



The 3 Deaths All Writers Must Die

When I fell into the rabbit hole of self-improvement blogs in 2012, I instantly knew *that* was what I wanted to do.

“Just write cool stuff and get paid for it.”

How naive I was. That’s not how it works. My first blog post tanked. My first ebook tanked. My first online course — you guessed it — tanked. I always had fun creating, but it was very painful to watch all these things fail.

However, after failing relentlessly for the past four years, I’ve come out the other end alive. Looking back, I see three critical problems all writers face.

Problem #1: You Have No Idea Where To Start

The very first thing I did on my way to becoming a writer was...to offer translation services. Ha! How ridiculous! I didn’t even have the guts to dip my own toe into writing, so I translated other people’s.

I studied online marketing. Constantly. I watched videos, read blogs, and listened to podcasts. Oh yeah, I would growth hack the sh*t out of writing. Except I never started writing.

Then, it was ‘optimizing the website.’ Can’t get clients if it doesn’t look pretty, can you? Of course you can. All those things are excuses.

The first death all writers must die is self-inflicted paralysis.

No one has an idea where to start. Everyone is scared to publish. So most people never do.

Problem #2: No One Reads Your Stuff

If the high we get from two friends and our mom congratulating us on our first blog post lasted, we'd all be six-figure authors with a Hollywood movie in the works. But it doesn't. Once you've dropped the "I'm a writer" bomb, no one cares.

I attracted a glorious 100 email subscribers in my first six months of blogging. As soon as I smelled a hint of interest, I would bombard people higher up the food chain with promotion requests — and promptly got myself blocked.

Once you get out of the desert, "no one cares" quickly becomes "not *enough* people care." You've landed right in the Rocky Mountains.

The second death all writers must die is constant rejection.

If you can't find a source of motivation to continue when no one cares, soon you won't either.

Problem #3: You Don't Make Any Money

One of my first little successes was a how-to tutorial for using Google. After getting some credit, I immediately upgraded it into a book. Screw writing for free, I'm going straight to the big leagues! Moron.

I spent a week putting together the most poorly formatted Amazon ebook you've ever seen. Imagine the big plot twist: it didn't sell. That was only the first of many failed attempts to monetize my writing in an authentic way.

The third death all writers must die is financial despair.

Writing was never an easy career, but it's only gotten more confusing over the last thirty years.