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写作是可以改变人生的超级技能

但学校从没有好好教过我如何写作
于是我花了数百小时学习大师的写作方法

这里是我觉得最实用的10个技巧👉

1. 删掉“我认为”、“我觉得”、“我相信”等

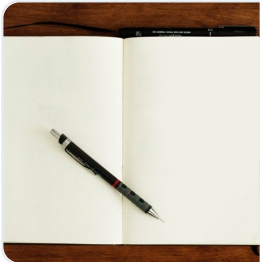
为什么？

你写的本来就代表你的观点，不需要再重申，另外这些词会弱化你文章的可信度

- 我觉得你会喜欢这些技巧
- 你会喜欢这些技巧

第二句比第一句好100倍

我从 Nat Eliason 那里学到这个技巧



21 Tactics to Help You Become a Better Writer – Nat Eliason

While I still feel unqualified to tell you how to write better, I decided it could be helpful if I shared the advice that’s helped me improve.

<https://www.nateliason.com/blog/better-writer>

2. 先写标题

“写作是思考，写着写着我就知道主题”

这是 bull shit，别这么干

我写了400篇 blog，前200篇时，我最后写标题，导致全文主题散乱，想法不连贯，表达不专注。知道这个技巧后，从下笔第一秒我就知道自己要说什么，这样才能把它说好

我从 Nicolas Cole 这里学到

What is the secret to writing high-performing content online?



3. 写出音乐感

我尽量写短句，但一直这么干，读起来很干燥

上面这三句就是一个典型的例子 😊，写作应该长短结合，像写曲子，让读者从视觉上和听觉上感觉到韵律

我从很多人转发过的这张图片上学到这个技巧，并一直用它

This sentence has five words. Here are five more words.
Five-word sentences are fine. But several together become
monotonous. Listen to what is happening. The writing is
getting boring. The sound of it drones. It's like a stuck record.
The ear demands some variety.

Now listen. I vary the sentence length, and I create music.
Music. The writing sings. It has a pleasant rhythm, a lilt, a
harmony. I use short sentences. And I use sentences of
medium length. And sometimes when I am certain the reader
is rested, I will engage him with a sentence of considerable
length, a sentence that burns with energy and builds with all
the impetus of a crescendo, the roll of the drums, the crash of
the cymbals—sounds that say listen to this, it is important.

So write with a combination of short, medium, and long
sentences. Create a sound that pleases the reader's ear. Don't
just write words. Write music.

