FEEL. KNOW. DO.

A 3-word process that helps you to write clearly — without rambling or leaving your reader in a state of bewilderment.

By Alexandra Franzen AlexandraFranzen.com

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INTRODUCTION

"All communication begins with intention." —Danielle LaPorte

Have you ever started writing something, and then after a few sentences or paragraphs, you realize...

"Ugh. This is totally confusing."

Or you wonder...

"Wait, what's the point I was trying to make? I'm lost."

Or you think...

"Blech. It's so long! So much rambling. But I don't know which parts to remove."

The solution to all of these issues?

Set a clear intention <u>before</u> you start writing.

If you set an intention for your day, then you're more likely to have a successful day.

If you set an intention at the beginning of your yoga practice, then you're more likely to have a meaningful, focused practice.

It's the same with writing. Your writing becomes so much clearer and stronger when you move into your project with a clear intention. There are lots of different ways to do this. Personally, my favorite process is called: **FEEL KNOW. DO.**

FEEL. KNOW. DO. is a process that I use with just about everything that I write.

It's simple to memorize (it's just three words!) and it can be applied to any type of project: an email newsletter, a love note, a book, a podcast script, you name it.

Turn the page to see how it works...

HOW IT WORKS

Before you "officially" start writing, take a minute to think about your future reader, your future customer, your future email recipient, or whoever is eventually going to be reading this piece of writing.

Imagine this person reading your blog post, diving into your book, visiting your webpage, or opening your email.

Ask yourself:

With this piece of writing...

- How do I want my reader to FEEL?
- What do I want my reader to KNOW?
- What do I want my reader to DO?

Answer those questions, privately, inside your own mind, before you start writing.

Get really clear about your intentions. Get really clear about the "effect" or "impact" that you're hoping to have on your future reader. Figure that out first. THEN start writing.

If you do this, then you'll have a roadmap. You'll know the point you're trying to make. You'll know what your destination is supposed to be.

If you're worried that you'll forget your original intention — or that you'll get sidetracked once you actually start writing — I recommend making a **FEEL. KNOW. DO Post-It note.** Write your intentions on a Post-It note. Stick the note in the corner of your computer. Glance at it periodically while you're writing to refresh your memory. ("Oh right. THAT'S what I'm trying to say!")

Turn the page for a closer look at each FEEL. KNOW. DO. question...

FEEL

How do I want my reader to FEEL?

Curious? Delighted? Shaken awake? Stimulated? Enticed? Relieved? Moved to tears? Giggly? Focused? Calm? Centered? Understood? Supported? Something else?

If you want your reader to feel curious, you could begin your piece of writing with an intriguing *"Did you know?"* question.

If you want your reader to feel delighted, you could begin with a compliment, a funny quote, or a song lyric.

If you want your reader to feel shaken awake, you could begin with a startling statistic that grips her attention.

If you want your reader to feel understood, you could include a personal story that shows you've "been there" and you "get" what she's currently going through.

If you want your reader to feel optimistic—like anything is possible—you could include a short list of remarkable things that your clients have recently achieved. (If they can do it, then it's possible for other people, too.)

Different "opening lines," "closing lines," "styles," and "formats" can inspire different kinds of emotions. But you can't choose the ideal format until you've decided what kind of feeling you want to evoke.

KNOW

What do I want my reader to KNOW?

Do you want your reader to know...

That you're hosting a dinner party—and she's invited?

That you're working on a new project that's going to be very exciting?

That you're producing a new podcast and you're looking for people to interview?

Maybe you want to share some information in the form of a bullet-point list, a helpful tip, or a series of steps.

Or maybe you want to share one big reminder. Not a list of information. Just one big idea, message, or statement that will echo inside your reader's mind for days. Like: *"Today is not over yet."* or *"Your past does not equal your future."* or *"Exercise isn't a 'punishment' for what you ate. It's a celebration of what your body can do."*

The average human attention span is <u>8 seconds</u>. Whatever you want your reader to "know," try to keep it brief. Don't clump too many ideas together, or your reader won't remember much of anything.

In the historic speech that transformed our world forever, Dr. Martin Luther King, Jr. cries out, *"I have a dream..."* not *"I have LOTS of dreams and let me tell you about ALL of them right now!"*

Aim for one "big idea" in your next piece of writing—not twelve.

If you share one big idea clearly, you're doing your reader a huge service.

If you share twelve ideas sloppily, you're not doing your reader any favors.

What do I want my reader to DO?

Do you want your reader to...

Take one deep breath right now? Try out a new technique?

Make a charitable donation? Keep you in mind for a future project?

Make an important, life-altering decision? Purchase a product? Download a worksheet?

Register for an event? Save the date? Fill out a survey? Reach out to contact you ASAP?

Your "do" is your "call-to-action."

Whether your call-to-action is blunt and obvious ("*Click here! Buy now!*") or subtle ("*Think about this the next time your teenager is driving you crazy...*"), it's important to include some type of action step. Otherwise, your reader is often left with an unsatisfied feeling, almost like something is "missing" from whatever they've just read.

Thanks to this piece of writing that you've created, your reader is "feeling" emotions, but now, where are they supposed to channel those emotions? What are they supposed to do next? It's up to you to provide some type of action step.

FEEL. KNOW. DO. OUTLINING / PLANNING WORKSHEET

I am writing a:

With this piece of writing...

I want my reader to FEEL:

To create this kind of emotional effect, I will:

I want my reader to KNOW:

To convey this information, reminder, or message, I will:

I want my reader to DO:

To make it simpler for my reader to do what I'm hoping he / she will do, I will:

EXAMPLES / SCENARIOS

SCENARIO #1

I need my assistant to proofread a new e-book that I've written. I'd like her to clean up any typos that she discovers. Typically, she does a terrific job, but this time, she does slightly sloppy work. When she sends the document back to me, I notice several typos that she hasn't noticed or corrected. Uh oh! I need to send her an email to discuss this.

