

# *ArticleWriting Live: What's In Store?*





# How It All Began



We never intended to have the Article Writing Course. Well, not as a public course anyway. The first Article Writing Course was held in 2006, and it was part of the year-long Protégé Program. We did the course again, as part of the 2007 Protégé Program. And we were already seeing some amazing results, but the Article Writing Course was pretty much still a very private, behind the scenes affair.

## **Then in mid-2007, we tentatively decided to promote a public course**

I say tentatively, because we didn't expect anyone to sign up. So why would you announce a course that you expect no one to sign up to? Well, that's an easy answer. It's an advertisement for the next time you have the same course. Often people need to think about things for a while before deciding to jump in. Besides I didn't think anyone really wanted an article writing course anyway. I didn't see any demand for the course, after all in my mind it was just article writing.

## **What happened next took us totally by surprise**

The course filled up almost instantly—yes even way back then. It went from a non-entity to our best-selling course ever. And it has stayed that way. I was gobsmacked. I really didn't expect such a response. And yet in hindsight it made perfect sense.

## **Article writing is the core of everything we do today.**

If you want to write an article, heck you need article writing. If you want to write a book, what is a book but a compilation of well-connected articles. If you want to create a presentation, you can draw on the drama and flow of article writing. Publicity demands an understanding of article writing as does video or audio. Without the core structure of article writing, everything was going to be pure misery; everything would take a lot more time and effort to get done.

## **And it was summed up in the words of Debbie Perkins**

This is what she said: "You do not realize how much not being able to write rules your life. It stops you doing things, and holds you back". Those lines really struck home for me. And probably was the reason why I offered the course for the first time ever. But a lot has changed since Debbie did the course back in 2007. Actually two things have changed. The first thing that has changed is the

methodology (and we'll go into that shortly). The second thing that changed was the output. When Debbie did the course, back then, the output was far lower. The best participant on the course would probably complete 12 articles. The worst would probably do three-four articles.

### **In the 2010 course, Tom Clifford ended up writing 135 days in a row**

Even as you gasp at the sheer number, think about this one fact. Why would you write that many articles if it wasn't easy to do? If it were sheer torture, why would you put yourself through that torture? And Tom was just slightly ahead of the pack. In every Article Writing Course, so far, almost everyone turns out between 50-80 articles in the same period.

### **And frankly speaking anyone can turn out dozens of articles.**

You've seen it everywhere you look. Many folks can turn out an article a day if they choose. But even a casual look tells you there's no drama in the article. There's no flow. The articles doesn't compel you to read and read and read—just like you're reading this piece so far.

### **To do that you have to learn**

And to keep practicing. And let me quote Debbie Perkins again at this point: *"For people who say they cannot write, I would say to them: everybody can (no matter what you think). You just have to find the right teacher, and luckily we found Sean. And you must trust that you can do anything you put your mind to, because if I can do it, then you can too".*

### **So how does all this magic happen?**

Let's find out as we explore why this course—and Psychotactics courses in general, are so different from anything you'll find out there.

### ***Important P.S.***

From this year, we've decided to have the Article Writing Course less frequently. Since 2006, it was held annually, and there's been a big demand for it. In fact, the course (yes, every seat) often fills up in less than an hour. But it does take a lot of my time and effort, and so the next course will only be in 2015.

P.P.S. The experiences you're about to read about are from various years of the Article Writing Course. It keeps getting better, and we have so many testimonials that it's hard to fit them into this document. However, the testimonials you are about to read, will give you a solid understanding of what to expect.

# Tiny, Tiny Increments

There's one factor of uniqueness between Psychotactics courses any other course out there—whether marketing or otherwise. The difference is called “Tiny Increments”.

## **So what does “Tiny Increments” mean?**

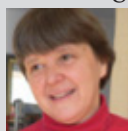
It's a factor of “baby steps”. Every single day you take the tiniest of steps. One tiny step at a time. Then another. Then another. Then a week passes, a month passes, three months pass and suddenly you're a pro at walking. Heck you're running. And yes, “tiny increments” is not that original an idea. Yet no one uses it when teaching.

## **When you learn, all you get is an information dump**

You have all this wonderful sounding information. And no doubt it's wonderful, but there's a huge void between understanding and implementation. To implement correctly you have to make mistakes. Lots of mistakes. Those mistakes have to be corrected daily, sometimes more than once a day.

*“The Article Writing Course was the best writing course I ever took in my whole life. Why? Because Sean breaks things down into steps. Just one step at a time. Master one aspect, then a new one, then a new one. No trying to get it all at once. In the end, your brain clicks into gear like a well trained soccer team, and you can really turn out the articles. This course is worth a million dollars.*

*Whoever gets in is one lucky person!”*



***Elyn MacInnis***  
***Shanghai, China***  
***Class of 2010***

## **So how do we work?**

We work in layers. One week you work with just one topic. Over and over and over again. So this week you could be working with “connectors”. And all you're doing is connecting. Next week you're working with “disconnectors”.



And yes, you know have to disconnect—and connect. Next week you work with something else. And so the weeks fly past. You don't just learn the skill of writing—you master it so that it becomes second nature.

### **For this “Tiny Increments” to work there has to be immense discipline**

Discipline on your part as the learner. Yes, you heard right. You have to be there every day.<sup>[1]</sup> Yes, you have to write every day—five days a week. And yes I have to be there every day looking at your work every day without fail. Nudging you along, helping you, fixing your errors, giving you direction.

### **Is it a lot of work?**

Sure. For you and for me. Let's face it. We're trying to distill four-five years of work into three-four months. And yes, you should find it rough going at times. In fact, expect it to be rough going. But it's only rough for so long. And that's why it's called the toughest course in the world. Because you have to put in the hard yards.

### **This isn't a boot camp**

Boot camps can be malicious. I've been in some and I would never want to be in another. They make you do things just to show you how macho they are. Well this isn't a boot camp. This is about learning; about mastering a skill and never being afraid of writing again; never having the concept of a blank page again; of laughing at the concept of writer's block. This is about a factor of mastery.

### **And that's what's different about a Psychotactics Course.**

Tiny increments make you a master. You're not just saddled with a whole bunch of notes, audio and video. Instead what you have is a skill. A skill you'll be able to use for the rest of your life. That's what truly matters.

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1 The concept of every writing five days a week is intimidating. And yes there will be times when you can't make it for several reasons. We understand that people have lives, vacations and emergencies. So yes you will be allowed some leeway. But it will be done with respect. Respect for your group, respect for the teacher (that's me) and respect for yourself. If there's some reason you can't show up, we all need to know. And so you don't just slink away, but we all know that you're gone; for how long you're gone and when you'll be back.

**“How the Article Writing Course helped me to start writing five articles a week, after not writing anything during the previous four years”**



***Philip Riggs  
Class of 2012  
Fort Collins, Colorado***

If you've ever had a baby, maybe you've had this experience...

When a baby first learns something it's impossible to get them to settle down at night and fall asleep. They want to keep doing what they just learned.

For example, when each of our kids learned to pull them self up into a standing position, every time we'd lay the baby down, up they'd pop—over and over and over.

If we could get them to sleep, they'd wake up in the middle of the night and pull them self up. Every time it was exhausting, until they could settle down.

When I took the Article Writing Course 2012 I was that baby who couldn't settle down. Here's why.

**I hadn't written a thing online in 4 years**

You can see the only significant output of my writing at [www.decorative-maps.com/articles/](http://www.decorative-maps.com/articles/). And be prepared, because it really wasn't writing, but more of a collection of random ideas, bullet points, and incoherent blah blah.

In fact, my writing was a mess. When I had to write something it turned into dense indecipherable academicese, full of passive voice sentences, flat as a pancake.

**The Article Writing Course (AWC) 2012 took me from never writing to writing five days a week**

And that was on an off week. There were weeks I wrote complete articles for six straight days, and one I wrote all seven days.

If you knew me personally what would impress you is that this is from someone who is very terse, rarely speaking, and tending to hold my thought bundled up safe inside of me.

