



# Writing Tips from Bestselling Author Daniel Pink

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# ESTABLISHING THE RIGHT WRITING ENVIRONMENT





Some people  
prefer ambient  
background noise.





Others prefer  
total silence.



Some prefer writing  
in the morning.





Others prefer  
writing at night.







There is no one "right" writing environment.  
You have to find the one that's best for you.

ASK YOURSELF:

An orange speech bubble with a tail pointing towards the bottom left, containing the text "In what conditions can I work best?".

In what conditions  
can I work best?





Some writers like the ambient noise of a coffee shop.



A moderate level of ambient noise and distraction  
can actually help your creative juices start flowing.







## CAFE LIBRARY



### Morning Murmur

A gentle hum gets the day going



### Lunchtime Lounge

Busting chatter of the lunchtime rush



### University Undertones

The scholarly sounds of a campus cafe



### Paris Paradise

Energizing ambience from the City of Light



### Brazil Bistro

The musical chatter of a Brazilian coffeehouse



### Texas Teahouse

Hefty sounds from a big state



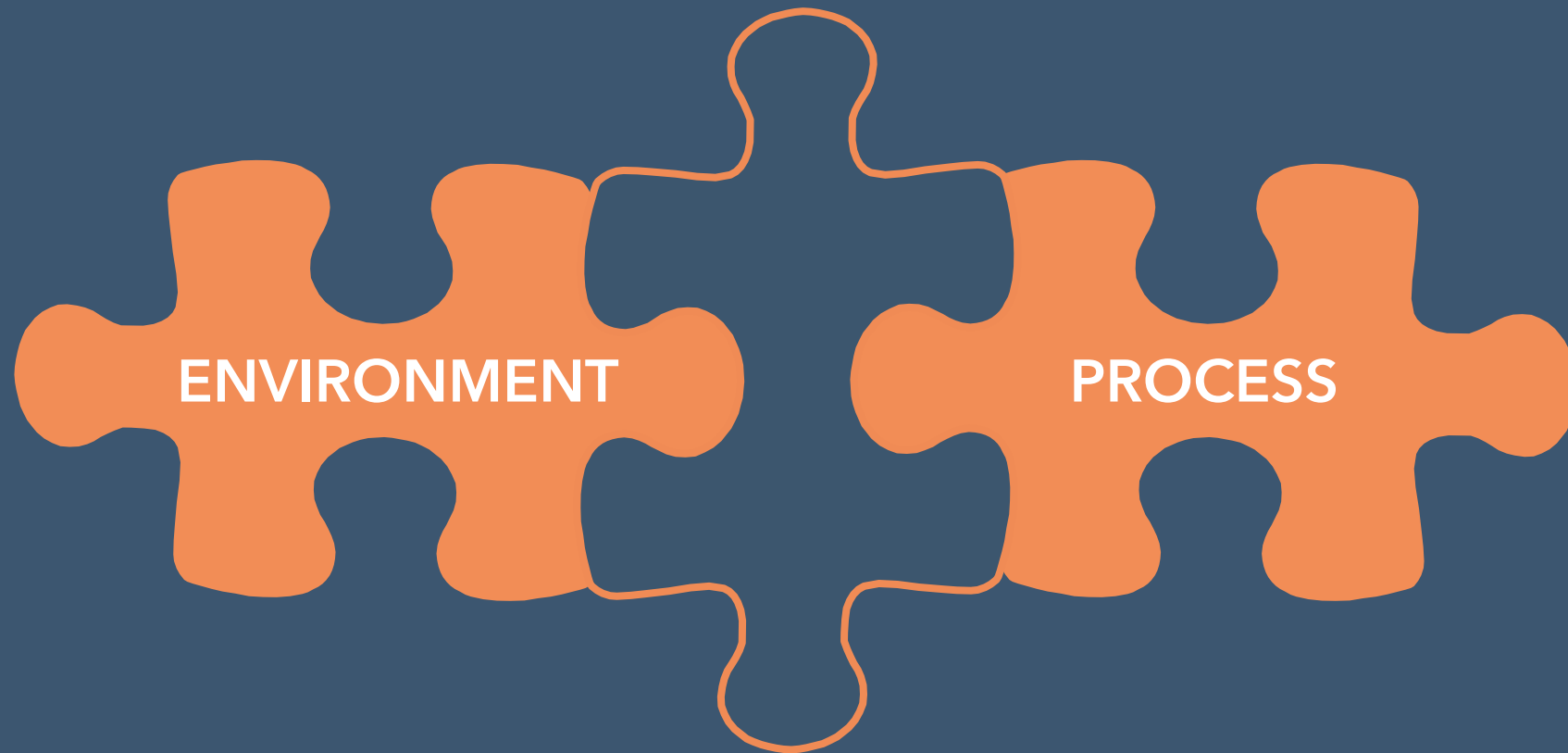
## Welcome to Coffitivity!

