



Communication Culture

EVERYBODY'S DOING IT - WRITING AND GOING PUBLIC

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ADVERTISING, MARKETING AND PUBLIC relations with its rules and key players has changed since I entered the field. The lines are now blurred between the personal and the public brand. Everyone can play and does!

New technology and the explosion of social media have made it possible for virtually anyone with access to a keyboard to realize their dreams. Individuals are now in charge of promoting the passion that earns them a living or comprises their philosophy – wherever and whenever it serves their interests. There are no limits on publishing and profiting.

The Process

It is now likely that you are compelled by self interest or necessity to write and publish articles, blogs or even a book or two. Now, creation, control and distribution of communication in our culture are everyone's field.

Despite the technology trends that are shaping our communication culture – the process of writing is still a human one. Skills are still critical to success. So dream big, but deal with the details. They are similar whether you are writing a book or a blog.

Go public

If you have been following along in our series, you've begun reading for inspiration, borrowed experience and a snapshot of structure.

You've understood that actual writing is key to accomplishing any size project. It may be a solitary process that involves planning, writing and editing.

Going public – the next step, is essentially connecting with your audience. Whether one person or a room full, it serves as your reality check. Going public can give you critical feedback on how well your words and messages are reaching your intended, or target, audience.

How to go public?

Try these options:

- Talk your concept out loud with people in your circle – especially if they are in your targeted audience
- Send in letters, stories and articles to editors
- Submit work to contests for practice and exposure
- Start a personal or professional blog directly aligned with your project
- Connect with others by posting your insights and expertise on others' blogs or commenting on articles. If you have a website, blog or web listing includes that.
- Deliver a talk or workshop based on your work-in-progress.
- Go public with your work at events such as conferences, workshops, or open mic stages.

VIP – Take a step towards your public to take your writing 'live' and you'll be inspired to write, research and create even more.

Get It Done!

Got your audience firmly in your mind? And your project outline in your hand? All that's left then is the writing of the beginning, middle and end.

Step 1: Start NOW and do some writing daily. Find the time to do what you must do. You will build your 'writing muscle' through regular exercise.

Step 2: Write your first draft, even a bad one. Get started on your first draft and you prove to yourself you can get it done. You need this to get it all out and get to the good stuff, or the improved stuff. That first writing helps you sort and refine and paves the road to success.

Step 3: Walk away. Finished? Great. Now leave it alone. The longer the better. As writers

we can 'fall in love' with our writing. Letting it rest gives us better perspective.

Step 4: Move on. While you are waiting for one piece to ripen and be ready for use, you can be producing your next project. Beginning the next project puts into action the lessons and habits acquired from the last piece. Writing gets easier with practice and memory of success.

Step 5: Revisit your work. Be ready to cut and correct. Time and perspective of other projects helps you spot the errors, omissions and awkward bits you need to fix.

Your judgment will be better about both the brilliance and the badness of what you have written. The longer time in storage the more realistic a look it will give you at what a first time reader sees in your work.

Enjoy the confidence of writing in YOUR style using your own phrases. The volume of what is 'out there' now is so overwhelming. Focus on your project, time lines and process. Make it yours. Your readers will recognize you and return to read more of what you offer and your writing will be 'fat free' as you present clear and concise work.

Oh, one more step: Do it all again. And again.

Helena is a communication consultant specializing in successful business writing and conversation coaching for executives. Get great tips on language use and communication strategy – free – at the sign up box for Express Lane Tipster at: www.helenakaufman.com . Twitter, Face Book HelenaKaufman.

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