But the AWC Safe Zone got those ideas out of me. When I started I was very hesitant to post any of my writing. It took a while for me to feel safe to have an opinion ... and share that opinion in an article. I felt nervous and sometimes even slightly ill.

But through Sean's teaching methods I got more and more comfortable sharing my writing. Now I have whole opinions posted on the internet for all the world to see.

But why am I comfortable now?

### **The AWC gave structure to my writing**

For me that was the single biggest benefit of the AWC. Before, I'd sit down to write something and then be off on a directionless drift without a point. What's more, and I think Sean will attest to this, I have a propensity to veer of on 90-degree tangents. Great for creativity, bad for readers who are looking for the point.

The AWC has taught me to start out with my point, then develop an outline that fleshes out that point and keeps my writing on track for the reader's benefit.

If that was all I got out of the AWC, then it would be an astronomical achievement. But that wasn't all I got out of the AWC. Not by a long shot.

### **The AWC sped up my writing**

When I wrote my PhD Dissertation it took over six painful months. Why? Because I never outlined what I wanted to say, never structured how to say it, and constantly had to go back and add things I had forgotten, move things to make more sense, and edit, edit, edit.

If I had the writing skill I developed in the AWC I'm sure I could have cut that down to one month. That's because the structure moves your investment of time from confusion when writing and editing for flow up front to planning. Planning saves a huge amount of time.

It minimizes the amount of research you need to do by letting you see just what you need.



By the time you write you can already have what you want to say fleshed out into the main ideas. The logical flow is already pretty much in place. You avoid going off on tangents that have to be edited out later.

Speedy writing was great to develop, but there was a very important secret piece that made the AWC indispensable for me learning to write.

**The AWC wasn't just learning, it was implementing**

I've bought many information products that were a total waste of money. And it's not because the information was bad, but because I never tried using the information.

**The AWC was the absolute and complete opposite of that**

The AWC was all about implementation. We learned individual skills throughout the course and practiced each for a week. By the end of the week we would have made serious progress in our abilities to use that skill.

And it wasn't just implementing, but it was implementing within a group, getting feedback from group members who wanted to see us all become successful.

Of all the things the AWC was, I think I miss the group dynamic the most.

**All that probably sounds great, but what was the bad?**

The AWC is exhausting.

Yes, exhausting. By the end of the course I was extremely tired and actually took a couple of months off to recover. But when I started writing again, all the skills were still there and I have been able to develop them further.

I would gladly take that exhaustion for the skills I have developed.

And that is why I would recommend the AWC. You will become a better writer than you ever thought possible, better than almost all, if not all, of your competition. The exhaustion pales in comparison to your development.

**But that exhaustion isn't all the AWC**

A lot of times it was me. I was that baby learning a new skill. Some nights I had a hard time settling down and going to sleep because I had just learned something that really made articles better. Other nights I would wake up in the middle of the night with an article idea and couldn't go back to sleep until I had outlined it.

There was even one point when I was in bed sick and vomiting, had an idea for an article, and was able to outline, write, and post it, then received lots of positive comments about it from group members. I was able to do it because Sean had given me a system I could follow, even when sick and vomiting.

If you take the AWC, you may find yourself behaving like a baby learning new skills, too—excited, happy, and restless. But hopefully you won't keep the rest of the house awake like our kids did us.

# The Safe Zone



I don't set out to intimidate you. But that doesn't mean you won't get intimidated.

This intimidation comes from the uncertain future. And an interesting past. It's like going to a party where you know no one. Or aren't exactly sure how the evening is going to roll out. That causes a bit of jitters. And of course, there's always the past. You've been to parties where you've known no one. And that could have been an experience slightly out of your comfort zone.

## **And yet we make all attempts to keep everything really safe for you**

Make all attempts? Yes, make all attempts. Because there's no such thing as a completely safe zone. One stray comment; one weird post on the forum; one piece of advice on the call can bring up all the fears of being at a strange party.

And yet, safety is very important. And that's why you're reading this document. This document is the first step to removing the fears of the unknown. It's a document that 'attempts' to give you an understanding of what to expect, and when to expect it. Of course, no matter how much you and I try, we can never cover all the nuances of a course such as this. So we make the attempt.

## **And how do we do that?**

- Safe zone between participants
- Safe zone between you and me
- Safe zone during calls, posting on forum etc, at workshops etc.

## **Simply by mentioning the safe zone, there's a factor of safety.**

And while I'm told I can be intimidating at times (who me, intimidating?) my desire is to create a safety net for you at all times. So if you're ever hassled by me, you need to let me know. Fast. Not two days later. Not two weeks later. But as soon as possible.

Most unsafe zones or intimidation comes from you worrying about whether you should give me feedback or not. About you wondering if I was being sarcastic or not. About you wondering about stuff that you shouldn't be wondering at all. The sooner you get back to me, with both good news as well, and especially the things that bother you, the quicker I can fix it. The lack of safety is like a cancer.

It will eat you up steadily. And that's not what the learning is about. It's about safety. And lack of intimidation. Because it's only when you're safe that you start to relax and be yourself.

And it's only when you're yourself, that you can be at your best.



Lisa Mandic, Lisa Gillispie and Philip Pawley

***Lisa Gillispie  
Partners In Wellness  
Ohio, United States  
Class of 2007***

If you still have a problem, pick up the phone and speak to Sean. Don't hesitate. I would really encourage people to speak to Sean if they have a problem. His willingness to be available to anybody who is needing help or wanting to bounce ideas or get some clarity - he is so generous with that.

It is really something that some people might hesitate to take advantage of. And I would really encourage people to get over that. From my experience I spent a lot of time feeling stuck

because I did not want to bother Sean and I felt, 'Oh I should be able to figure this out by myself and for everything that I have learnt I shouldn't be stuck and I should not be feeling frustrated'.

Sean was kind enough to realize that and to reach out. He initiated a phone call with me that was so helpful, and so appreciated that I now know if I am feeling stuck, I can shoot off an email to Sean. Or set up a time to talk with him, and that he is very willing to help me out.

That is important for people to know too because they feel, 'Oh no I am disturbing him' and they don't want to ask questions.



# The Method of Teaching

When everyone's four feet in front of you, it's relatively easier to teach.

You can see their eyes.

You can see their reactions.

You can even see if they're half awake or half asleep. :)

But try to take the concept long distance, and then you've got far more challenges. And therefore we've made it as simple as possible for you to learn as humanly possible. Therefore we use multiple methods to teach, and yes, some are more important than others.

- Notes
- Audio
- Forum

- E-mail
- Group Calls
- Mind Maps

**Notes:** Each session is always accompanied by notes. Now notes are not exact matches with the audio. There is a sense of overlap, but the notes have more graphics and more pictures, as compared with audio which has a completely different feel. Well, they have a different feel as well as different information.

So you may hear something on the audio file, that you may not find in the notes. And you may read/see something in the notes that aren't in audio at all. Using both systems to learn is very important, and you'll miss out if you choose one over the other. Of course, if you're more of a 'transcription kind of person,' you can indeed read the audio in a transcript format, without having to listen to the audio.

**Audio:** Just like notes, every session is accompanied by audio. It's impossible to listen to audio while sitting down. So it's best to listen to audio while doing something else. Go for a walk. Do some exercise. Dust furniture if you have to. But don't stay at your computer and listen to audio. The audio overlaps with



the notes at times, but audio has a feel that's different from notes. I'd strongly suggest you use both systems to increase your knowledge. When you get on the course, you'll get specific instructions on how to download audio to your mp3 player or burn the audio onto a CD or DVD that you can play in your car, or on your personal audio player.

**Forums:** You may never have used a forum before, and to tell you the truth, it's not hard to use a forum at all. And there's a reason why forums are used so much on the course. They're used because there's limited time on the group calls. And the forum is like a notice board. You can post your notice, ask for feedback, etc. at any time of the day or night. And then you can get answers in quick succession. A post on the forum can go on forever, if need be. So the forum allows you time to think, to do, and to get others to help you in the process. Again, detailed instructions will be given, so that when you do get to the forum, you'll find it to very easy to use.

