

# Writing From Your Soul

How to connect to your  
target market with power  
and conviction

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## Welcome to Writing From Your Soul!



It's a big step you're taking. What I already know about you is that you want to connect deeply to people. You believe in what you're doing so much that you're willing to take steps to that deeper, vulnerable, maybe even scary place so that you can convey your message to your target market.

When you write from your soul, you're connected. You're connected to the message you want - need - to convey to the world. When you write from that place, you actively connect to your audience, the people who need to hear your message.

Think of it as creating this energetic cord from you to someone else. That cord is your message, the thing you **MUST** convey. That cord can be weak or strong, and the strength of that connection is directly related to how connected, how in touch, **you** are with your message, your deeper why.

"Of course I'm connected with my message!" you exclaim. "It's my business. The thing I've been pouring my lifeblood into for years. How can I not be connected to it?"

You have a message and purpose - the whole reason you started your business. You want to get that out into the world. You believe you can make the world a better place, that you can make people's lives better and easier.

The **deeper why** goes back to your message and purpose and doesn't necessarily show up in MBA course material. Sure, YOU want to make money and build your business, but you do that by helping others with your service or product. It's why you're doing what you're doing instead of working in a factory making widgets. (Because you *could* do that, you know.)

That all makes sense, I'm sure, so where does the problem lie?

The problem is that inner gremlin that is NOT tied into your deeper message and purpose. He says things like

- ❖ "What about your bottom line?"
- ❖ "How much money have you spent this month?"
- ❖ "How many people bought from you?"
- ❖ "What if no one buys from you?"
- ❖ "What if you have this all wrong?"
- ❖ "What if you're a failure?"

And, suddenly (or not so suddenly), you're no longer connected to your message and what you're trying to write in the first place.

Writing from your soul requires that you get back in touch with that deeper purpose of why you're here on the planet doing what you're doing.

What I can tell you is that when you write from your soul, the message is **authentic**, **true**, and maybe even **intense**. It's **compelling** to those who read your message.

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They're **connected** by an energy string that you don't even see, but it's there. That cord is strong, and the energy flows like wildfire from you to the other end.

That's the power of writing from your soul... to create a connection between you and someone else.

And only writing from your soul can create that connection.

Writing from a more shallow, "because I have to" place, weakens and **could even break that cord.**

So, connect to your deeper purpose... write your message... connect to your tribe.

What are you giving up if you don't write from your soul?

First of all, you're **giving up you**. More importantly, though, you're **giving up your chance to truly connect** with the person reading your words. You have something to offer the world (otherwise, why are you even doing what you're doing?). Get it out there! Your soul wants you to!

# 10 Things to Know Before You Get Started Writing From Your Soul

So HOW do you connect to that deeper place to make your writing so compelling that it's literally a page-turner? Before we get to the step-by-step process, here are some general guidelines to follow

1. **Listen**. Sometimes this means you have to sit quietly. (I know - it's hard.) Let your soul be heard. Let your soul speak to you. **What does she want to say?**

**What's so important that she has to have you write the words? Why? Why?**

Why?

2. **Pay attention to your beacons**. **What is it that**

**motivates you? What's important to you?** For

some people, it might be the idea of healing the world, helping others find their authentic voice,

entertaining

through fiction.... **What are your beacons?** Keep those in mind as you write from your soul.

3. **Write everything you hear**. Don't worry about what you're writing, if it's good enough, if it's SOUL-ful enough. Get it all down. You can go back later and rearrange, bridge, connect, make sure it flows, add, subtract. But right now, don't censor your soul.

4. **Put away fear and vulnerability**. Let your soul's words come out. Again, you can



always refine later. Right now, do the deep listening and write it all. You can always choose later not to include something. But letting it all come out now allows your soul to have a voice and for you to have plenty of material from which to craft your writing piece.

**5. Commit to just writing.** Forget about each and every step and how you have to research this, make sure you include that, etc. You can investigate and look deeply later. Right now, you're just letting your soul speak.

**6. Write authentically.** Write as you, not as a carbon copy of some other writer, even one whom you admire. Don't play it safe, afraid you might offend a reader or two. Be bold. Be brazen. Be outrageous.



Be you. That's what will draw readers in.