Coffitivity recreates the ambient sounds of a cafe to boost your creativity and help you work better. Proven and peer reviewed, see the [research](#) to learn more.

## Take Coffitivity Offline Today

Created by our friend [Siwalik Mukherjee](#), this [app](#) lets you go anywhere your MacBook can—even without the internet. Listen to our three free tracks you know and love, straight from your desktop.

**Coffitivity** recreates the ambient sounds of a coffee shop.



GIVE YOURSELF A WORD QUOTA:

700-800

words per day

COMMIT TO WRITING  
A CERTAIN NUMBER OF  
WORDS **EVERY DAY.**



700 words on Monday



700 words on Monday



700 words on Tuesday



700 words on Monday



700 words on Tuesday



800 words on Wednesday



700 words on Monday



700 words on Tuesday



800 words on Wednesday



700 words on Thursday





700 words on Monday



700 words on Tuesday



800 words on Wednesday



700 words on Thursday



800 words on Friday



700 words on Monday



700 words on Tuesday



800 words on Wednesday



700 words on Thursday

+



800 words on Friday

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THAT ADDS UP.



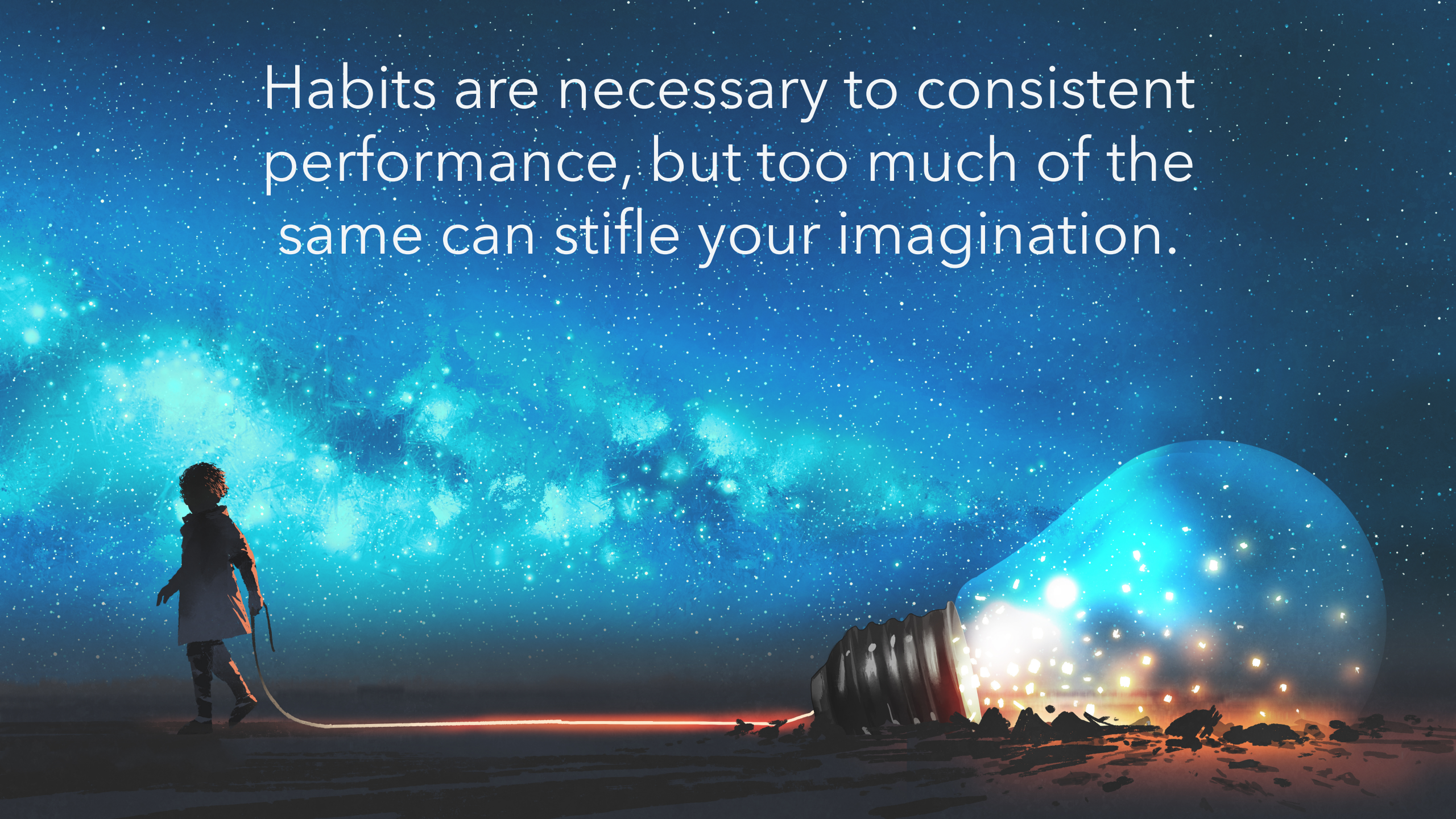
Writing is like brick-laying.