These three methods above, are the primary methods of training in any Psychotactics Course. But fear not, there's more. The other methods supplement these primary methods in complete, rich detail. So no matter what kind of learner you are, you'll quickly find something that suits your style of learning.

## Why John was reluctant to post on the forum



**John Haining**  
**MJ Associates**  
**Sydney, Australia**  
**Class of 2007**

I was extremely reluctant at the start and I was a little disappointed that it was one of the ways to participate in the Psychotactics courses. My experience of forums in the past had been through the free experience where some people love being in awe of big personalities, where you don't necessarily get good quality learning.

### **This forum is very different because each one stands as an equal**

And Sean is there really emphasizing that care, guidance and protection philosophy over the top as well as bringing his experience to bear.

The other reason I was reluctant to use the forum was from other experiences, and that is if you let a little bit of time go by you can find that ten or twenty conversations have started. And they are in various stages of completion and you sometimes feel that you are butting into a conversation that has been happening for some time.

The other metaphor that I have used: you sort of arrive at a party and there are twenty conversations going on that you want to be a part of but you can realistically only be a part of a small number at a certain time. But with the number of participants which varies between ten and fifteen actively and Sean in there very regularly, there hasn't been such a big issue but it hasn't made me more disappointed then checking the forum. I have tended to check it every morning and every evening rather than letting it sit for a week.

### **How the forum gave John clarity of thinking and expression**

I also found the key in terms of clarifying my thoughts because to me simply speaking a response to someone isn't as good as if I actually get to sit down and write and get that clarity of thinking that comes from writing, the clarity of expression. It is a great place to use as a sounding board for ideas.

It has really fulfilled a few things for me in terms of the learning as a resource page. Because a lot of material is posted to or linked from there as a

communication tool with the other group members and Sean as a way to get a better sense of them; also for me to be clear in what I am saying to them because some times it can get a bit muddled.

### **What is the core guiding principle of the forum?**

The forum is an extremely safe. That is one of the core guiding principles. Partly the safety is created by, as I was saying before, when you are writing it helps you to be clearer. The chances of you being misinterpreted are lower but not eliminated. We've had a couple of situations where tone of voice hasn't come through very well. But that has been clarified very quickly by Sean or by the other participants. Those are some good ground rules to have around.

### **John's final words on the forum, "Approach the forum with integrity and fun."**

The first step would be to familiarize themselves with the process of creating posts, of responding, getting their profiles updated and really making sure that their posting is in a sense what their personality is and that they are genuine in that. Because everyone will pick up on exactly how that works.

If you are approaching it with integrity from the start and you are not scared off by the technology, I think it is a very safe place to be. I think you should approach it with a little bit of fun as well – where else can you go to find 15 equals to spend what feels to you working all night on your stuff. It is fantastic.

I am just summarizing what I have said. It is such an important communication hub because it lets things happen that are in real time so that you can consider your response to something; other people can consider your response and you can really take advantage of time.

The regularity with which Sean is in the forum while sitting in the office practically daily makes it probably one of the faster ways to get a response. It means that every one can see what's going on for you and where the evolution of your strategy and thoughts and skills are.

# Experiences of Participants

The information below may read as testimonials—and they are indeed testimonials. But read more into every one of them because they're experiences. And they give you an understanding of what to expect. So read away.



**Marina Brito**  
**Fairfax, Virginia**  
**USA**  
**Class of 2010**

My biggest hurdle prior to joining this course was the amount of time that Sean was asking for. He insisted that we should be ready to spend as much time as with “a newborn”. Having had a baby in the past few years, and starting to be able to sleep consistently through the night, I was very worried about missing out again on those beautiful hours of sleep.

At first I thought that we would be learning something every day – just like when going to school. I also expected to have homework every night (practice) as well as constant evaluation. And it was exactly that: through daily practice, I learned something every day and I got constant feedback from Sean and from my fellow course mates.

## **Some of the biggest achievements of this course**

1. First I realized that outlines were my friends. I never had a problem following an outline but knowing when to keep bloat in check and also putting in enough thought into the outline helped tremendously when writing the article later.
2. When we learned to create drama, I had an eye-opening experience. I suddenly liked writing because, when I wrote, I wasn't just following a checklist anymore. I had finally found a way to be creative and to have fun expressing my ideas.
3. When I was able to write an article in a little over 1 hour, I was very excited. A big part of this achievement was the structure that we had learned, but much of it had to do with constant practice. I was able to go through the steps of selecting an angle and outlining the article without spending much time thinking about the structure – because I had already done it many times before. This freed my brain to actually focus on what I wanted to write and not how I wanted to write it.

It was a very relaxed learning atmosphere. It was almost a transparent process – very much in the “wax on, wax off” method of learning. We followed instructions for apparently simple exercises and next thing we knew, we were pretty good at drama, for example.

I also responded very well to the breaking down of the learning elements into very small pieces. When learning in tiny increments, there is almost zero overwhelm and very successful outcomes.

### **About Sean’s Teaching Style**

Contrary to what I was led to believe that he’d be on top of us, he was very relaxed. He stuck to his principle to focus only on one element at a time. And, especially at the beginning, when it was clear that we were missing many things, he simply commented on the one thing that we were focusing on that day. His approach helped us with getting things right one at a time.

My confidence level in writing is much higher now. I used to dread having to write because I didn’t know where to start. The ideas were like a jumble of spaghetti in my head. This Article Writing Course gave me the comb to straighten out my spaghetti.

I would recommend this course only to people who are seriously committed to learning about article writing. The level of commitment required is definitely not like having a newborn but there is an expectation of daily practice which is absolutely necessary for successful learning. This course is fantastic for people who want to write articles or books to enhance their businesses – and who have a project in mind.



***Marcus Stout  
Washington, D.C  
USA  
Class of 2010***

**My biggest objection to the Article Writing Course was the price.**

That was my big objection. But I had others too. I had done a lot of courses by “experts” before, and they generally left me feeling a bit unfulfilled. So when I saw the price of this course part of me thought that maybe this is going to be an “over promise and under deliver situation” where I wouldn’t get my moneys worth.

Besides I thought the course would be more of a traditional teaching course. I thought that Sean would give us assignments and then critique them once a week or so. This is how a lot of courses are done based on my experience.

As a comparison, I’d compare it with a copywriting seminar with Future Now and an online writing course with Wizard Academy. The Article Writing Course was significantly different. Whereas the other two courses were geared toward professional copywriters and tweaking their craft, The Article Writing Course broke down the process to very detailed fundamentals. The other courses would say things like “write with verbs” or “Describe things so they emotion drips off the page” but they wouldn’t really tell you how to do it. Sean provided a system of breaking down and writing articles. The system is so good than literally anyone can do it.

**The biggest achievement for me was losing the fear of the blank page.**

Before this course I used to stare at a blank page, then write something then instantly hate it and delete it. I don’t have that fear anymore. My second biggest achievement was I was approached to write a four article series in an industry magazine due to one of the articles I wrote in the course. I did not feel I was ready for this but Sean walked me through the process step by step. Sean is always available. He always comments and he helps you out by email in case you freak out while using the forum. I have even talked to him over Skype and he ALWAYS has time for you.



**His teaching method while annoying, does work.**

Sean preaches that you need to write every day. While it is very difficult to do, it absolutely works. So writing every day and having him there every day to instruct you is very effective.

Sean is one of the best teachers I have ever had, and I went to a prestigious college in the United States. He teaches you a system, but more importantly he explains why each step is important. He is quite demanding as well. But he does it in a way that makes you want to seek his approval instead of being harsh. Wanting to get someone's approval is much more powerful to me than trying not to screw up.

I can now write. These articles are going to be a crucial part of my business going forward. I now have a weapon that I can use in my industry that no one else has. The power of having this skill gives me an angle that has literally changed the entire scope of my business. I am switching from trying to push product on to my customers, to creating a pull by trying to educate them as much as possible.

