



Welcome to *On Track*!

Over the next six weeks, you'll get going on your writing project – and you'll learn plenty of ways to stick with your writing. We'll be tackling common issues like initial resistance to writing and finding people to support you.

During the course, you will:

- Get started on a project. If it's a smallish one, you might well finish it.
- Learn tons of tricks for writing effectively, so that writing becomes easier and even more fun.
- Make new friends – we've got a bunch of fantastic writers signed up.

In this introduction, I'm going to explain how the course works, so that you know exactly what to expect. You might want to print this out for easy reference.

Introducing ... Ali!

You may already know me. (You may have been coached by me!) When I look down the list of members, I see lots of familiar names from my inbox, my Twitter list, my blog comments...

But maybe you don't know me very well. Or maybe you'd like to know a bit more. *(If not, feel free to skip this section, I promise I won't be offended!)*

I'm Ali Luke, and I was writing as Ali Hale until I got married last September – so you might have seen posts by me under that name, too.

All through my teens, I wanted to be a writer – and I still have occasional moments when I don't quite believe that I really *do* get to do this for a living! It's a bit like waking up to the first day of the summer holidays, every single day.



As you might have spotted in the previous sentence, I'm British. ;-) I write "holidays" not "vacations", and I spell words the British way, when I'm blogging on my own site or writing my own courses and ebooks.

Given that I'm going to be teaching you about writing, you probably want to know a bit about my writing credentials. I've been a freelance writer since August 2008, working for a number of blogs, and I've been creating products aimed at writers since 2009. Last time I tried to add it up, I found I'd written well over a thousand blog posts in the past two and a half years.

I also coach writers, working one-to-one with them to help with specific pieces of writing, and bigger-picture aims.

I've been published in the UK magazines *Writers Forum* and *My Weekly*, and have won a couple of short story competition prizes with *Writing Magazine*.

I've got a degree in English literature from Cambridge University, and a Masters in Creative and Life Writing from Goldsmiths College, London.

Whew! I think that's enough about me... so let's get onto...

How We'll Be Working Together

You'll get your course materials straight to your inbox. They are:

Course Introduction and Course Ebook: Today

You're reading the course introduction. ;-)

I'll be sending your ebook in a separate email, later today. Look out for it in your inbox.

Weekly Lessons: Mondays

Every **Monday**, you'll receive that week's lesson. This will give you:

- Clear advice on the topic for the week, with plenty of different ideas on what you can do – because not all writers like to work in the same way
- An assignment for you to try out yourself, so you can make real progress

Just like this course introduction, you'll get:

- All the lesson content in the email itself, so you can read it straight away
- A PDF (attached) with snazzier formatting, so you can save it to your computer or print it out

It's totally up to you which you read – the content is the same!

At the end of the course, on February 28th, you'll get all the lessons bundled together in one handy pack.

Group Updates: Thursdays

Every **Thursday**, we'll have a Group Update.

This will come in the same format as the lessons. It'll have:

- News and updates from the group (we want to hear about how *your* writing is going!)
- A Q&A where I'll answer your specific questions

Support and Encouragement: All Week!

All week, we can stay in touch with one another:

- You can email me any time, with questions for the Q&A, or just to let me know how your writing's going.
- We have a Twitter list of members at <http://twitter.com/#!/list/aliventures/on-track-members> If you're not on the list and would like to be, just email me your Twitter handle (or send me a message at @aliventures). Please use the hashtag #ontrack to make it clear that you're tweeting to the group.

Course Wrap-Up: Monday 28th February

At the end of the course, I'll send you:

- A file with *all* the lessons, so you have them in one handy document
- Success stories from the course (send yours in at any time!)
- Contact details (Twitter or email) for members who want to stay in touch

Important note: You're welcome to share the course materials with your business partner or with a close family member, and it's fine to quote a short excerpt if you're writing about the course (e.g. on your blog, on Twitter, or in a review).

Obviously enough, though, you can't post whole lessons on your blog, email them to all your friends, or put them into a book and sell it...

The Course Outline

Here's what we'll be covering, week by week.

Lesson 1: Make a Great Start – Monday 17th January

- An introduction to the course, so you're confident about what's coming up week by week
- Four ways to get past the first hurdle of getting started – so that you can get going with your project straight away
- A quick, simple (but important) assignment to get you writing – this only takes fifteen minutes

Lesson 2: Setting Milestones That Work – Monday 24th January

- Step-by-step guidance on how to split your work-in-progress into sensible milestones that'll keep you motivated
- Specific advice on what to do if your project doesn't seem to fit (for instance, if you're writing a blog that has no specific end point)
- Why deadlines matter – and how to set sane ones

Lesson 3: Your Perfect Writing Routine – Monday 31st January

- How to find your best writing time of day – this alone can double or triple how much you write in an hour
- The difference between setting time targets and word targets – there's no "right" way, so this lesson helps you figure out what works for you
- The advantages of short writing sessions – and of long ones. Again, this is all about finding the right pace for you

Lesson 4: Staying On Track, Every Week – Monday 7th February

- Four ways to solve the "I don't have enough time" problem, so that you keep on writing regularly
- Specific advice on planning different types of project – novels, blogs and ebooks – so that you can make sure you don't waste time scratching your head or running off on a tangent
- The difference between *first drafts* and *final drafts*, so that you don't get bogged down in trying to achieve perfection

Lesson 5: Sharing Your Love of Writing – Monday 14th February

- Four places to find writing support – including a couple of easy ones for when you don't have much time or energy
- A round-up of what other course members are working on, so you can connect with others
- Tips on sharing your work with a friend or a group – I know how daunting this can be, but also how rewarding it is, and how much it can help you grow

Lesson 6: All the Resources You Need – Monday 21st February

- Why you have more resources than you think – a fresh look at your own skills and experiences
- The four crucial qualities which every writer needs, with specific tips on how to build them
- The three big external resources that matter, and how to gather and create these

Contact Details

You can get in touch with me whenever you want.

My email address is **ali@aliventures.com**. Every course email (including this one) will be sent from that address, so you can just hit "reply" and your message will come straight to my inbox.

On Twitter, you'll find me at **@aliventures**.

And you'll be getting an email from me tomorrow (Monday 17th) with your first lesson. Hope you're excited about getting started!

Ali x