

# The Five Keys to World-Changing Writing

a tiny piece of the



by Pace and Kyeli of the [Freak Revolution](#)

# Introduction

When we get that glimmer, that itch to write, we've got to honor it. We need to sit down and get the words out, let them pour and flow and stream from our brains, from our bodies, from our hearts. Writers are fragile, sensitive creatures prone to easy stagnation - but oh, how we come alive when we write!

Add to that passion for writing an even bigger passion for *changing the world* - and now you're cooking. But how our muses become even more fragile when our purpose feels so grand, so much bigger than we feel! How can we keep our fingers typing, our pens moving, when we get clogged with fear? How can we express our flames when we don't even know who we're writing for?

***How can we make our writing as big as our hearts - and get it out there, so it can change the world?***

Welcome to the World-Changing Writing Workshop.

We needed these answers once, too. Every single one of the presenters in this workshop has felt those feelings. We've all been afraid. We've all had the dreaded writer's block. We've all had days - or weeks or months - where the words got trapped inside and didn't want out. We've all felt stagnant, we've all worried that no one was listening.

You are not alone.

And now, here, we're going to share how we do it - so you can do it, too.

## Hold on a minute.

***Hold on a minute. How can we change the world with writing?***

In Ishmael, Daniel Quinn wrote,

*“As long as the people of your culture are convinced that the world belongs to them and that their divinely-appointed destiny is to conquer and rule it, then they are of course going to go on acting the way they’ve been acting for the past ten thousand years. They’re going to go on treating the world as if it were a piece of human property and they’re going to go on conquering it as if it were an adversary. You can’t change these things with laws. You must change people’s minds.”*

***You must change people's minds.***

The easiest and fastest way to change people's minds is introducing them to new ideas. People won't think in a void; they need new thoughts to replace the old thoughts. The easiest and fastest way to *change the world* is to change individuals. (After all, the world is made up of individuals!) As writers, we use words to spawn new ideas, which can break people out of their old systems...

Get the picture?

Sounds pretty revolutionary, doesn't it?

***Let's get to it!***

# Chapter One

## The Five Keys to World-Changing Writing

There are five key things a World-Changing Writer needs:

1. **Persuasion.** Writing that makes people jump out of their seats and take action.
2. **Fans.** Finding and growing your right audience.
3. **Getting it done.** Creating a writing practice that works for you.
4. **Safety.** Making writing comfortable instead of terrifying.
5. **Authenticity.** Writing from your heart and using your own experiences.

If you lack any one of these five ingredients, the recipe falls flat. (Or doesn't cook well. Or ends up with a vaguely unfulfilling doughy texture.)

Without **persuasion**, your readers will say "Hmm, that's interesting..." and go back to their lives untouched.

Without **an audience**, your writing won't reach anyone.

Without **an effective writing practice**, you'll only make progress in fits and starts -- you won't be able to sustain it.

Without **safety**, you'll be paralyzed by fear and indecision.

And without **authenticity**, you can't connect deeply with anyone - and your audience won't trust you.

## Key #1: Persuasion

**Persuasion** is a key part of world-changing writing because you want your readers to **do something**. You want them to make a change in their lives, or at the least, to consider a new and revolutionary idea. They'll feel resistance to anything uncomfortable, and anything you suggest with world-changing writing is going to be uncomfortable. Writing persuasively helps your readers overcome their resistance.

There are two types of persuasion: one based on *excitement* and one based on *comfort*. One gets your readers excited about making a change in the hopes that their excitement will outweigh their resistance, and the other addresses your readers' fears to weaken the power of their resistance.

When most of us think of persuasive writing, we think of the excitement variety. We may even think of the unethical overblown persuasion used by interruption marketers and advertisers:

***"YOU NEED THIS PRODUCT OR YOUR ENTIRE LIFE WILL FALL APART!!!!"***

in bright red bold flashing text. While this can be persuasive, it's not very heart-based, and is unlikely to actually get anyone to make any kind of *lasting* change - which is what world-changing writers actually want. Ethical excitement gets your readers excited and interested through tone:

*"After doing this thing, I've felt happier, more fulfilled, and I look forward to getting up in the mornings. I will tell you how I did it and help you figure out how you can do it, too!"*

Sharing your own enthusiasm is far more effective than screaming with dozens of exclamation points.

Also, remember that that's only half of what persuasion is about -- comfort is a persuasive writing technique, too. Persuading with comfort helps your readers feel heard and understood:

*"I know you're afraid. I know it's difficult. I will help you figure out how to do this thing at your own pace and in your own way."*

This reaches out and connects with your readers and offers them comfort - which is often exactly what they need before they can listen to your world-changing ideas.

## Key #2: Fans

**Fans** are a key ingredient to world-changing writing because you want to change the world. This means you need people who get and understand your message - and people who will help you spread it. Seth Godin refers to these key people as "sneezers" - they're the ones who will take what they hear from you and "sneeze" about it, sharing their own excitement and enthusiasm for your work with others.