I would recommend this course without hesitation, because it simply is the best way to learn to write articles. In my mind there is no other course out there that can do this for a person like me who used to feel like they had no writing skill whatsoever. Now I look at my father's writing (who has a law degree and a masters degree) and I feel good. I think I can write as well as he does, and this is only after 3 months of training (Sorry dad, I've just learned so much).

I would recommend it to anyone who has a product or service they can write about and market. You are not just gaining a skill, you are potentially gaining a new life (sorry that was cheesy!) :)

### **An update on the Course:**

As I said before, this is one of the best investments I have made. In my business (tea) the ability to write is crucial. There are so many different questions and topics I wanted to cover but had no idea where to start. And when I tried to write something, even as broad of a topic as “Green Tea” I would only be able to produce a paragraph at most. I just had no idea what to say. I think it is safe to say my lack of writing skills really set me back years in my business.

But after I finished the course I now write a weekly newsletter to thousands of my customers, and they are generating a good amount of revenue and interest for me. I also wrote an industry article for a magazine 2 months into the course. And now I have been chosen to write the only tea related article in February’s “Fresh Cup” magazine, the most prestigious industry coffee/tea magazine in the US.

And this is coming from a guy who can’t spell (seriously can’t spell) and can’t type either. And I can now crank out a newsletter in 40 minutes.

So is it worth the money? Well considering that advertising in that same magazine costs \$5000 for a full page ad, I would say so.



***Natalya Murphy***  
***Omaha***  
***USA***  
***Class of 2010***

I signed up for the Article Writing Course at Psychotactics, not so much because I needed to learn how to write — I was already pretty good at that — but because I wanted the discipline, accountability, and structure of writing every single day. Knowing that my classmates would be writing along with me, and that Sean would be checking in daily, was the biggest attractor for me.

**The price was a huge obstacle.**

But the funny thing is, I decided the course was important enough that I was willing to do whatever it took to come up with the money to pay for it. I created a taking-action thread in the Cave to track my progress toward the financial goal, and I exceeded it. I had the money to pay for the class right in time. The fact that I knew he'd be reading every day, and that my classmates would be reading too, put some added pressure to do my best work.

Unlike my college classes where I learned the professor's style but didn't know much about most of my classmates, the forum gave all of us a chance to get to know each other. Building up that community in the beginning made it easier to critique each others work.

**I've taken online classes before, and I have NEVER seen the same level of instructor involvement.**

Sean is right there during the course, and he tells it like it is if you need to make a change. I also enjoyed the back-and-forth, almost-real-time tutorials Sean held with some students to get them over a hump. I was able to follow along as he helped my classmates, and it helped me at the same time. Sean is a gentle hard-ass. He reminds me of Shi-Fu in Kung Fu Panda, except he doesn't seem to have the bitterness that the master had in the beginning of the movie.

I liked that he didn't pull punches with critiquing our writing. If something could have been done better, he told it like it was.

### **The results?**

1. I see articles everywhere
2. I'm more in tune with seeing how other authors and speakers are using connections
3. My opening paragraphs and headlines have become stronger
4. My articles are tighter — and when they start to meander off the path I've learned to just copy the irrelevant text out and save it as a portion for a new article
5. My writing speed has improved
6. I realize that I will never run out of things to write about

I don't know exactly when it happened, but at some point I started realizing just how important the subheadings were for readability. Then there was the time I sat down, wrote a longer-than-usual article, looked at the clock and was shocked to see I had done it all in about an hour. The concept of writing based on research that falls into my lap instead of going out and doing research was eye-opening too. The ability to come up with so many different ideas for articles, and having a step-by-step system to follow when writing is the greatest benefit of this course.

### **Sean's insistence on daily writing was probably the single biggest factor that contributed to my success.**

It gave me TONS of practice opportunities, so I had a chance to make mistakes, struggle along, fix mistakes, and eventually get better and faster.

This knowledge will give me more focus in creating content for my website and my clients. It also helped me realize that I will never run out of things to write about. And it showed me how much time I should plan for writing an article.

### **I would recommend this course to anyone who wants to:**

- increase the amount of content on their website
- use e-mail marketing to stay in touch with clients and prospects
- be a more effective speaker

# Two Ways To Do This Course

As much as we'd like to take 500 or 5000 people on this course, we know that it can't be done. If you are truly to learn, we must restrict it to a number fewer than 25. And mostly, we'll stop at 16. Or 17. It depends.

Our list exceeds tens of thousands of people. This means that not everyone can do the course, and not everyone can wait for the next course (whenever that is). Usually we do just one course a year, sometimes two. Usually we'll do one batch a year, sometimes two. It depends. :)

## **So here are two options**

Option 1: Get a seat on the Live Course

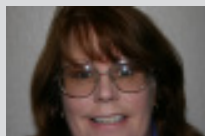
Option 2: Do the Home Study Course.

The Live Course is the online course.

The other option is the home study. This can be done on your own time and in your own space. But you already know that. And we've had students who've found the instructions so detailed that they're able to do the homestudy all by themselves. As you can see, there's a choice. But what's important is to take the opportunity as it presents itself.

My goal is to make it super-easy for you to succeed. And so we've made the material as layered, as precise as possible. And you'll find that out for yourself :)





***Yvonne Box***  
***Bombay Hills, Auckland***  
***New Zealand***  
***Mastermind Group of 2010***

### **I couldn't afford another course**

When I looked at the Article Writing Course a few months ago, I knew it was something I simply couldn't afford. It was expensive, and there was clearly a lot of hard work ahead. Couldn't I become a better writer from just reading a book out of the library? I knew Sean was good, but he was asking a lot from me – money and time.

But then Sean decided to trial a group approach – a bunch of strangers, all across the world, supporting one another under his leadership. What an inspired moment!

### **Like a mixed grill**

A mixed grill has several kinds of meat, each one a potential meal in itself. Never before had I studied using a mix of printed notes, mindmaps, audio, a forum and direct conversation. So, what stood out?

For me, it was the forum and the conversations. I knew I wasn't working alone. Somewhere, at any time of any day, at least one of my writing buddies was reading, or listening, or banging on their computer, honing their writing skills. That's inspiration!

But, like a sauce on top of the whole thing, there was Sean, in the background, watching, and prodding us when each of us needed it. Oh, and he gave out lots of praise, too. But it was satisfying praise, not just lip service – you only got it when you'd really earned it.

### **Don't like tough meat?**

Of course, if you don't like your meat served tough, you probably won't like this course much. It's not for the faint-hearted. It's hard work. You write, and review, and critique, and suffer, and then you write some more. And more. At times it's hard to swallow, but with all that protein Sean feeds



you, you soon develop a pretty muscular brain.

### **But it's not just a writing course**

What I've gained from this experience is a huge sense of confidence – real confidence, not just bravado. I used to write a lot – never really able to tell the good from the bad.

I'm now publishing regularly in a national magazine, and being paid to do so! I've got an e-book under construction. The other day I was asked to write articles for a client's website. I'm convinced none of this would have happened if I hadn't learned the skills that Sean's packaged up so neatly.

### **Where to next?**

For me, it's Fiji. I'm off on holiday soon, taking my new prized possession – a smart new laptop. I bought it so I can write anywhere. Even under a palm tree on a sun-soaked beach. Has Sean driven me insane? No. I'm a writer now. And a writer is someone who writes.



***Thomas Clifford***

***Connecticut***

***USA***

***Mastermind Group of 2010***

**“I wasn’t sure I could pull it off. I wasn’t sure I could commit to writing every day. And yet I ended up writing almost every day for over 135 days”**

My biggest apprehension before signing up for the course was whether or not I could I commit to writing every day. I remember thinking there’s no way I can do this; I wasn’t sure I could pull it off.

**The turning point came after a month of writing every day. Writing became second nature.**

Because we started off slowly, without many demands, writing became something I looked forward to every day. And yet, during the course, sometimes I struggled finding a particular topic to write about.