MANY FORCES IN THE  
UNIVERSE ARE  
CONSPIRING FOR YOU  
**NOT TO SHOW UP.**

THE KEY TO WRITING IS  
PUTTING YOUR BUTT IN  
THE CHAIR.



Habits are necessary to consistent performance, but too much of the same can stifle your imagination.





# THE PAIN OF WRITING A FIRST DRAFT

# THE FIRST DRAFT

→ REWRITING

→ REARRANGING

→ REFINING





# APPROACHING A FIRST DRAFT



My goal is to get something on paper that is a first draft.



How much refining should you do  
while writing your first draft?





Write as well as you can and in as much detail as you can.



# PRO TIP:

If writing well or writing in detail is slowing you down, don't stop to fix it.

Instead, just make a note of it – and move on.

# WRITING IMPACTFUL INTRODUCTIONS & CONCLUSIONS

# 3 Sections:

1. The introduction

# 3 Sections:

1. The introduction
2. The body



# 3 Sections:

1. The introduction
2. The body
3. The conclusion

# THE INTRODUCTION

Sets the stage for the rest of the piece, and for the problem you're trying to solve.

In the introduction, you're simply **explaining why** the problem you're about to solve is a problem in the first place.





Start by telling a story.





HOOK READERS IN BY STARTING OFF WITH  
AN INTERESTING FACT, STATISTIC,  
OR POWERFUL QUESTION.

# THE BODY

Explains the solutions to the problems you set up in the introduction.

# You can write the body in:

- Paragraphs
- Bullets
- Numbered lists
- Mix of all of these



GIVE PEOPLE NAVIGATIONAL TOOLS ALONG  
THE WAY SO THEY KNOW WHERE THEY ARE.



# H1s & H2s

Headers and subheaders help tell the reader what a section is about, and help with search engine optimization.

LET'S TALK ABOUT  
CONCLUSIONS

You want people  
to stop and  
linger a little bit.



# Ways to Make People Pause:



Use a turn of phrase.

# Ways to Make People Pause:



Use a turn of phrase.



Use a quotation.

# Ways to Make People Pause:



Use a turn of phrase.



Use a quotation.



Don't wrap the story up perfectly.