**7. Write with passion.** If you aren't passionate about your subject, you shouldn't be writing about it. Let that passion show through. Get rid of phrases like "I think," "I believe," "I guess," "In my opinion." Be firm and stand behind your passion. Your readers can tell when you're really passionate about something or if you're holding back to play it safe. Leave playing safe behind and dive into your soul.

**8. Show; don't tell.** Don't tell your readers what they should think or feel. Show them. Describe in vivid detail what's going on and let them make their own conclusions. They'll happily come along the path you've blazoned for them.

**9. Take risks.** Are you writing a self-help book and you want to include illustrations? Do you really want to use "shit" in your writing, but you're afraid to, afraid you might offend someone? Here's the news flash - if you're doing your job and conveying a compelling message with words, you absolutely will offend someone. On the other hand, some readers, who aren't offended and completely get you, will race after you.

**10. Go deep.** Don't skim the surface. Dive into the pain, the joy, the desperation, the bliss. Feel it - and let it come through your words. When you do that, you'll bring your readers to those depths with you. The more you write as YOU, the more compelling it will be. It's not safe; it's downright scary. But instead of toeing the line or straddling the fence, pick a side of that line or fence and stand firm. The people on that side will be drawn to you and won't be able to wait for the next sentence.

## **So here it is – the Writing from Your Soul process!**

While writing from your soul is a very spiritual process, there are some practical steps (13, in fact) you can take in order to get to that place where you're writing from your soul.

I've spent years developing this process, and it's the process I use each and every time I sit down to write anything – blog post, ezine article, marketing email, and sales page. And I can tell you that it works.

Free your mind and your attachment to whatever you might have learned in school about how to write. More importantly, let go of the need for it to be

perfect. Set the stage right now so that your inner critic gremlin goes somewhere else.

A couple of suggestions before you get started...

Create your **sacred bubble of writing space**. This includes your physical space as well as your mental space.

- ❖ **When are you going to write?** Schedule that time and put it into your calendar. It's non-negotiable. Do not give that time away. If something comes up - a client needs to talk with you, for example - treat your scheduled writing time as you would any other appointment. It's not a space of time that can be eaten into.
- ❖ **Where are you going to write?** Can you do this kind of writing in your office, or do you need a different environment and different energy? Plan for that and go to that place. Set yourself up for success from the very beginning.
- ❖ **Structure your writing.** Know for how long you're going to write. Just "until I'm done" might not be sufficient, and you might be setting yourself up for failure. "Gee, I planned on writing 80 chapters, and I didn't get it done. I suck." Personally, I like time limits as opposed to project limits. I write for 15 minutes, 30 minutes, 1 hour, whatever is appropriate for the day and/or the project. I set that up ahead of time, and use a timer.
- ❖ **Turn off the phone ringer and close your email.** If you have a cell phone (and who doesn't?!), turn it off or put it on silent. Put it in another room if

you need to. (I speak from experience about this!)

❖ As part of that sacred bubble, **create the sacred environment** that works for you. Light candles or incense. Play inspiring music. Pull a card from your favorite divination deck. Watch an inspiring video. I find what works for me is to create a ritual that I tap into each time I'm going to write from the soul. It's like Pavlov's dog... my brain, heart, and soul knows what's coming.

❖ **Have an ending ritual.** You want to bring some sort of closure to your writing time. Otherwise, it feels anti-climactic. Blow out the candle, turn off the music, log how many words you wrote, give a silent blessing to the Universe for the words you wrote. Honor the sacred bubble.

Now, you're ready for the Writing From Your Soul process! It's a series of questions that you're going to answer. I recommend that you write the answers directly in this document (printing out and writing by hand works even better for some), and not just go over the answers in your head. Commit your entire being to this process.

Close your eyes for a moment. Take a deep breath. Now, begin!

## 1. **What are you writing?**

(Articles, website copy, promotional copy, product copy, marketing emails.)

## 2. **What do you want to accomplish – practically with this writing project as well as the bigger picture?**

So, you're answering two questions:

1) What do you want to accomplish with this writing project (blog post, article, sales page, marketing email, etc.)?

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2) How does this fit into the bigger picture of what you do and the greatness you bring to the world?