**It’s the writer’s group (that we had in 5000bc.com) that helped me to get into the clear.**

Reading other ideas and asking for ideas inspired me to find new things to write about as well as push me to keep writing. The group dynamic and support was phenomenal. Every day someone was giving me feedback, encouragement, ideas, critiques that I never would have had otherwise.

While I read and referred to the notes and mind maps from time to time, it was the audio sessions that I found most useful. I would take one-hour walks every day and listen to the audios. The audios brought to life the lessons and techniques found in the notes.

**Simply put, the article writing journey has been an amazing journey.**

And here’s what I found out after taking the Article Writing Course

Once I have a topic to write about, I can:

- Never look at a blank page and wonder how to write an article
- Outline that article in less than five minutes.
- Create drama in the beginning of the article to hook the reader into the article
- Write an 800-word article in about two hours.
- See where the article misses the mark and know how to correct it.

- Move a reader to the next step
- I wrote (almost) every day for over 135 days.

**You'd think writing for over 135 days is impossible, right?**

That's what I thought, too. But it was possible for two reasons:

1. The group support was extraordinary.
  2. Sean's gentle, but firm, guiding hand was there every step of the way.
- Whenever we had questions, Sean was there. Every week we had directions to follow, so there was no guesswork as to what was next.

I remember very clearly my first Skype call with Sean and the group. I had these two mixed feelings of fear and excitement. That fear and excitement actually fueled my desire to learn and make the most of this experience.

**The other benefit I loved about the course (Shhh! The hidden benefit)**

About two months into the writing course, I realized the structure of the course not only pertains to article writing but to all communication needs; presentations, e-Books, videos, etc.

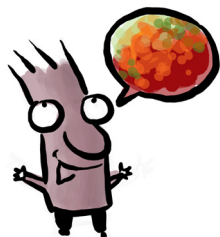
Oh, yeah, and meetings, too. I even used the structure in a big meeting one time. You should have seen the look on everyone's face as they said, "Wait. Stop what you're saying. We need to write this all down wouldn't recommend this course to anyone who isn't willing to put in the time to make the commitment to improve their writing and communications skills. Writing every day is critical to your success.

I did the home-study course, and when I received my course materials, I remember reading Sean's handwritten note to me.

It said: "What's the secret? Write every day. That's the secret."

So now you know the secret to the course and to successful article writing.

# How The Course Rolls Out



Not everyone can get on this course. But if you do get on, then here is how the sequence of the live course:

**Step 1:** You sign up and are accepted for the course.<sup>[1]</sup>

**Step 2:** Two months before the course you are given the download links.

**Step 3:** You download the audio/text and start listening/reading.

**Step 4:** Before the course begins, we have a Meet and Greet Session

**Step 5:** Shortly after that the course begins.

The exact dates etc. will be posted on the sales page. The sales page may not be up at the point of you reading this prospectus. You will be sent a link to the sales page about 48 hours after you read this prospectus.

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<sup>1</sup> There are conditions pending which you will not be accepted. You have to read this prospectus so you are clear what to expect. You should have read The Brain Audit and you should have read the experiences of the others on the sales page as well. Then you'll be also sent a form that you will have to fill and return. If these conditions are not met, your money is refunded. We only want those who are serious about attending this course.

# The Psychotactics Sequence

## **A System of Care, Protection and Guidance**

As you head to the last page of this book, your brain will no doubt be abuzz with all the possibilities when doing a course with Psychotactics.

## **And even at this point, you'll wonder what the next step looks like.**

You'll wonder if there's a system in place to help you in case you get stuck? Is there a system to help you move ahead confidently? What if you wanted to learn skills that went beyond a specific course.

An education can't be just an information dump. Instead it must be a system. And it must be layered so that one layer of learning builds on top of the previous layer. It must anticipate the needs of the client well in advance.

Look around you and you'll see how disciplines such as karate and yoga are organised around a system. If you look back at school or university, you knew exactly how to move to the next step. And you knew all of this because the system was put in place—in advance. This allowed you to know that you could graduate from the very same school. Get your degree from the very same college. Become a black belt in karate under the very same teacher.

## **We call this system 'Care, Protection and Guidance'**

Look up Webster's Dictionary and you'll find the definition of the word 'client'. It defines the word 'client' as someone you should care for; someone who comes under your protection; someone you should guide. Amazingly, the definition of 'client' is akin to the relationship between a parent and a child. As a doting parent, you care for your children; guide them in the right direction; protect them from the nut cases out there. And guess what? That's what Webster's Dictionary asks you to do: create a system of 'Care, Protection and Guidance'.

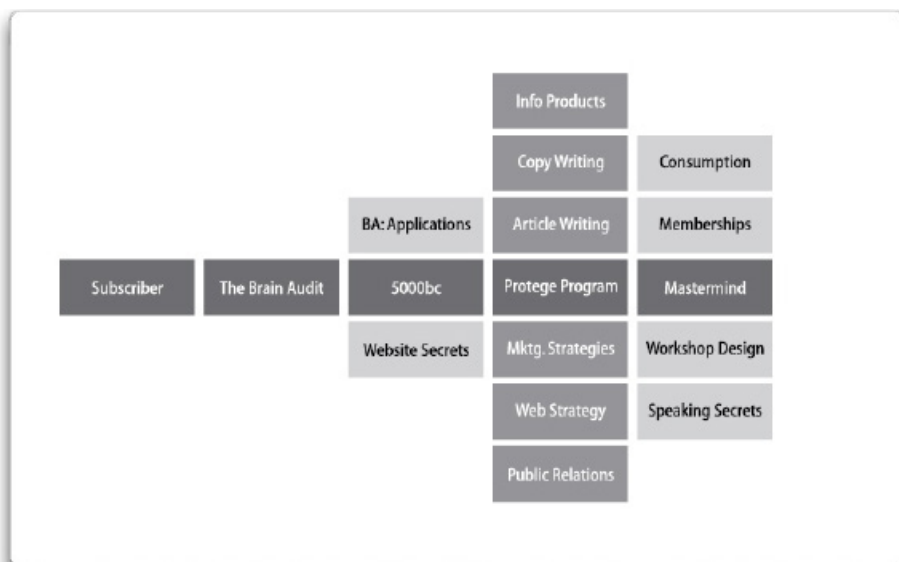
## **That's what we've done at Psychotactics.com**

- 1) We've created a layered system that you can easily follow.
- 2) The centre line of the system has specific, predefined sequence.
- 3) The vertical lines of the system are add-on learning modules.
- 4) The system is based on 'Care, Protection and Guidance.'

To see how we've helped you look far ahead in the future, take a look at the graphic below. You'll see that the progression is not only logical, but enables

you to absorb what you have learned before moving ahead. This absorption and implementation not only increases your confidence, but also your expertise factor.

To find out more about how you can learn in layers (and avoid information dumps) either have a look at the sequence below, or feel free to ask us what to do next. We'll always recommend what's useful, instead of just what's more profitable. That way we can care, protect and guide you to what's good for you.



The centreline boxes represent the sequential system that enables you to move from one logical step to another. The yellow and red vertical boxes represent live courses, online courses or home study courses or products. These courses or products are additional learning modules, once you've read 'The Brain Audit'. This is important, because The Brain Audit forms the underlying structure that gives you an understanding of how customers think and why they do what they do. Without this underlying structure it's easy to get things wrong. This is why you'll see that all our detailed courses and workshops require a reading of The Brain Audit in advance.

You may be wondering where the current product fits in if you don't see it on the list above. There are ancillary products that we put out from time to time. E.g. "The Secret Life of Testimonials". These are stand alone products and while they form an important part of your learning, are not necessarily part of the sequence. Which is why you may not see them in the sequence above. Yup, that's it. Explanation over. ;)



# The Three-Month Vacation

We love our breaks. As Leonardo da Vinci once said: Getting away from work is what gives you a sense of perspective. And so since the year 2004, we've taken the "3-Month Vacation". Not all at once—though we did try that one year, but it was too much at one go. So we take time off to recharge, travel, eat, drink and enjoy our lives. And when we work, we work hard—very hard and we work smart. We enjoy our lives—and the pictures say it all!



