



**FEEL. KNOW. DO.**

Three words to make your writing clear, strong, and effective.

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## DEDICATION

This little book is dedicated to anyone who has ever thought...

*"I wish I could be a good writer."*

*"People never seem to 'get' what I'm trying to say."*

*"Writing is so hard and it takes fooooooorever."*

*"I always ramble. I never get to the point!"*

*"I wish I could writing something amazing, something inspiring, something powerful that really moves people... but I don't know how to do that."*

*"Ugh, I suck at writing."*

If you ever have those kinds of thoughts, this book is dedicated to you.

After reading this book, I hope you begin to feel differently. I hope you begin to see that writing doesn't have to be so daunting and mysterious. You can set a clear intention and you can make your point clearly. You can do it. And your skills will improve as you keep practicing.

I believe in you.

## AUDIO VERSION

Want to listen to an audio recording of this book?

It's FREE and it's right here: <https://soundcloud.com/alexandra-franzen/feel-know-do>

Enjoy!

## INTRODUCTION

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 before 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 8 seconds. 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.

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.

## DO

### 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.

## WORKSHEET

I am writing a:

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With this piece of writing...

**I want my reader to FEEL:**

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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 / they will do, I will:

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## EXAMPLES / SCENARIOS

### SCENARIO #1 - DELIVERING CONSTRUCTIVE CRITICISM

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 help. I'm grateful for everything you do to help me run my business. Thank you!

-Alex

## **SCENARIO #2 - POLITELY SAYING “NO”**

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 particularly 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. Even though I’m saying “no” to this person, I still want to be kind and generous.

### **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 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! [This company](#) does terrific work with résumés. [This is a guidebook](#) filled with great résumé tips. And [this 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 - ANNOUNCING AN EXCITING PROJECT

I'm hosting a [writing retreat in Hawaii](#). It's a retreat that combines writing classes with yoga and fitness classes, meditation, and beautiful activities around the island—like beach trips and swimming with sea turtles.

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 retreat includes lots of quiet, peaceful, uninterrupted time to write, think, and work on a project.

### DO

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

## WRITING RETREAT IN HAWAII

### Is there a project that's been tugging at your heart?

Maybe it's a book you'd love to write. A blog. A podcast. A screenplay. A collection of letters for your kids to read one day. Or some long-overdue sprucing on your website.

Come spend 7 days on the Big Island of Hawaii. Give yourself the gift of time and space. Spend quality time with your project. Make lots of progress without feeling rushed.

At this retreat, you'll have a beautiful bedroom, healthy meals, daily yoga classes, a relaxing massage, trips to black sand beaches and waterfalls, and more. You'll leave the island feeling strong, recharged, and inspired!

*To see the full retreat announcement—and see how I put everything together—visit:*  
<http://www.alexandrafrenzen.com/hawaii-retreat/>



**THANKS FOR READING! HAVE AN EXCELLENT DAY.**

**A FEW THINGS YOU CAN DO NEXT...**

**Get more FREE STUFF**

Free workbooks, free audiobooks, free digital magazines, all kinds of neat things.

<http://www.alexandrafranzen.com/free-stuff/>

**Sign up for my NEWSLETTER**

I send a weekly-ish newsletter where I share inspiring true stories, writing and creativity tips, and thoughts on setting goals, staying motivated, and navigating challenges in life.

<http://www.alexandrafranzen.com/newsletter/>

## **Read one of my BOOKS**

You'll find my books on Amazon, Barnes & Noble, all the usual online places, at your local bookstore, or head to my website:

<http://www.alexandrafranzen.com/shop/>

## **Register for a RETREAT or CLASS**

Writers of all experience levels: welcome. Come work on your book, work on your blog, podcast, essays, business, website, or perhaps a personal art project that's just for you.

<http://www.alexandrafranzen.com/retreats/>

## **HIRE ME for a project**

To inquire about hiring me for writing project (helping you create a book, speech, podcast, website, marketing campaign, newsletter, etc.) please send a message to [hello@alexandrafranzen.com](mailto:hello@alexandrafranzen.com). Please note: my calendar tends to get booked up several months in advance—sometimes up to one year in advance—so I may not be available, but you're welcome to reach out and ask! Thanks for your interest!

## **UNPLUG AND ENJOY YOUR DAY**

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



## ABOUT THE CREATOR OF THIS BOOK

Alexandra Franzen is an author, copywriter, writing coach, and the editor of Tiny Press, a publishing company specializing in short, inspiring books—around 100 pages or less.

Alexandra writes non-fiction and fiction. Her words have been used in song lyrics, stenciled onto paintings, and translated into several languages. Some of her books include [\*So This Is the End: A Love Story\*](#), [\*You're Going to Survive\*](#), and [\*50 Ways To Say "You're Awesome."\*](#)

Alexandra's writing has been published in places like [\*Time\*](#), [\*Forbes\*](#), [\*Newsweek\*](#), [\*The Huffington Post\*](#), and [\*Lifehacker\*](#). She has been mentioned in places like [\*The New York Times Small Business Blog\*](#), [\*The Atlantic\*](#), [\*USA Today\*](#), [\*StyleCaster\*](#), and [\*Inc.\*](#) She has made television appearances on [\*KATU-2, an ABC news station\*](#) and [\*KGW, an NBC news station\*](#).

Alexandra has led writing classes in 18 cities around the world. She loves working with new and aspiring writers as well as experienced professionals. She believes it's never too soon—or too late—to start working on a creative project that excites you. Her motto is: [\*"Today is not over yet."\*](#)

## COPYRIGHT

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