>>> use your voice

Yeah, this exercise is a bit kooky, but just go for it.

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GIVE YOUR VOICE SOME FODDER + CONTENT

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Open up a doc, or grab a notebook, and write down 10+ statements for each category below:

▸ I like to _____.
   1. hit snooze on my alarm five times before I even consider getting up.
   2. etc.

▸ When I write, I want people to feel that I'm _____.
   1. concerned about their success.
   2. etc.

▸ An uncommon, unimportant thing about me is _____.
   1. that I've never watched the Simpsons.
   2. etc.

▸ A distinct, important thing about me is _____.
   1. that I survived an abusive marriage.
   2. etc.

▸ I'm _____ at _____.
   1. I'm a beast at Halo (the video game).
   2. I'm horrible at bowling, but I still have fun.
   3. etc.

▸ I wish I could/would be more _____, but I don't think it's going to happen any time soon.
   1. concerned with politics, but I don't think it's going to happen any time soon.
   2. etc.

▸ The fastest way to get me to decline an invitation is to _____.
　　1. say that it's to a heavy metal concert.
　　2. etc.

▸ If you want me to show up to something, just say that _____.
　　1. Idris Elba is there.
　　2. you'll give me lots of wine or wash my car.
　　3. etc.

▸ I like to talk about _____, probably a bit too much.
　　1. how to optimize a blog
　　2. the San Antonio Spurs
　　3. etc.

▸ I will love you forever and a day if you _____.
　　1. help me build a micro-house out of a shipping container.
　　2. etc.

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GIVE US A STORY, EH?

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Now, write down:

3 - 5 embarrassing stories.
3 - 5 meaningful moments.
3 - 5 times you were at your best.

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PRACTICE YOUR VOICE

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Every single time you write any of the text types below, pause before you publish it and reword it as if you're literally only talking to one person--your ideal reader. Imagine someone you're comfortable with. Where appropriate, pull from any of the fodder you created earlier in this exercise to add doses of you.

▸ tweets
▸ Google+ posts
▸ Facebook updates
▸ Pinterest descriptions
▸ Instagram text, etc.

▸ social media profile descriptions
▸ emails
▸ letters
▸ notes and note cards

▸ your blog posts
▸ comments on other blogs
▸ tutorials/instructions