*From top, clockwise: In the Abel Tasman park, at a bar somewhere in New Zealand, At Fox Glacier, At Yosemite National Park, Our flight out from Nelson, Looking for Wekas. Our trips have taken us to the US, Europe, Thailand, Australia, India (twice in a year), and yes, of course New Zealand. We're not done yet. Watch this space.*

# More Testimonials

Detailed Experiences of the Course

**DANGER**   
**ADDICTIVE READING**

# The Experience

Every year is a totally new experience, not just for the participants, but for me as well. Every year we go places we've never been before. The course goes deeper and wider—and a lot more is achieved in less time.

This doesn't mean we get everything done in a week. Nope, no shortcuts there! You still need to work the entire 12 weeks of the course, but somehow without trying to, each batch gets more done. I have no clue why or how this happens. I keep thinking: "This is it! We've reached our outer limits!" And then it happens again. A new course, a new batch and we're off on a crazy and wonderful journey.

In the pages to follow you'll get more than a feeling for the toughest writing course in the world. You'll realise that in effect, everyone is saying the same thing and yet everyone's story is different.

This document has only a few of the experiences. If we were to put in every participant's experience, we'd probably need a 200 page book (and that's just for one year's batch).

You'll notice that the testimonials follow a sort of format. That's on purpose, because as you'd expect there's a bit of structure to how the questions were asked. The questions were the same, but the answers are different. And they'll give you an insight to what makes this journey so tough—yet so compellingly attractive.

Before you decide to consider the Article Writing Course, you should read at least a few (if not all) of these experiences in detail. They will mentally prepare you for the trip ahead. To put it mildly it's a roller coaster!

Only the hardest, most diligent people need apply!





***Alison Beere  
South Africa  
Class of 2011***

**“It was hard, hard, work! And I love working hard with others who are determined to work hard and succeed too.”**

I joined the Article Writing Course because I wanted to write in a much more engaging way. And to write faster. And I wanted to know when I had succeeded and failed in my attempt – to have some way of assessing for myself the quality of my output.

I had the Psychotactics outline<sup>[1]</sup> stuck to my wall behind my computer screen. And I had tried like heck to implement it but I was trying to do it all at once. So it was hard and I knew I was failing or making such slow progress.

**And I did not really know how to get better on my own.**

I tried to outline and write in the same session. And I did not plan ahead, I just tried to write. And it took a long time, but I just thought, “hey, that’s life.”

**About the course itself**

Midway through the course we were doing disconnectors and the first 50 words. And man, that was hard. Trying to figure the right way to disconnect, trying to reconnect smoothly, trying to ‘bottle’ the drama and tip it onto the page at just the right point. It was hard, hard work.

Now I’m feeling confident. I can get a sense of my ‘One Word’ quite easily and once I have it, it’s pretty simple to come up with a disconnect. And I have a more trained eye, so I can quickly goback and ‘audit’ my work to make sure I have put in all the elements I need. It’s much, much easier.

I was the only girl in my small group, so sometimes I would ‘sneak out’ and read what was going on in the other groups, with people I knew from the Cartoon Course. But my small group was fine, and we kept nudging each other along and the accountability to do the work was excellent. We didn’t lose anyone!

1 From articles on 5000bc.com about outlining.

### **About the forum**

I love working in the forum because it's so flexible. And you get almost instant feedback because of the different time zones. Instant feedback is so motivating. And you could get so many different comments on your work. And go back and correct it to make it better. And read other peoples work to learn from their mistakes

It's like working with a gemstone – you are polishing a single facet of the gem before you worry about any other facet. And you just trusting the process that when you finish, the gem will look magnificent. That's where you have to trust Sean (and I did, because I had seen great results cartooning!)

### **About Sean as a teacher**

I found Sean to be unfailingly (and surprisingly) patient and prepared to revisit things and help even further (like the extra calls, the Mistakes audios etc) and explain again and differently. He was very insightful and excellent at deconstructing errors and showing how to vapourise them.

I also noticed on other threads that he is very robust and unprovokable. A very mature teacher who does not take complaints personally. And overall, he was just everywhere. Don't ask me when he sleeps or how he keeps up with everything. I'm just grateful he does. And inspired to push my own envelope more to achieve what I want to.

### **My toughest moments**

I did not have a particularly low point. I knew it was going to be hard, I had been warned, I expected it to be hard and it was! But I made a pact with myself that I would show up every day and post an article. So in my mind I was never going to miss a day, even if I wrote a crappy piece that I was not happy with and just could not stay up any later.

### **The benefits of this course**

Being able to assess my own stuff better, to know where I am most likely to fall short and hone in on that. Outlining so fast! And seeing the outlines more clearly and easier. I think the most unexpected learning was the work process/ work flow. Of choosing a series, and outlining it, and then writing. That is of immense help to me, I struggle with strategic planning. The Audios on mistakes were invaluable. And having the calls recorded.

The extra calls, were very valuable too. Surprisingly so, who would believe so much benefit could come from recapping stuff at the far end of the course?

### **This course works**

If you are prepared to follow the process through, Sean gets you to the other side. And I love the 'Psycho' approach Sean uses to punch you through the Bully Brain zone. I love working with people from all over the world. And I love working hard with others who are determined to work hard and succeed too.

This course gave me a good realization of how often we make excuses. So I started asking myself in other areas of my life "Do I want to do this? Yes? Then how will I make it happen?" instead of putting things off and being passive. Getting an insight on Sean's personal program has encouraged me to push my own personal envelope to achieve what I want to.

Thanks. A huge whole lot. It's been great and I would do it again in a heartbeat.



***Honor Dargan  
Tokyo, Japan  
Class of 2011***

**“There was no order or clear thought that differentiated a good writing day and a bad writing day. I'd just sit down and attempt to do my best. Sometimes it worked. Sometimes it didn't.”**

I knew my writing had hit a wall and I needed to find a way to break the rut I'd got into. Everything I read and heard about the Article Writing Course seemed like it could be the answer I was looking for.

### **My writing was a bit like a scatter gun**

Occasionally I'd write this great article. I'd read it the next day and think, "Blimey, did I write that?" But there was no order or clear thought that differentiated a good writing day and a bad writing day. I'd just sit down and attempt to do my best. Sometimes it worked. Sometimes it didn't.

Mid-way through the course, I suddenly had structure. But not just structure. Elements of structure. The mechanisms behind good writing. And I could piece them together. I had a much better understanding of where my strengths were and where I really needed to work. And I knew how to go about it. Finally!

### **I know the learning will continue after the course ends**

But the steps I've gone through during the course mean that I know how to keep building. That's essential. I also know how to (almost) consistently write a good article... unless I get lazy of course. But the fact is it's up to me now which is exactly where I wanted to be at the end of this course.

### **The group helped me tremendously**

The group formed an integral part of my learning for two reasons

1. I had a commitment to others to turn up... even when the going got touch. Which it did.
2. Reading the articles of other group members and seeing the feedback meant I multiplied my learning a minimum four times over (there were 5 people in our group).

Working in the small group with the opportunity to look at the bigger group when I had time, was also a big factor. If I'd felt I had to check in with everybody everyday I would have become completely

overwhelmed. The small group made the whole process manageable for me so I didn't get the, "Oh my God I can't keep up," feeling that I've had in the past.

### **The forum helps for several reasons**

As a check in point. As a social point. And as a moral support point. Aside from working in the groups in the forum as answered in 5, the forum was a chance to express our frustrations, our questions, and sometimes our 'gaaahhh' moments when the words just weren't clicking. It was essential as an outlet for those feelings so that we could get them out in the open and move on.

### **My experience of the Article Writing Course is that it's hands on**

It's like learning on the job. Don't expect Sean to tell you how to do everything perfectly. It's not how he does it. You will write. And you will write. And you will write some more. And as you go you'll focus on one element. You'll make mistakes. And then, only then, will Sean come in and start making you think.

