

# How to write in style

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AND CREATE CONTENT THAT KICKS CONVERSION BUTT

by Dr. Katja Brunkhorst



# How to write in style



AND CREATE CONTENT THAT KICKS CONVERSION BUTT

**Hi there, creating content for a living? The answer is probably yes if you have any kind of online business - or it can feel that way sometimes. If writing is a challenge for you, fear not! Have some advice on writin' style (watch out for the wordplay!) you can put into practice yourself, directly. You'll learn how to write in style, that is, REALLY well. With style smash hits that have endured over a hundred years for a reason. So this is our thanks for hopping onto our newsletter and joining the Bright Idea family.**

Here are some FREE killer tips that will turn visitors of your site into drivelling slaves to your mojo! Fabricate your own fan club with the help of not just anyone, but none other than the grrreat...\*drum-roll\*...FRIEDRICH NIETZSCHE (and a few of his friends)!

Yup, you heard me. No need to quickly click away with a gasp. The dude is actually insanely fun to read; human, all too human in what occupied his (admittedly amazing) mind and hey; he still has millions of readers the world over today, 122 years after his untimely demise. True dat!

The best thing? He told us himself why that is. First thought for today:

**TO IMPROVE ONE'S STYLE – THAT MERELY MEANS TO IMPROVE ONE'S THOUGHT, NOTHING MORE.**

„But what does that mean, and how does it work?“, I hear you wonder. Worry not! Bright Idea's very own WONDER WOMAN will bring light into the darkness.

**(SPOILER ALERT: AI HAS FECK-ALL TO DO WITH IT, FOR NOW. FOR ITS OUTPUT IS ONLY AS GOOD AS WHAT YOU PUT IN. SO THINK!)**



IN FACT, THAT IS PRECISELY WHAT YOU NEED  
TO DO FIRST:

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# Wonder. Be curious. Let stuff amaze you.

**Know any children, or keep some of your own? Go hang out with them. Switch off your electronic devices, say a polite „flip off!“ to social media and availability overkill of any kind, and just get lost in the wonder of discovering things anew.**

This could just entail a mere walk to the bakery around the corner or, ideally, anything that involves nature. Flora and fauna have a way of drawing us out of our heads, and the vacuum they leave (NB to my fellow students of philosophy: just like Nietzsche did with his destruction of all values!) will almost automatically draw in wondrous ideas or even epiphanies hitherto unconscious to you. Promise! If your writer's block is really huge, I'm afraid you'd best battle it with something comparable in size. Here, the sea and/or the mountains have worked best for me in the past. Consider nature a huge reset button for the old head!



ALTERNATIVE TECHNIQUES TO ACHIEVE THIS DESIRED EFFECT INCLUDE, BUT ARE NOT LIMITED TO:

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**VISITING A GOOD ROCK SHOW – OR, EVEN BETTER,**



**MAKING MUSIC YOURSELF, IDEALLY WITH OTHERS;**



**DOING OR TRYING OUT YOGA (OBVIOUSLY!);**



**PARTAKING IN A SPORT OR ATHLETIC-ISH ACTIVITY YOU REALLY ENJOY (THIS LAST WORD IS SUPER IMPORTANT);**



**READING THE KIND OF BOOKS YOU CAN TOTALLY DISAPPEAR INTO (AS OPPOSED TO THE ONES YOU THINK YOU NEED TO BE READING IN TERMS OF SELF-IMPROVEMENT ETC.) – SHE WHO WANTS TO WRITE WELL NEEDS TO READ WELL;**



**ANYTHING THAT FEATURES SUN, SEX AND, ERM, CHOCOLATE...YOU GET THE PICTURE, SWEETNESS –**



**TALKING OF WHICH, A FAB FUNNY MOVIE OR A SCARY NETFLIX SHOW ALSO COUNT IF YOU'RE UNWELL OR THE WEATHER SUCKS. BINGE-WATCH ALL SEASONS OF STRANGER THINGS IF YOU HAVE TO – TYPOGRAPHIC AND CINEMATOGRAPHIC PORN IF EVER WE SAW ANY.**

**Basically, baby, consider yourself allowed to have some FUN first and foremost. Please feel empowered in following your desires (lest they involve crime and/or hurting others) right NOW.**

**This is the first step towards good writing, always. At least if we talk about the kind that inspires, lifts up, makes people laugh (or cry, or both).**



THE SECOND STEP IS WHAT THE  
ROMANTICS CALLED

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# Recollection in tranquility.