-Gary Provost

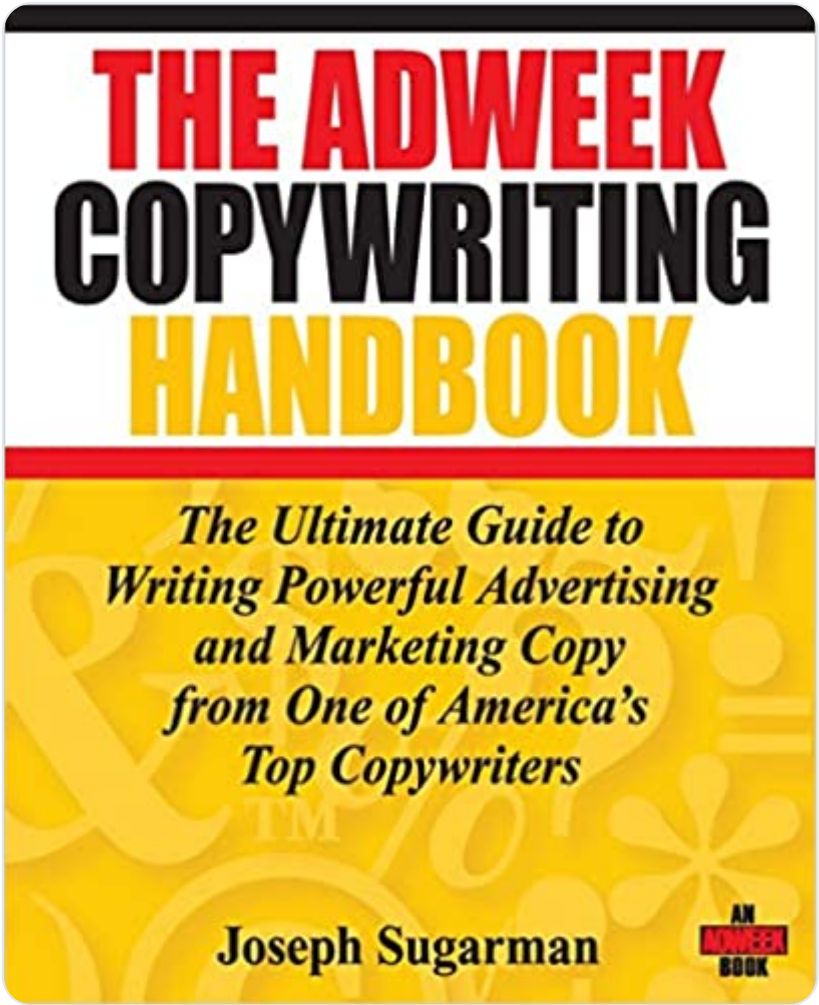
4. “triad”（三合音）

什么是三合音？

这是另一个关于节奏感的技巧，我从 The Adweek Copywriting Handbook 这本书里学到。作者说他举例时，只举三个。因为这样读起来最有节奏感。

“于谦老师有三大爱好，抽烟、喝酒和烫头。”

感觉到节奏了吗？如果你看看我的 blog 和 newsletter 我也一直这么干 😊




5. CTA = call to action

这是一个广告常用术语，指的告诉读者如何行动。如果我们写的是非虚构类文字，最好包含至少一个 CTA

为什么？

你需要让读者有所收获，而告诉她们应该做什么，就是回报她们的最好方式

我在「可乐周报」里写下的每个想法，都包括一个 CTA
赶紧订阅 📧



可乐周报 – Revue
简短实用的效率方法，健康习惯，思维方式
<https://coke.do/>

6. 一寸相框

心中有个模糊的想法，却不知道如何动笔？

我经常这样。一个解决办法就是。一寸相框。和我一样喜欢酗酒的 Anne Lamott 的写作建议，先写下眼前已经明确

一寸相框

尽管已经连续写了 300 篇 blog，时常我还是会因为想表达的太多，话题太大而卡壳。本来只是短短的一篇小文，一边写一边担心如何收尾，一边纠结前后逻辑是否矛盾，最后磨磨蹭蹭花上一个多小时，还卡在开头无法继续。

昨天看到一篇文章介绍的方法，似乎可以治好的这种症状。它来自于 Anne Lamott 的那本著名的关于写作的书「Bird by Bird」。

It reminds me that all I have to do is to write down as much as I can see through a **one-inch picture frame**（一寸相框）.


just what I can see through the one-inch picture frame, just one paragraph describing this woman, in the town where I grew up, the first time we encounter her.

you don't have to see your destination or everything you will pass along the way. You just have to see two or three feet ahead of you.

我可以借鉴到自己写 blog 的场景就是，先写下眼前已经明确的，最想说的那个点子，不要考虑全文最后的呈现，先写下一句最想说的话，最想表达的点子，已经成型的想法。

Annie 说这是她听过的关于写作，和人生的最好的建议。

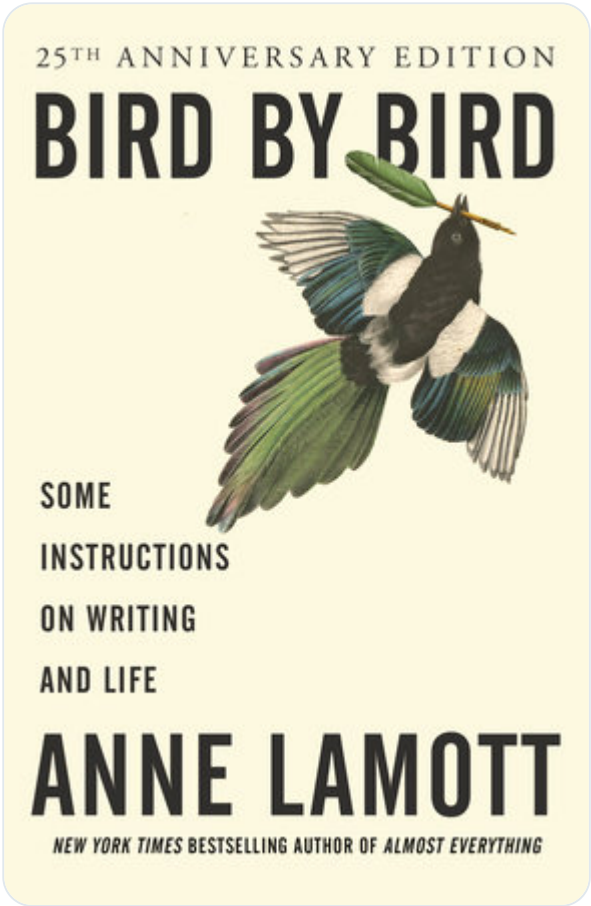
我们的确也可以将这个方法用到其他项目上，不要担心结果如何，不要试图搞清楚事情的全貌，只需要专注在你知道的第一步。先行动起来。



