This is your chance.

Your chance to write some mind blowing copy.

Write something that is going to change perspectives. It doesn't matter if it ends up changing yours. Sometimes it happens. You start writing and suddenly your belief system fails you, because what you are writing is too powerful. That’s okay.

Write something that no one has written before. If you are unsure, then just make up some words. Make it unique. Make it yours.

Your ideas, your vision, your way of thinking are unique. Believe in that. Don’t think it’s stupid because it hasn’t been said out loud yet. Revel in the fact that no one said it out loud. If you do say it to friends, chances are you’ll get three responses: 1. What? You are stupid! No one would go for it! 2. Yeah, that sounds interesting. 3. Dude, that’s fucking brilliant.

Ignore all three. Only listen to the rare 4. Dude that’s brilliant and this is why…’. That’s the only thing feedback you should listen to because they’ll show your loopholes or they might support it. Either way, it’ll only strengthen it.

Write in the language of you. The way you speak. Don’t go using complicated words because it sounds important. Complicated words have a special place for them. You will know when it sounds right. If they have to reach for a dictionary every ten words, then they would lose interest in what you have to say.

So use everyday language. It’s too beautiful to be left out. Just know how to use them. After all, most of the great ideas were off hand comments.

The best advice I got once was ‘Write fucked up copy’. It changed the game for me. I ended up writing some serious fucked up copy that, at the end of the day, I saw myself looking back from the paper. It was exhilarating.

Write beautiful copy. Copy that will make you cry, make you smile or just makes you want to punch someone’s face with it.

Write because there’s nothing else to do. Everyone can speak. In varied languages. Just write. All you need is a first draft. Do you know how a first draft looks like? Like having cat nip on your face and letting your kitten have a go at it.

Once you have your word vomit on paper, start changing. See where it flows, see what needs replacing and see what needs to get rid of. If at any point, it stops making sense to you. Leave it. Start again. Write until you don’t know what you are typing. If you are frustrated, write that down too.

Write to share. Don’t forget Tumblr, Twitter, Facebook, 9gag and blogs. This is your chance to have your ideas, your words and your life shared among 7 billion people. Put it up. Put your name next to it. You would be surprised as to how much of an effect you can have on someone’s life. Don’t hide it in your computer or in your desk drawer. No matter how great your ideas are, no one’s going to know.

Don’t be scared of people stealing your work. Your work is meant to be shared. Just make sure you put your name out there, so when a righteous person is looking for the author, Google will give a result with your name next to it.

Most importantly, wite to save the world. It doesn’t matter if you do or not, but write with the aim to save the world. Think of the Butterfly Effect. If all fails, just think ‘What Would Buffy Do?’.

Go now. Paint the world with beautiful words. It’s your right and your duty.

* Tia Goonaratna

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p.s

This is first draft. I didn’t even read it twice.