# TOP WRITING TIPS FROM DANIEL PINK

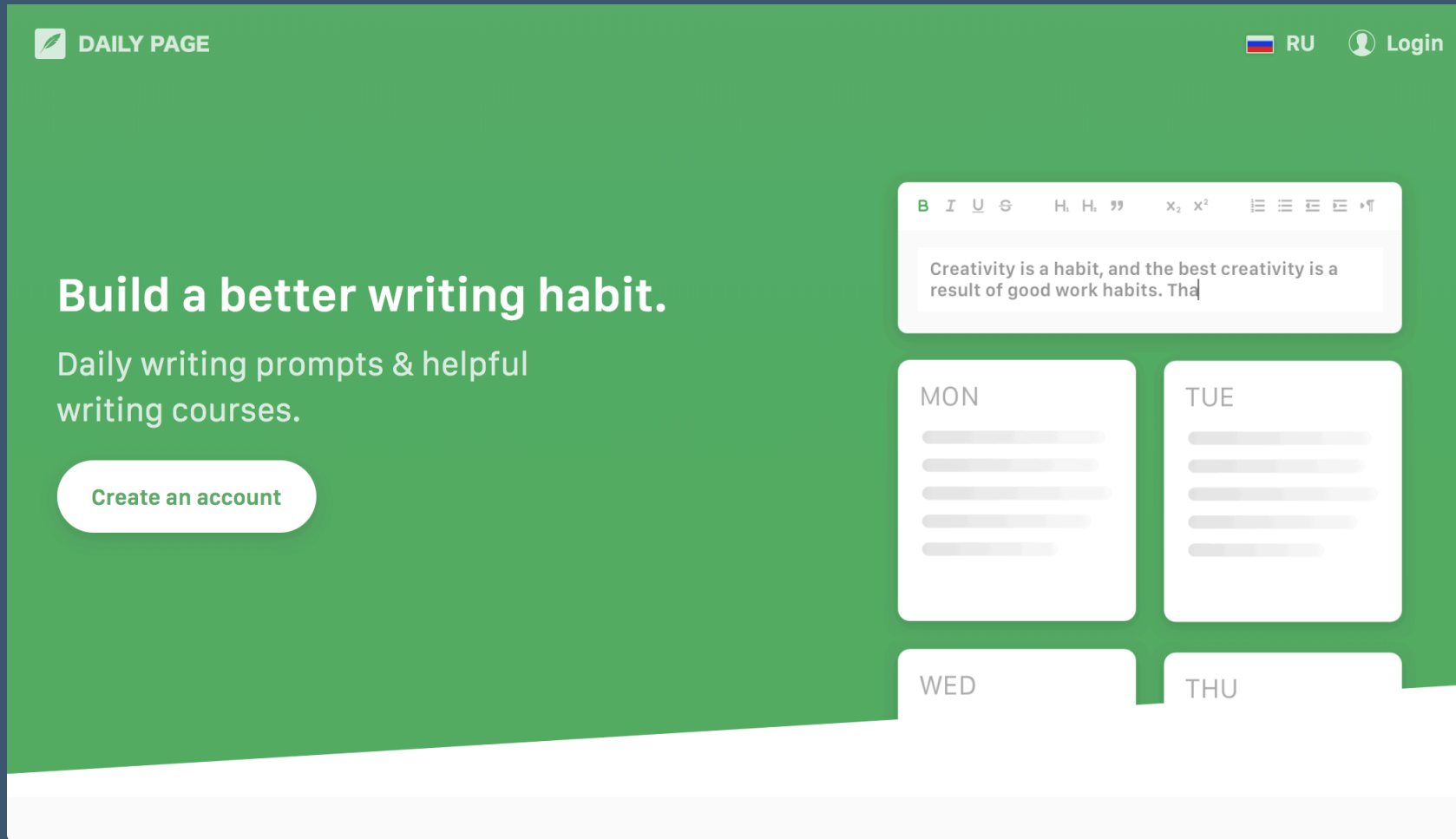
**PRO TIP:**

Practice, practice, practice.



# The key to practicing is consistency.

Find a time of the day or time of the week where you can block off time to write for at least an hour on a regular schedule.



Tools like **Daily Page** will email you a writing prompt every morning.

**PRO TIP:**

Read a lot.



# 3 Reading Tips:

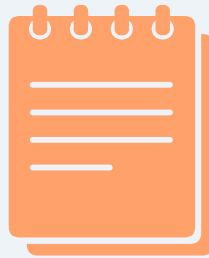


Read widely

# 3 Reading Tips:



Read widely

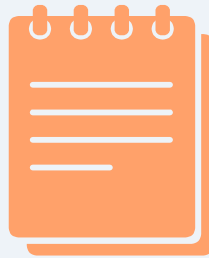


Take notes

# 3 Reading Tips:



Read widely



Take notes



Be a  
diagnostician



Learn how to recognize when  
your writing is **good enough.**



You're never going  
to get it “perfect.”

But there's a challenge in trying to get  
closer and closer to perfection – and  
that can be the fuel to drive you.





*"We don't go on because we're ready.  
We go on because it's 11:30."*

*– Lorne Michaels,  
Creator of Saturday Night Live*

IT'S NEVER GOING BE  
PERFECT BECAUSE THERE  
IS **NO PERFECTION.**

THANK YOU.

HubSpot Academy