一寸相框 | happy xiao

<https://happyxiao.com/one-inch-frame/>

<https://happyxiao.com/one-inch-frame/>



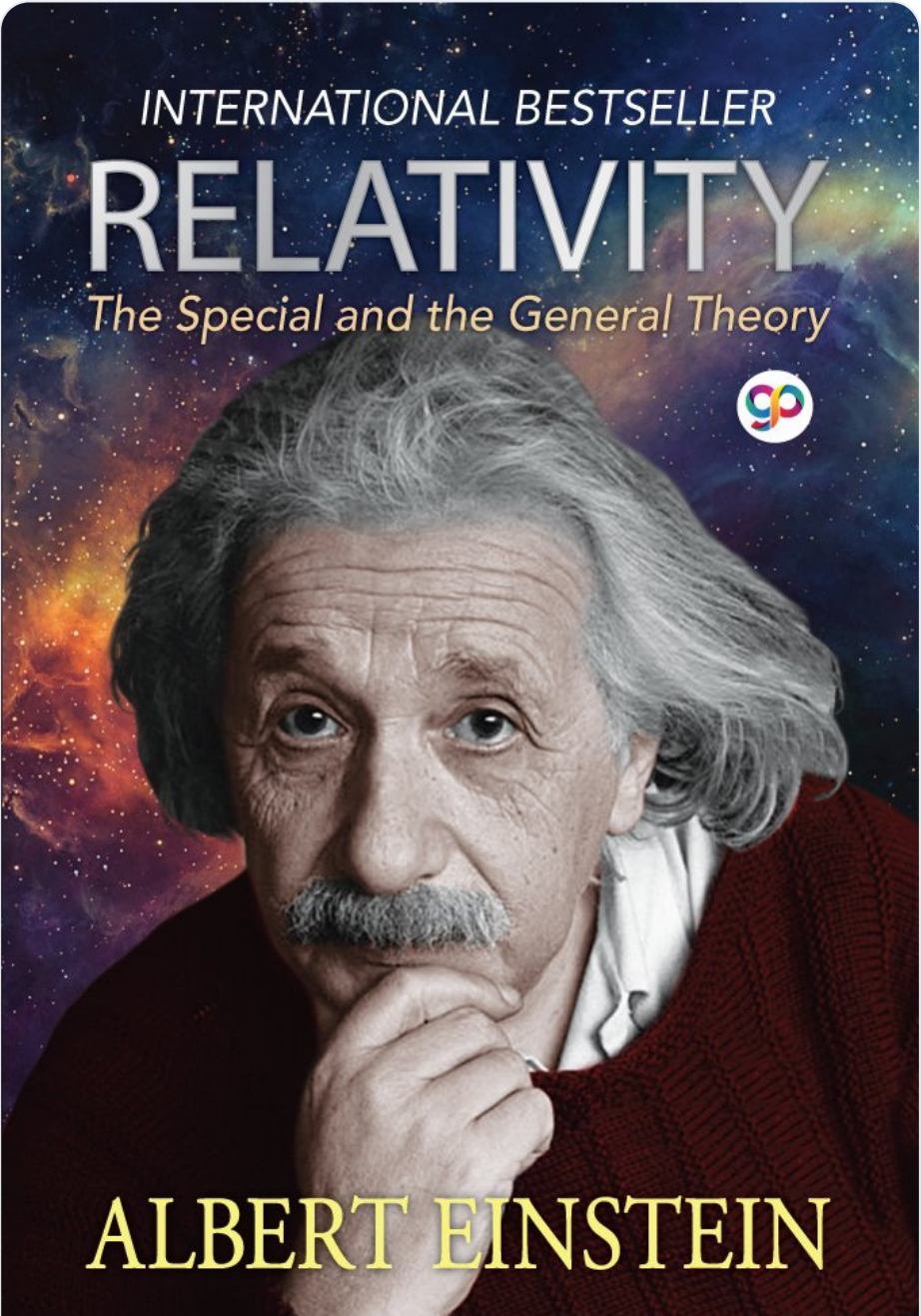
7. 简单和清晰

智慧的最高形式是什么？

爱因斯坦认为是简单（simplicity）。当谈到写作时，他说：“为了更清楚地表达，我需要不断提醒自己，丝毫不要在意呈现的优雅。”

你给我一篇冗长的文章，我就可以给你一个不清楚自己想说什么的作者。简单和清晰的观点，是我从爱因斯坦这里学到的至高标准

- Einstein, On WritingAlbert Einstein shared some excellent writing advice for scientists in his influential book, [Relativity, the Special and General Theory](#):
- “The author has spared himself no pains in his endeavor to present the main ideas in the simplest and most intelligible form... In the interest of clearness, it appeared to me inevitable that I should repeat myself frequently, without paying the slightest attention to the elegance of the presentation.”
- Einstein was talking about scientific writing, but no matter what kind of writing you do, his ideas are a good counterweight to the verbose literary style most people learn in school.
- To be sure, I prize beauty in my own writing. But I never focus on beauty until the main ideas in my essay are clear. Only then do I add flair, which is the last thing I do before I publish.