**Now, get yourself (into) a *room of your own*, Virginia-Woolf-style, and digest your experience. No-one gets to disturb or interrupt you here. Just sit with what comes up. (You might just find you yourself are quite riveting company – and that, indeed, YOU ARE ENOUGH. Nice side effect, innit?)**

A fun way to capture it is *écriture automatique* – this is simply a fancy French name for writing WHATEVER COMES INTO YOUR MIND for ten minutes, without stopping. That means your keyboard has to make noises or your pen has to scribble across the page non-stop – even if you write „I have no ideas“ for seven minutes in a row. Trust me: around minute 8, at the latest, your subconscious will start throwing these amazing curveballs at you that you just need to catch. No censorship allowed, and TELL FEAR AND SHAME TO GO HOME!

If that doesn't work? Start over at the beginning. Take a walk. How did our main man FN put it?

## SIT DOWN AS LITTLE AS POSSIBLE.

Let your muscles have a party, too. Don't trust any thought that wasn't born outdoors and in free movement. Prejudice comes from the gut. Sitting on your arse is the original sin against the holy spirit.

Now go out there and get moving – and I bet you will come up with words that move, others as well as yourself. For there is no good writing that doesn't also directly inspire action. I let Johann Wolfgang von Goethe, the German Shakespeare if you will, have that (nearly) last word – which amounts to just this:

BY THE WAY, I HATE ANYTHING THAT JUST TEACHES ME WITHOUT IMMEDIATELY ENLIVENING MY ACTIVITIES.

**AMEN!**

(And if you STILL can't be arsed with writing, let me do it for you – but I don't come cheap ;-))

AND HERE'S AN ANTI-SELF-SABOTAGE BONUS FOR YOU, MY BEAUTIFUL IDEALISTIC SOUL:

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# Style Fire Fighters.

## WHY SUBSTANCE IS SEXY - DIRECT WAYS TO ROCK YOUR COPY

Hey ho wannabe writer (and even if you'd rather not be one)!

Welcome back to more seriously good advice on how to write well – featuring, as usual, some literary heavyweights as well as a healthy dose of light-hearted yoga wisdom and a snottily empowering punk rock DIY attitude on the side.

## WORRY NOT IN CASE YOU:

- feel like a total fraud with nothing (important or clever or clear...) enough to say; or a text-book impostor even. And fret not if you
- seem like a hot mess to yourself, with the chaos of a million ideas running amok in your head, clamoring for your attention.
- Or maybe you're being entertained by acute (as opposed to „a cute“ – see how correct spelling and punctuation can alter stuff somewhat dramatically? ALWAYS invest in a proofreader if you're not 100% firm here yourself!) overwhelm? As in: “How on earth can I sort or structure the one idea I've picked – that my inner impostor hasn't vetoed – into something legible, let alone action-inspiring?!”

**Because, girlfriend (and dear male feminist reader), this is what we'll be arming ourselves against in this instalment of your new favourite writing guide! So get reading and then: get writing like that F\*CKING HEROINE that you truly are, obvs (otherwise you wouldn't still be reading this, innit?)!**

# First

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## LET'S DEAL WITH MS IMPOSTOR

My current favourite quick'n'dirty fix to kick her to the curb is listening to Norwegian cult rock band Motorpsycho on full blast, with their empowerment tune called „A Song for Everyone“ off their album, The Tower. The music is hypnotic and forceful as f\*ck, and the lyrics a mantra in their repetitive, beautiful simplicity (like all works of genius are):

THERE'S A SONG FOR EVERYONE  
AND A SINGER FOR EVERY SONG.

Please, dahling, take the stern-looking Norsemen by their word! **SING YOUR SONG.**

# Second

## LET'S FIND OUT WHICH VOICE IS YOUR TRUE SONG.

Of all those chaotic voices in your head, which one wants to be heard the hardest? It is not necessarily the loudest.

She can be encountered during a simple ten-minute meditation (I thoroughly, and sadly non-affiliately, recommend the app Headspace if you're a beginner) and she determines what your next blog post, or inspirational talk, or paper at a meeting should be ABOUT. My bookish bit on the side – next to my main man Nietzsche – Rainer Maria Rilke (who followed his mentor Rodin's advice to WRITE EVERY DAY and to STUDY NATURE and to use SIMPLE WORDS, btw) has some wicked advice, in turn, in his Letters to a Young Poet.

