

PRESS RELEASE

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Increase Your Writing Productivity with a Few Simple Rules Award Winning Editor Shares Tips to Improve Writing



For Immediate Release—During the National Speakers Association (NSA) convention in San Diego on July 9-12, Lenora Billings-Harris presented the prestigious President’s Award for Distinguished Service to Bonnie Budzowski. Budzowski received the award for her role as Managing Editor of *Speaker Magazine*, which goes to 3500+ NSA members, all experts who speak professionally.

In addition to striving for excellence on the platform, NSA members are concerned with ethics, strategies to develop expertise, and enterprise issues that surround professional speaking. Enterprise issues include the development of articles, books, blogs and other materials to support a professional speaker. “This was an important year for the *Speaker Magazine*,” said Budzowski, “because we upgraded the look and content to match the needs of the 21st century professional.”

A professional speaker and author herself, Bonnie Budzowski, shares the following tips for increasing your writing productivity:

- **Take the perspective of a film maker—develop one scene at a time.** Attempting to write a piece from beginning to end can put you under pressure, resulting in a classic case of writer’s block, frustration and wasted time. Instead, develop one section (scene) at a time, like a filmmaker approaches a film. You can piece the sections together during your editing process.
- **Make a list of questions from the receivers’ perspective.** This list will help you to identify the sections needed to create a relevant and compelling piece.
- **Place the questions in a logical order—from the receivers’ perspective.** Allow the reader’s concern to structure your piece. This takes the guesswork out for you and ensures readers will be drawn into your piece. Answer the questions and you have completed a quick first draft.
- **Get a good night’s rest and edit in the morning.** Like filming and editing, writing and revising are completely different tasks. For maximum productivity,

keep these tasks distinct. A rest between writing and revising will increase your ability to see rough spots and mistakes.

- **Divide your preparation time into equal segments.** A balanced approach will help you get the best product with the least frustration. Use one-third of your time to plan your segments and gather information. Use one-third of your time to write your first draft. Use a full one-third of your time to revise, a word which means re-vision. Don't be afraid to take a good, hard look at what you've written.

“Above all,” advises Budzowski, “remember that professional writers do not write and revise at the same time. Taking a break between these two activities actually increases your productivity.”

Professional speaker Bonnie Budzowski is author of *Secrets to Get Busy People to Respond to Your Messages* and *Clickety Clack: 86 Ways to Keep Your Speech on Track*. For more information, visit www.inCredibleMessages.com.

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