care of, I don't have enough time to get this all done.
- If I don't get this all done, I can't ever be successful!
- My coach says if I don't do these things, my business will never grow.
- My mom/spouse/friend doesn't believe I can do this, maybe I'm wasting my time!

Not only do we put pressure on our self to be perfect, but we also get so much pressure from others about how we should be running our business. These outside forces can be paralyzing if we let them take over.

Writing can be a very personal experience for many of us. We put so much of ourselves into our writing sometimes without even realizing it. So the idea of being rejected or criticized can feel very personal. It's pretty normal to internalize things like this!

Jeeze, that's enough to make anyone come up with excuses to not have to put their work out there! The biggest thing you have to remember is this is never a critique of you as a person. The work you have created won't suit everyone, and those people will probably give you their opinion. I know it's hard, but you can't take it personally.



Techniques to Combat The Blank Page Syndrome

Now that we understand a little bit about some of the reasons why the blank page can affect us. Let's talk about some techniques you can use to help you break through it.

Get Moving

Exercising can reduce stress, focus the mind, increase productivity, and enhance memory! Crazy right? But I am not making this up! As much as I know many of us hate exercising, getting up and moving is actually really good for you! So next time your stuck, get up and get moving. See if you can't get those juices flowing.

Change of Scenery.

Sometimes inspiration can be stifled by lack of change if you haven't figured out your optimal work environment yet, or even if you have, but you're still stuck, try a change of scenery. Go to another part of the house, go outside, or even a coffee shop. Mixing it up can potentially help you become more focused or find your inspiration.

Switch Tasks

Getting stuck is just the name of the game sometimes, but if you feel yourself tripping up on something like say, finding the perfect title. Then switch it up and maybe try working on some of the content or an outline of what you want to include in your work.

When we get too focused on getting a specific aspect down before the others, we become narrow in our focus, and it can allow amazing inspiration to pass us by. It's okay to have a great idea and let it take off before returning to the task you were working on. Remember, you can always edit after the fact to create a better flow for your work.



Remove Distractions

So I am a total TV Junkie some days. I love having it on in the background, I used to think I could get my tv fix and get my work done... But I found out the hard way that too many distractions kept me from being as productive as possible. If you find yourself struggling, remove all the distractions you can. It's easy to get distracted by Shiney Object Syndrome. So turn off your alerts and TV. Turn the volume down on your phone and get yourself focused on creating some magic.

Brain Dump

One of the best ways I have found for getting past the intimidation created by the blank page is a brain dump. If you just start putting your thoughts down on the page and filling the empty space, it starts to become less intimidating. Remember, you can always go back and edit or shift around your ideas, molding them into the content you want to create. Sometimes you just need to get some words on the page to counteract the blank page. It's easier to grow off of something than nothing!

Be Okay With B+

If you suffer from perfectionism like me, sometimes you have to just be okay with B+ work. I know I feel like my work is never good enough. I'm convinced that when I show it to a client, they are going to hate it and I've failed!

To get past the block of basically never wanting to show my clients work I tell myself that B+ is okay! I know some of you may be thinking well who wants B+ when they can have an A. But here's the thing, when you're a perfectionist, nothing will ever be an A. So sometimes you have to step back and just give out stuff you think is a B+. You may find that it's an A++ as far as your clients are concerned. Don't let the fear of it being perfect hold you back.

It can also hold you back from starting; if you feel like none of your ideas are going to be perfect or that you aren't getting something done with your first pass, it can stop you from starting or finishing. Keep telling yourself that B+ is still good and keep pushing through.



PLACES TO FIND MORE HELP FROM THE CHEEKY COPYWRITER

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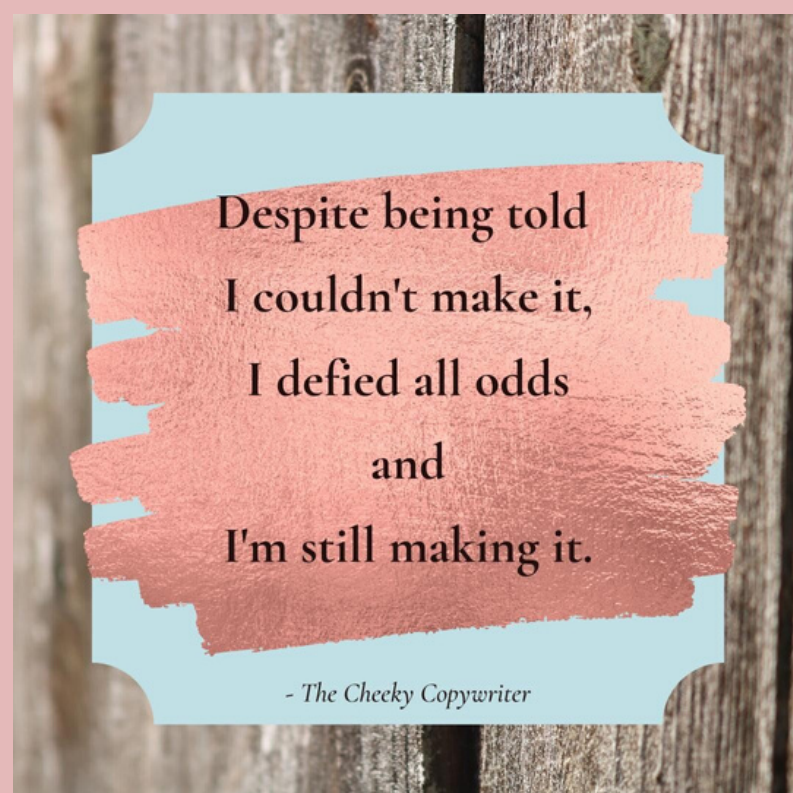


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