

Ten mistakes first timers generally make when writing a 'ten mistakes' article

1. You try and put too much into your first mistake

The word 'mistake' seems to trigger an emotional response that opens the confessional floodgates. You take the wrap for any mistake ever made by you or others to expose your worthlessness and purge your system of guilt.

Get a life! It's only a marketing article. George Washington may have owned up to chopping down the cherry tree but his real strength was in not blurting out his entire life history of mistakes, regrets and disasters at the same time. His dad would have beaten him senseless if he had.

2. You put so much into the first mistake you run out of things to say for your second

Um ...

3. You start making up pointless drivel in an attempt to populate the remaining 8 mistakes

Insert pointless drivel here.

4. You change your title to 'Five mistakes ...' in the hope that this will help

Get real! Your reader gave up at the first sign of pointless drivel. Who cares whether it's 5, 10 or a thousand points, it's still rubbish.

5. Recognising your mistake at 4 you go back and put in intellectual sounding stuff, thinking this will improve it

Let's get this straight, your readers aren't stupid. They'll see through this and if they don't, you'll make them feel stupid. Trying to be clever, therefore, is stupid, stupid, stupid.

6. You kid yourself that your service is different and the 10 mistakes approach won't work for you

How dumb are you? That's why you're writing the article in the first place, because your service is different. Your article needs to articulate your uniqueness in helping clients tackle common problems.

7. You tell yourself you're useless because you can't even write a couple of sides

Well that'll help won't it. That's irony by the way. Telling yourself you're useless is generally unproductive, so why do it? Next thing you know you'll be chucking in the towel to get a job working for someone who genuinely is useless.

8. You keep yourself busy with all sorts of other things which stop you getting down to writing

This one kind of speaks for itself. If you don't write your article you won't ever get to a point where you've written it. Is that not completely obvious or am I missing something?

A little addition to this one is that messing about with formatting and publishing tools on your PC is NOT writing.

9. You decide to take a break from writing and return to it refreshed

Great idea! As long as you do actually return to it at some stage. And as long as when you do return to it you are 'refreshed' and don't fast track to feelings of inadequacy and despair.

10. You walk out to dark and far away places to howl at the night

Takes all sorts.

Writing a ten mistakes article can be like trying to insert a 1957 chevy (does such a thing exist?) up your left nostril and extracting it through your right ear. If this is how it is for you, you are making a bit of a meal of things. We work with basically sane people who have a tendency to label themselves as total losers just because they can't write like Mark Twain.

Grow up and give us a call.