Again he doesn't always give you the answer. He wants you to think and find the answer for yourself. It's an aspect of the course that sat very well with me as I believe that's the best way we learn anything. If you give me the answer I'll forget. If you make me work for it, goddamn it I'll remember!

### **I had my tough moments**

The toughest moment for me was facing my partners questioning of what I was doing. It made me question myself and whether I was doing the right thing. It's funny how someone who doesn't share the same goals as you can quickly make you lose confidence.

### **How did I overcome it?**

Honestly there were a couple of days where I disappeared off the forum but in my mind I decided 'sod it.' I knew why I wanted to do this and I was determined to achieve my own goals. The decision I made at the beginning of the course, and knowing why I needed to improve my writing, is what got me through those moments.



### **Then there was the one aha moment**

The 'one word, one thought' concept was a 'boom' moment in my writing. Until then my articles would start one way, but often by the end they were taking a different direction. Even when I outlined them. Having the focus of the one word and finally realising how important it is to have a laser vision on that one word was a massive turning point for me.

### **The big benefits of this course?**

1. Being able to break article writing down into manageable pieces and put them back together again
2. Ongoing and consistent feedback
3. A supportive environment where mistakes are good
4. A huge library of information at your fingertips that you can go to at any time
5. It's active learning not passive. It's fundamental to the success of the course

If you know you need to improve your article writing and you're willing to make the commitment, I can't think of a better course out there right now. It's more a case of how badly do you want to get better.

It's a constant process of learning, assimilating and accommodating skills and knowledge that will improve my writing.

### **I've often got stuck in downward spirals**

Where I've often got stuck in downward spirals, this was an upward spiral. Each turn of the wheel, no matter how frustrating the process of doing the 360 was, saw me come out the other side with stronger writing skills. Other courses I've been on have not had this consistency. The ideals may have been there but the delivery wasn't. It's what makes the Article Writing Course rock for me.

### **Something I'd like to add**

The pre-course materials were excellent. Having the opportunity to prepare for the course and understand the concepts we were going to study meant we started ahead of the game. Again it's up to you to take advantage of the opportunities given to you in this course. But if you're

committed and ready to really get stuck in for 12 weeks, you can come out the other side a much better writer.

It's a good feeling : )

Thursday 01 September 2011

# The Telegraph

HOME NEWS SPORT FINANCE COMMENT BLOGS CULTURE TRAVEL **LIFESTYLE**

Motoring Health Property Gardening Food and Drink Family Outdoors Relationships

## Expat Life

### The ups and buts of life in Tokyo

Living in Japan's capital has its upsides and its downsides, says expat Honor Dargan.



Exciting: Honor Dargan loves life in busy Tokyo, but says its fast pace of life can sometimes be overwhelming Photo: Alex Segre / Alamy

Honor Dargan went on to write a travel article for The Telegraph, Britain's largest selling broadsheet newspaper. Her article can be seen at <http://www.telegraph.co.uk/expat/expatlif/8550496/The-ups-and-buts-of-life-in-Tokyo.html>



**Warren Hayford,  
Virginia, USA  
Class of 2011**

### **“How To Squeeze 87,600 Hours Of Writing Experience<sup>[1]</sup> Into 90 Days”**

Have you seen the late night commercial for the Space Storage Bag? In it, a number of people have large volumes of clothes to store. They place ten sweaters from a tall pile into a bag. Zip it up. Attach a vacuum cleaner and suck all of the air out of the bag.

Without the air the bag is compressed. And the ten sweaters in it are shrunken down. From two feet to three inches high! It is incredible. As incredible as the claims may be, they are true. I have several Space Storage Bags and have used them. Incredible claims that prove to be true.

### **And That’s What The Article Writing Course Is Like**

Incredible claims that prove to be true. Except the Article Writing Course is not easy. There is no vacuum to switch on to do all the work. You have to do all of the work. Write every day. Rain or shine. Whether you feel like it or not. You slog though days that you wonder why you ever signed up for the course. It’s not false advertising. It is billed as the world’s hardest writing course. And it lives up to its billing.

### **Wait A Minute. Anyone Can Claim They Have The World’s Hardest Writing Course**

Look at all of the late night commercials that are too good to be true. All of the claims. And copy. And money back guarantees don’t make something true. And the course is not advertised on television. It is advertised on the internet. Where there are fewer limits to claims. And less support to get the money back guarantee enforced.

Why would anyone buy a writing course off the internet? Why should you spend three months of your time, much less your hard earned money on such a claim?

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1 Sean’s Note: Warren decided to write his experience on the course like an article. It’s what I’d expect from Warren.

## Why You Should Buy A Writing Course On The Internet

There are three reasons that you should ignore all of the fraud alert warning klaxons going off in your head. Three reasons you should plunk down your hard earned money. Three very good reasons to commit to for the Article Writing Course:

- 1) The Trainer
- 2) The Process
- 3) Skills Transfer

Let's look at the first reason in more detail, the Trainer.

### 1) The Trainer

The trainer for the world's hardest writing course is Sean D'Souza. Sean is a cartoonist who was born and raised in Mumbai, India. He learned to write copy in advertising agencies there. Then one day, he quit his job and moved to New Zealand and founded Psychotactics. Psychotactis is a firm dedicated to teaching others to be successful through a structured approach to writing.

### So, why is Sean D'Souza so special as a trainer?

The most important factor in Sean's ability to communicate and train writing skills through the Internet is his passion. It comes through in everything he writes. From the copy on his web pages. To the idea packed articles he sends to his mailing list. To his flagship product, The Brain Audit. Sean's passion comes through. He is passionate about teaching. Cartooning. And writing. Sean's Passion is the main driver of the success everything Sean does.



Warren finally gets to take it easy after the end of the course. That's one well-earned beer. And yes, don't miss the t-shirt. If you get to the 55-Minute Club, you get to wear the much coveted course t-shirt.

## **Man Or Machine?**

Sean's passion drives him to work tirelessly. He reads and responds to thousands of posts a week. Writes articles. Creates information products. In fact, he does so much that it appears as if he never sleeps. Which begs the question. Is he a writing machine? Or are there a thousand people working in a writing sweatshop somewhere? But the passion that comes through his writing and his words prove he is a person. A very productive person.

So, Sean is a passionate and productive person. Is that why you should buy the Article Writing Course? Yes and...

## **Sean Has A Commitment To Learning**

Without the commitment, his passion and productivity would make him a valuable employee or a good leader. But the commitment to learning makes him a good teacher. Sean's commitment to learning means that any time you work with Sean, he will go out of his way to help you learn.

His commitment is also to his own learning. Sean is constantly reading and learning from others. When you take a Psychotactics course, he will tell you when he is going to show you something he has just learned.

Nothing is hidden. Nothing is held back. You commit to learn. And Sean commits to teach you. You can't find a better relationship with a teacher or trainer anywhere. But a great person with passion, productivity and commitment to learning cannot transfer skills without structure. Which leads us to the process.

## **2) The Process**

The Article Writing course has an intense structure. There are goals and assignments for each of the twelve weeks. It is more than a set of writing activities. The pace is intense, so there are scheduled periods of lowered intensity. The process starts with warm up activities.

Learning to write is like beginning to exercise your muscles. You need a warm up period. There are exercises to help you warm up your brain and get used to writing every day. After particularly strenuous weeks, there is a warm up period.

The warm up periods are not filler. You learn other aspects of writing. Identifying topics. Creating interesting headlines. And learning to outline.

### **Outlining Is One Key To Good Article Writing**

Most of us think of outlines as either a rough sketch of what we are going to write or a detailed tool for remembering what we have read. In the Article Writing course you will learn how to structure an outline to make it easier and quicker to write an article. A well structured outline allows you to be interrupted during your writing and restart later with almost no impact on your speed.

The outline is your train of thought. You spend time editing your outline. In effect you are pre-editing your article. It is much easier to move a couple of lines in an outline than several paragraphs in a finished article. Which brings us to the core of the course, writing.

### **Writing, Writing And More Writing**

When Sean says you will learn 10 years of how to write in 3 months he is not skimping on the writing. Every day from the first call, you are writing, outlining or learning about writing. But because you are trying to learn the skill of writing, you spent a lot of time writing.