8. 不说副词

你可以从每一篇写作建议里找到这一条，说明专业作家有多么在意这件事 😊。我也一直不断地从自己的草稿里删掉副词，或者换一个更准确的动词

show,don't tell

不要用副词描绘情势，用更生动的叙述来替代它



Writing Handbook: How to practice writing

Learn how to practice writing and rewriting. Aim for quality of input over of quantity of output. And find authors whose work you enjoy, then reverse engineer what makes them great.


<https://www.julian.com/guide/write/practicing>

9. 填满画布

这是我在去年学到的最宝贵的十件事之一
coke.do/issues/2021-94...

写作难，如果没有十足的气势，难免半途而废。作家 Steven Pressfield 的建议是，当开始写草稿时，应该一鼓作气，先填满画布。我们不能犹豫，因为犹豫就会败北。

想到一个点子，全部倒出来，你就胜利了一大半



📧 2021年改变我人生的那些文章

如同我在 Twitter 答应你的，这封信我会分享给你2021年我收藏的126篇文章，链接如下：happy xiao 的2021年文章收藏


<http://coke.do/issues/2021-943183>

以上就是我每天都会用到的9个写作技巧

我喜欢阅读关于写作的书和文章，并把最棒的收获分享给我的读者，如果你也感兴趣，请 fo 我，并订阅我的 newsletter 📧

coke.do

最后，回到上边，点赞转发，分享给你的朋友吧 😊



可乐周报 – Revue

简短实用的效率方法，健康习惯，思维方式

<https://coke.do/>

Anne 的这条推文说的就是一寸相框

“写作建议：从某个地方开始，几乎在任何地方，用 1 行描述您可以看到的某事或某人。它可能会很烂。眯着眼睛看它。然后再写 1 行，再写 1 行。把你的屁股放在该死的椅子上。再写 1 行，然后再写另一行。跟我们多说些。使用你的感官。”

Writing advice: Start somewhere, almost anywhere, with 1 line describing something or someone you can see. It will probably suck. Squint at it. Then write 1 more line, and 1 more. Keep your butt in the damn chair. Write 1 more line, then another. Tell us more. Use your senses.

12:02 AM · Jul 20, 2022

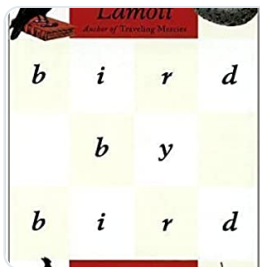


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Bird by Bird 的故事，是关于她父亲教她哥哥如何写作：

三十年前，我的哥哥只有十岁，正在努力写一份关于鸟类的报告，第二天就要交.....他被眼前的巨大任务吓得无法动弹。父亲在他身边坐下来，搂着我弟弟的肩膀，说："先写一个鸟，再写一个鸟，伙计。就这样一个一个地去做。"



A quote from Bird by Bird

Thirty years ago my older brother, who was ten years old at the time, was trying to get a report written on birds that he'd had three months to write, wh...

<https://www.goodreads.com/quotes/371038-thirty-years-ago-my-older-brother-who-was-ten-years>

想多了解 Anne ，可以听听这期节目，我听过两遍，超喜欢她



#522: Anne Lamott on Taming Your Inner Critic, Finding Grace, and Prayer – The Tim Ferriss Show

Anne Lamott on Spiritual Fitness, Creative Process, Redecorating the Abyss, and The Perennial Magic of "Bird by Bird" | Brought to you by LinkedIn Jobs recruitment platform with 750M users, Eight Slee...

<https://pca.st/episode/35a0aa5e-4a28-471c-ab61-4825ae5a79cb>

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雨夜漫步大祭司
@renfanzi

Apr 9

我在英文频道上写上海封锁记录，刚开了个头，还没写到「骨肉分离讲方舱」和「大白上门杀猫狗」。只写了「接二连三测



Tristan Z (in Seoul KR)
@Tristan0x

Aug 3

Tough day for everyone on Solana today, but here's a breakdown of what we know: 1 / At approximately 22:27 UTC

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