FEEL

I want her to FEEL... appreciated and respected, not harshly judged or criticized.

KNOW

I want her to KNOW... that I discovered a couple issues in the latest document.

DO

What I want her to DO... is proofread it again. But this time, with more attention to detail. I also want her to be a little more cautious in the future.

EMAIL

Hey there,

Thanks for sending the document back to me. I just skimmed it, and I wanted to let you know that I noticed several typos that still need to be cleaned up. (Oops!)

Could you please proofread it one more time? Maybe a little more slowly this time? (I know it's so easy to miss those pesky little typos when you're going quickly.)

I really appreciate your eagle-eyes, and I'm grateful for everything you do to help me run my business. Thank you!

-Alex

SCENARIO #2

I meet someone at a dinner party. We have a delightful conversation. I mention that I work as a writer. Later, she emails me with a request: *"Could you review my résumé and give me some feedback?"* She wants to apply for a promotion. She's willing to pay me for my time. However, this isn't the type of writing project that I enjoy doing. Also, I've got a very busy month ahead of me. I can't add extra projects to my plate because I'm already pressed for time. I want to reply to her email and let her know that I can't do this.

FEEL

I want her to FEEL... heard, seen, and supported.

KNOW

I want her to KNOW... that I'm excited to hear about the possible promotion (great news!) but that I can't do this project. However, I can provide some alternative resources and recommendations.

DO

What I want her to DO... is check out the resources that I provide.

EMAIL

Hi Sharon,

Congratulations on deciding to apply for a promotion! That's such an exciting step.

Unfortunately, résumé writing / editing / review isn't my area of expertise. Also, I've got a slightly crazy workload this month, so I can't add anything new to my plate. I hope you'll understand.

However, I have some resources for you! <u>This</u> company does terrific work with résumés. <u>This</u> is a guidebook filled with great résumé templates. And <u>this</u> is my favorite online tool for checking your spelling and grammar before you send off your application.

I hope that's helpful! Good luck with your application. I know you'll knock it out of the park!

-Alex

SCENARIO #3

I'm hosting an event called **MUSCLE & HEART.** It's a retreat that combines fitness and writing. I need to write a short description for my website to let people know what it's all about — and encourage them to sign up!

FEEL

I want people to FEEL... intrigued, excited, and optimistic, like this event could really make a positive impact in their lives.

KNOW

I want people to KNOW... that this is a positive, encouraging retreat — no grumpy people, no criticism — with lots of quiet, peaceful, uninterrupted time to write, think, and work on their projects independently.

DO

What I want people to DO... is make a deposit and sign up! Hooray!

EVENT DESCRIPTION

MUSCLE & HEART is a 5-day fitness and writing retreat led by Alexandra Franzen, an author and writing coach, along with Justin Thomas, a personal trainer.

It's fun. It's sweaty. It's uplifting.

You'll be challenged to try things you've never done before.

You'll discover that you're so much stronger than you thought.

Best of all: you'll have five hours of completely free, quiet, peaceful, uninterrupted time — every day — to work on any type of writing project that's calling to you.

Fitness classes. Writing classes. Space and time to actually write. Awesome, positive people. Healthy food. A gorgeous setting. Also: massages, hot tubs, and daily hugs. Flex your creative muscles like never before. See you this summer!

[Beneath that description, I'd put all the nitty-gritty details — like the location, travel info, pricing, etc. To see how the actual page got put together, <u>click here</u>.]

ABOUT THE CREATOR OF THIS BOOK



Alexandra Franzen is a writer based in Portland, Oregon. She's a published author whose projects include **50 Ways To Say You're Awesome** (Sourcebooks), **Our Q&A A Day: A 3-Year Journal for 2 People** (Potter Style, a division of Random House / Crown), and several self-published projects, including a novel called **Milk & Honey: A Love Story** and a novel called **So This Is The End.**

Alexandra's writing has also been featured on websites like **Time, Forbes, Newsweek, HuffPo, BuzzFeed, and Lifehacker,** as well as in song lyrics, on product packaging, and stenciled onto fine art paintings. She has led writing workshops in 17 cities around the world, and one of her events was named one of the **"50 Best Conferences to Attend This Year"** by The Muse.

Additionally, Alexandra works as a ghostwriter and writing coach / consultant. She has worked with tech companies like **Hewlett-Packard**, celebrity-driven brands like **Rachel Zoe's DreamDry**, and hundreds of small businesses and start-ups. She runs a popular newsletter (13,000+ subscribers) and website (just shy of 1 million visitors per year) where she shares personal stories and advice on writing, creativity, motivation, and how to create a positive ripple in the world.

Alexandra lives inside a converted restaurant loftspace with a chef named Brandon and a fish named RuPaul. When she's not typing on her laptop, she's typically running, lifting weights, or fantasizing about her next peanut butter-related snack. You can learn more about Alexandra's current projects at: AlexandraFranzen.com.

THANKS FOR READING! HAVE AN EXCELLENT DAY.

A few things you can do next:

- Get more FREE STUFF. Free workbooks, free coloring sheets, all kinds of neat things. http://www.alexandrafranzen.com/free-stuff/

- Visit my SHOP to see my collection of books, paintings, jewelry, and more. http://www.alexandrafranzen.com/shop/

- Register for an upcoming WRITING RETREAT. Writers of all experience levels: welcome. http://www.alexandrafranzen.com/retreats/

- Step away from your computer, tablet, or phone. Go outside, feel the sunlight on your skin, take a walk, or head to the gym. Because maybe your brain could use a break from the Internet. The non-digital world is pretty amazing, too.