When said aspiring writer dude asks him for advice on, well, writing well, Rilke, in turn, just asks him a question, namely:

**Do you have to write?**

IN OTHER WORDS:



**WHAT KEEPS YOU UP AT NIGHT?**



**WHAT WAKES YOU? OR SIMPLY BOTHERS OR INTERESTS YOU?**



**WHAT – LITERALLY – OCCUPIES YOUR MIND THE MOST, HOLDING IT HOSTAGE RIGHT NOW?**



**WHICH TOPIC IS SO DEAR, OR UNSETTLING, TO YOU IT IS SOMEHOW WEAVED INTO THE VERY FABRIC OF WHO YOU ARE (OR SEEM TO BE, AT THAT MOMENT IN TIME – OUR ACTUAL SELF IS ETERNAL AND UNCHANGING, THE YOGIS SAY) THAT YOU SIMPLY MUST TRY AND COMMUNICATE IT – TO BE HEARD BY KINDRED SPIRITS?**



**IN OTHER WORDS YET AGAIN: WHAT RESONATES WITHIN YOUR SOUL TO SUCH AN EXTENT IT WILL CAUSE RELATED SOULS TO RESONATE WITH YOURS? IT DOESN'T HAVE TO BE ANYTHING HUGE BTW!**



**AND BINGO. WRITE ABOUT THAT (AGAIN, STREAM-OF-CONSCIOUSNESS TO START WITH; NO VETOES ALLOWED – LET ALONE BY MS IMPOSTOR.)**



# Third

## STRUCTURING THESE NUGGETS OF SUBSTANCE WE'VE JUST THUS DUG UP

It is here that I'd like to let the master stylist of prose par excellence take over again, old F. W. Nietzsche. Funnily enough, his advice on how to write in style was actually his attempt at seducing the woman he had the biggest crush of his life on (but whose lover he never became – unlike Rilke, of all people), the awesome HEROINE Lou Andreas-Salomé. The following tips are from a letter to her written in 1882 and they still sound super fresh. They certainly ring truer than at least 99% of today's „How to“ lists and top five challenges on our internet:

- 1 **Of prime necessity is life: a style should live.**
- 2 **Style should be suited to the specific person with whom you wish to communicate. (The law of mutual relation.)**
- 3 **First, one must determine precisely “what-and-what do I wish to say and present,” before you may write. Writing must be mimicry.**
- 4 **Since the writer lacks many of the speaker's means, he must in general have for his model a very expressive kind of presentation of necessity, the written copy will appear much paler.**
- 5 **The richness of life reveals itself through a richness of gestures. One must learn to feel everything – the length and retarding of sentences, interpunctuations, the choice of words, the pausing, the sequence of arguments – like gestures.**
- 6 **Be careful with periods! Only those people who also have long duration of breath while speaking are entitled to periods. With most people, the period is a matter of affectation.**
- 7 **Style ought to prove that one believes in an idea; not only that one thinks it but also feels it.**
- 8 **The more abstract a truth which one wishes to teach, the more one must first entice the senses.**
- 9 **Strategy on the part of the good writer of prose consists of choosing his means for stepping close to poetry but never stepping into it.**
- 10 **It is not good manners or clever to deprive one's reader of the most obvious objections. It is very good manners and very clever to leave it to one's reader alone to pronounce the ultimate quintessence of our wisdom.**

# Final Thoughts



This is a lot to take in and just reading it will already start to set some wheels in your subconscious in motion, I absolutely PROMISE. For now, I'd like to let you mull this over and will be here in case you want to borrow my head for your copy, for example in a power-hour via zoom or phone (or see our other offers on [www.bright-idea.de/en](http://www.bright-idea.de/en)). Stay tuned to our brandbrief newsletter for our very own sales page template, should you need such a thing. Ours is quite good, even if I say so myself.

Your only homework, if you wish to receive any, is this: Listen to Motorpsycho (or your equivalent of rock that rocks your world). Meditate for ten minutes. Then write sans censor for another ten. Then re-read Nietzsche's rules for good style. For she who wants to write well needs to read. A LOT.

## GOT IT?

Any questions or comments: go for it; I would genuinely love to hear from you (kindred spirits and all that)! Either write to me at [kb@bright-idea.de](mailto:kb@bright-idea.de), find me on my personal website & blog, [www.katja-brunkhorst.com](http://www.katja-brunkhorst.com), or get connectin' over on Insta: [@bright\\_idea\\_kat](https://www.instagram.com/bright_idea_kat).

Meanwhile, I'll heed Nietzsche's advice myself and let you, dear reader, pronounce the ultimate quintessence of my wisdom - CLEVER SPEAK FOR: make up your own mind...and find your own words! OM and rock ON.



Katja x

# Game Plan



Name .....

This week's goals .....

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SA

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SO

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# My Notes



Project .....

Date .....

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