



To	 Person  Person  Person
Cc	 Person
Bcc	 Person
Subject	Your Brains Mime Act

I'm talking about writer's block

One of THE most annoying things to happen during my day

You feel your creativity pressing against an unseen force screaming at you from behind a soundproof barrier.

Forming those half thoughts that escape your grasp and scatter whenever you try to solidify them.

Those ideas you start writing and think “**where was I going with this?**” with a puzzled look.

It feels like you're doing that mime thing where they act like there's an invisible wall in front of them, moving their hands across the air pushing at nothing while making confused faces...

You kinda just sit scratching your head at the screen like some idea is just gonna...
I dunno float through your ears and be absorbed by your brain or something.

So you google “**How do you get over writer's block?**”

This is what came up for me when I searched

Generic headline #345

Before we dive into the strategies for overcoming writer's block, let's take a moment to unravel the intricacies of this creative nemesis.

Get to the point

It is akin to a creative slowdown or a complete halt in the generation of new work, marking an artistic full-stop for the writer. It manifests as the writer's inability to craft fresh, original material that propels a narrative forward,

Is the writing getting smaller or is it just me?

creating a palpable barrier in the creative process. The term "writer's block" isn't just a casual expression; it encapsulates the broader notion of creative stagnation within any writing or composition proc. blahblah
blahblahblah*

Props to you if you read the entire paragraph if you did (somehow) reply BORED

BORING

I literally put my head in my hands

How the hell is that supposed to help me? (put me to sleep maybe?)

I went through so many websites to try and find something useful

Do you know what I found?

Nothing.

Nil.

Nada.

Nothing REALLY useful anyway

(Other than the usual “**jUsT kEeP wRiTing**” nonsense)

I don't mind telling you that “writers block” affected me too AS I WROTE THIS VERY EMAIL.

But using the techniques I show you in this course I dismantled my writers block as if it were a styrofoam igloo.

You'll learn.

- The thought process behind dismantling that invisible wall.
- How to Gather all missing thoughts that are scattered in the wind.
- HOW to **just keep writing**.
- Why ideas suddenly come into your head hours later retrieve them on command

And this is just ONE MODULE from my "Castle Of Compulsion" course

[What are you waiting for?](#)

The 4 Questions

1. Who am I talking to?

People who create written content, e.g., copywriters, authors, and students writing assignments.

The avatar's name is Toby; he's a 30-year-old, bespectacled wannabe author with a semi-successful career in something like data analysis.

2. Where are they now in the funnel?

They've signed up for a free newsletter teaching writing tips by a successful author who creates writing courses.

3. What actions do I want them to take at the end of this copy?

I want them to click the link that takes them to a sales page for a course on the author's website.

4. What do they need to experience to take the desired action?

They need to feel like I understand their problems as a fellow writer and have found hacks/formulaic solutions to problems that seem (to them) to be abstract.

Personal Analysis

The email may be too long

I think I did a good job of adding curiosity
I think my hook and subject line are good.

I'm not 100% sure if my ideas fully mesh together, and I think the CTA might need some work.

I'm assuming the reader is familiar with the newsletter; they've gotten past the welcome sequence, etc