### 3. Why is what you do in your business important to the world?

#### 4. Where does your power come from?

For example, I know my power – my effectiveness, if you will – emerges when I'm nurturing and loving –and when I can tap into a deep conviction. So, for me, I have two powers: 1) nurturing and loving, 2) deep conviction. When I speak or write from that place, people tell me they can almost see me shine. **Where does YOUR power come from?**

#### 5. What are your Power Words?

In my life there are words that are very powerful for me and evoke a strong reaction (all positive reactions, mind you; I don't want room in my life for things that evoke images of negativity and hate). These are words of desire, emotion, need, feeling.... words that as soon as I see them or say them, I'm filled with whatever emotion, concept, or idea they bring up for me. In naming these Power Words, I feel almost naked, as if anyone could see the real, authentic me. So, your turn... what are YOUR Power Words?

#### 6. What is your audience's pain?

**Why do they need you? How do you solve their pain?** You may need to go deeper and deeper into what their pain is. Answer the question (What is your audience's pain?) and then ask "**Why?**" Answer that question, and then ask "**Why?**" again. Same with the other questions. The point is to go as deep as you can.

#### 7. Now, go deeper - again. Why is that important?

#### 8. Claim it.

Really feel it. Know that YOU are the perfect person to solve your reader's pain. You have the solution. You KNOW you can help him or

her.

### 9. **What would you write if no one were looking?**

**What would say to your audience if you could say anything without fear of rejection?** Write it ALL here. Don't worry. No one will see it. I won't see it. They won't see it. But you need to write it.

### 10. **Follow your energy.**

**What is the direction you want to go in right now?** It's okay if it's different from what you imagined. Leave aside the things that are pulling at your attention. And leave perfection behind.

### 11. **Now write – with no editing.**

If you need to leave these pages, that's fine. Go write what you need to. I'll be here when you come back.

### 12. **Put aside what you wrote.**

“What?” you might exclaim. Yes, put it aside. You need time and space away from you wrote so that you have a clearer, more objective view of what you wrote.

### 13. **Come back later – make sure you're still in that “Be bold. Be brazen. Be you” place and edit.**

Plan when you're going to come back. MOST importantly, be in that place from #8 when you go through the editing phase. Read back through what you wrote in #8 before you begin editing if that helps.

**Now, as a follow-up, what did you learn – about yourself, the writing, the subject, anything? If this isn't the first time you've used the Writing From Your Soul process, how did this time differ?**

I hope you found this Writing From Your Soul process helpful. I hope you were able to connect to that message deep inside and then channel that message into words. I hope you were able to Write From Your Soul.

## About Dawn Goldberg



I'll be honest.... it can be a struggle to write, and especially to write from your soul. I try to do it every day. Sometimes I'm successful. Sometimes I'm not.

What I do know is that when I'm consistent, my writing is deeper, more soulful, and I connect with my audience.

I started writing from the soul with my first story when I was five. It was a riveting, very soulful story about a bear lurking (not like I actually used the word "lurking" when I was five years old, but, hey, I can pretend) in the woods ready to eat any little girls who happened to wander by.

Riveting, isn't it? Powerful, wouldn't you say? Intense and suspenseful, yes?

Uh huh.

My writing did get better, and I even became an English teacher, thinking I could save the world. I taught English for two years to seventh and eighth graders at a junior high school in Texas, and I hated it. Teaching in that public school system became more administrative and counseling in nature, and grammar and literature were at the bottom of the list for kids who were dealing with gangs, pregnancies, and all sorts of family situations at home.

Several years later, I started my own virtual assistance practice where I helped my clients with brainstorming, systems and processes, product creation, and, yep, you guessed it, a whole heck of a lot of writing.

I've written everything from technical manuals to ezine articles to social media updates to marketing materials to sales pages.

I realized that people struggled with writing, and so much got in the way - thinking it had to be perfect, not sure where to put the comma, what great buzz word they should use... the list goes on.

But what everyone wants is to write powerful, compelling words that gets her audience to take the action she wants them to take (click the link, buy the product, learn more).

Hence, Writing From Your Soul. I do it on my blog ([www.WriteWellMe.com](http://www.WriteWellMe.com)), in

[Facebook](#), my website ([www.WritingFromYourSoul.com](http://www.WritingFromYourSoul.com)), my journals (sorry, you can't see those!), and everything in between.

Whenever I think about that question, "You're given six months to live; what do you do?" my answer is write (and a few other things, but writing is always at the top). Or "Quick! Think! What is your deepest desire?"

My answer... to write.

May we all write from our souls.

A handwritten signature in cursive script that reads "Dawn". The letters are fluid and connected, with a prominent loop at the end of the word.