We start with a tiny group - sometimes only one or two fans - and we build from there. Building a good fan base is not something you can rush or hurry; it takes time for people to get to know you and trust you and to like your ideas, and from there, for them to be ready to share your ideas with others.

*A good way to find your right people is to be your right person.*

Figure out what target audience you want - what group your message is for - and then narrow it down to one person. What qualities do they have? Where do they go to shop or eat or hang out? What do they need to be happier?

Also, take some time to figure out who your right people are **not**. If, for example, your message is for lesbians, then trying to target straight men is probably a bad idea - so you can narrow your audience by knowing both sides of it: who you are talking to, and who you aren't.

## Key #3: Getting it done

**Getting it done** is key to world-changing writing because you can't change the world with your writing if you never write. The best way to get it done is to figure out how you best write.

Kyeli writes best in a café, listening to music with words to distract her inner critic. Pace writes best at her desk at home, listening to music with no words whatsoever. Our son writes best lying on the floor with a marker and a huge notepad.

There are also all manner of obstacles to getting it done: writer's block, a fragile muse, writing when tired or afraid or sick. Figuring out what your obstacles are, and finding ways around or through them, is key to your writing practice. For Kyeli, taking a walk will jog her fragile muse, and Pace finds that writing gibberish will help her push through writer's block.

Once you know what works best for you, stick to it.

That may seem obvious, but we have a tendency to forget what works when we get wrapped up in the flow not flowing. Make a list of things that help you get through obstacles and post it up where you can see it easily. Having a writing partner and a regular time you connect with them is a great way to give you a reason to write if you're not feeling like it - and accountability will even help jump-start your muse if it's being difficult.

***You can't change the world with your writing if you never write.***

Creating a writing practice that is perfect for you is perhaps the most important part of being a world-changing writer - because if you're not getting it done, it's not getting done.

## Key #4: Safety

**Safety** is vital to the success of your writing practice. Creating a writing practice, as we talked about in "Getting it done", will take you half way, but making that practice *comfortable* instead of *terrifying* ensures you will keep at it. If you find yourself spending hours staring at blank screens or pages feeling various flavors of fear, you're probably not going to get very far.

So, how do you make writing *safe*?

*Actually, I don't know.*

In fact, I feel fear when I write *all the time*. I write anyway - and I do that by having a good writing practice and having a writing partner (and having Pace around to cheer me on). I spend a ridiculous

amount of time staring at blank screens and a moderate amount of time staring at blank pages.

For me, it helps to *write anyway*. I feel afraid, and I write about feeling afraid. I feel stuck, and I write about feeling stuck. I've grown so accustomed to fear that I've even factored it in to my timetables when I write - I give Pace an estimate with at least twenty additional minutes' worth of "fear padding".

This is why Pace and I won't be teaching the section on **safety** - and why we're doing a *workshop* instead of a single class. We know a lot about some of this world-changing writing stuff, and our co-presenters know a lot about some of this stuff - and together, we all know a huge lot about all of it.

## Key #5: Authenticity

Without **authenticity**, our readers won't trust us.

When we're world-changing writers, we're opening our hearts and our lives. We will draw from our own experiences to create awareness and change in others. If we're making stuff up or lying or hiding ourselves, our readers will know. Trust doesn't come easily on the internet. People have to read your stuff a long time before they think you're trustworthy. And if your stuff isn't coming from the *real, unfettered you that you actually are*, your readers will sense that.

Being authentic is often difficult and scary. I was being authentic when, in the last section, I admitted that I don't know how to make writing safe.

*It's scary for me to publish that. I'm supposed to be an expert.*

I'm supposed to know everything there is to know about this stuff - otherwise, what am I doing here?

But the truth is simple: I don't know everything about writing. I know a lot, and I know how to teach what I know, and I am passionate about sharing what I know with those who want it.

When we open ourselves up and share our genuine inner selves, we can deeply connect with our readers - and it's those deep connections that will foster the trust needed for your readers to be open to you and your world-changing writing.

## So, to sum up.

To be a world-changing writer, you need to be **persuasive**, because you need to get past the resistance your readers will encounter at your world-changing ideas. You need **a good fan base**, because you need people to read what you write. You need to be able to **get it done**, because if you have world-changing words that never get written, they'll never change the world. You need to **feel safe**, or your writing practice will be difficult and you might come to dread or avoid it. And you need to **be authentic**, because being *the actual you that you are* is the most world-changing thing you can possibly do.

After all, there is only one you.

*You're the only one who can change the world in exactly the way you can change the world.*

Your writing will be different from everyone else's writing - and the world needs all the change we can get.

With love,  
Pace & Kyeli



# About this document

This document, *The Five Keys to World-Changing Writing*, was written by Kyeli and designed by Pace. We hope you find it inspirational and useful.

It is an excerpt from the World-Changing Writing Writing Workbook, the companion piece to the World-Changing Writing Workshop.

You can find out more about the workshop at <http://worldchangingwriting.com>.