You write about non work topics to get started. You write about work related topics as you get the hang of writing every day. In the middle of any week's worth of assignments you have days when you feel like you will never get any better.

### **Then one day, you find your speed picks up.**

Instead of writing for 2 hours, it only took you 1 hour. Or the you find the drama becomes much easier to think about. You don't spend as much time and you have a more interesting article. Your brain is becoming used to the effort and it adjusts. These bursts of improvement are evidence of the skill transfer.

### **3) Skill Transfer**

When you take a writing course you are looking to learn a skill. Not learn about a skill. To learn a skill you have to see someone else do it. Try it yourself. Then get feedback and criticism about what you have written. All three of these are incorporated into the Article Writing course.

### **You See The Result You Are Aiming For**

Sean is regularly writing and showing you how to write articles. The assignments are written in article format. He incorporates the key learning point into the article. He also regularly directs you to other articles he or someone else has written to help you get the idea of what you need to do.

### **Then You Write**

I know I mentioned this already, but I can't say it enough. You write until you think you can't write anymore. And then you write again. And then you review what someone else has written.

### **Then You Get And Give Feedback**

Feedback is another crucial part of the process. Sean gives you feedback. The other people in the course give you feedback. And you return the favor and give them feedback. Is this Sean's secret way of looking more productive? By getting the students to do the work? No. The acclaim and criticisms you give other people is part of the learning experience.

When you read an article critically, you see how someone else has addressed the same assignment you are tackling. You learn what they did well and what they did poorly. When you write the feedback, you have to think about what you learned. Which embeds the learning in your thinking. Which improves your writing.

So feedback finishes the cycle. Warm up. Outline. Write. Feedback. Repeat. This is the flow of the Article Writing course.

### **But Wait There's More**

There is a reason I started off this article with a reference to late night television advertisements. There is always more than advertised with a



Psychotactics course. Sean is committed to promising a lot. Then over-delivering. Especially when it comes to learning. The Article Writing course is the third Psychotactics course I have taken. And each one delivered more than promised. Extra help when necessary. An extra call. And a way to continue the learning with your fellow students beyond the end of the course. Which leads me to my last point, the other students.

### **You Are Not Alone**

The other people taking the Article Writing course with you are as critical to your rapid improvement as any other component of the writing course. Someone to commiserate with when you are going through a tough stretch. Someone to show you a different way to do things. Another set of eyes to look over your articles. Someone else who has committed to becoming better at writing. While you never meet face to face, you develop a connection with the other people in the course as if you had.

### **Who are these other students?**

They are people who like you, want to learn to be better writers. They may live in different places. Have different jobs in different industries. And different life experiences.

But the differences help you learn alternate ways to write. The different industries shows you that what you are learning can be used anywhere. In spite of the differences, they all have made the same commitment to improve their writing abilities as you have. They are willing to spend their valuable time to help you become better. As you have made the commitment to help them. You are all working to learn to write better articles.

### **Summary**

You don't have to take the Article Writing Course. But if you don't spend the money, the three months, and the sweat, you will miss out. You won't be able to write an 800 to 1,000 word article in less than an hour. You won't develop the skill to outline your thoughts quickly. Go on missing the drama, the purpose, and your own style.



Or you could spend the money. Commit the time. Commit to the effort. And switch on the vacuum. Suck all the extra time out of the process. And become a skilled ten year veteran in three months. The choice is up to you. The Space Storage Bags, uhhh, Article Writing Course is ready for you. All you have to do is act.

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P.S. One final thought. My first article was about 800 words and took me over two hours to write. This article, written in the last week of the course, is over 1,800 words and took me an hour and a quarter to write.



**Melanie McIntosh**  
**Vancouver, Canada**  
**Class of 2011**

**“I needed my writing to make money. I realized I could only make my business really successful if I wrote every day.”**

**I had three goals for this course:**

- 1) Produce a large volume of articles, as well as a report & workshop
- 2) Learn to write faster
- 3) Learn to write better, with less stress

All these goals boiled down to one thing. I needed my writing to make money. I realized I could only make my business really successful if I wrote every day. It was the only thing I could see that was going to help me produce the income I needed.

**Before the course began...**

I was writing, but it was agonizing and slow. I felt it took forever to get started, and I would need a big chunk of time to complete the article. Because writing was so stressful for me, I found it hard to make time for it.

As a single mom of 4 kids, I found it very hard to carve out the time to write. Before the Article Writing Course, I was struggling to find 15 minutes a day to write. I had started writing a report for my website and was far behind the deadline I had set to get it done.

When life would get busy, days or weeks would go by before I would sit down to write again. And then I would be lost. I'd have trouble getting started again.

**But during the course, writing became easier, fun sometimes...**

Once I started taking the Article Writing Course, things changed for me. Writing became easier, even fun sometimes. The outlining helped me shape and clarify the direction for the report I was working on. By midway into the course, I was finding it easier to write. The article structure was helping me write, even when I didn't feel like it.

Now at the end of the course I'm exhausted. I'm completely worn out and am having trouble keeping up with the last couple of weeks of articles.

### **Although tired, I am happy about all I have accomplished.**

I have written more during the course than I ever have before. I'm confident I'll be able to continue the writing I need to do, especially with the ongoing support from the group over the next 3 months.

### **About the group**

My experience with the group was what kept me writing when it got tough. It was great to get positive comments and encouragement, as well as suggestions to make the articles better. When I felt I couldn't write, and stared at a blank screen, it was the accountability with my group that helped me work through it.

Working with the group on the forum was an excellent experience too. It was so helpful to see other participants work. Reading how other people handled the assignments gave me ideas for my own writing. Besides learning from others successes, we learned from each others' mistakes, questions and challenges.

### **How to approach this course**

The course starts out slow, and you're eager to get into the real work. You read the material in advance, and listen to the audios. But you're not sure how it's all going to come together. You can't wait to get started. But Sean takes you step by step.

You get to know your groups and learn that writing can be fun. You learn some great stuff that you're excited about. And then it gets hard. You think you're writing good articles, and then the next day, you tackle something new. And you're back to feeling like you're just starting again.

But Sean and the group members keep encouraging and helping you. And you come out of it feeling, well, a bit like you've been run over by a truck. But also exhilarated that you've survived, and even produced some pretty good work. Work you couldn't have done 12 weeks ago.

Like Sean says, it's a roller-coaster.

## About Sean

He was on the forum consistently, answering questions, giving suggestions, encouragement and feedback to each person. If anyone said, 'Gee, it would be nice to do this...' Sean made it happen. Extra calls, extra resources and articles on the mistakes we were making, even a place where we could keep working together after the course. He is a fantastic teacher. He's tough when he needs to be, but quick to help when you need it.

**I think I experienced the same toughest moment more than once. ;-)** I found the second half of the course very tough. Too much chaos, including work projects, landed on my plate. It was hard to keep up with the articles. I would just master one assignment, and we'd start a new one.

I got tired and found I couldn't even come up with a sentence to write. I'd just stare at the blank screen. I really wanted to quit. I was completely overwhelmed, and had lost almost all my confidence in my ability to write.

To get through it, I just kept posting. I posted outlines when I couldn't get the article going. I'd revise the outline. I'd write a bad article. And sleep on it. Then rewrite it in the morning. All along, Sean gave tips and encouragement. And my group kept checking in on me, and giving feedback.

**The toughest moment turned into my best moment, because I learned that I could overcome the blank screen.** It didn't mean I wouldn't face anymore blank screens. But the screen didn't freak me out anymore. I knew that I write something, even if it was bad. And just come back and fix it later.

could just  
it

It's waffle-time for Melanie!



### **For me there are three big benefits of the course.**

The first is the writing itself. That was why I took the course – to learn to write faster, better, more consistently and confidently.

Second is the group. Sean told us about the power of the group, but it was amazing to see it in action. One of the hardest thing for me in my business is the isolation of working alone. With the group we learned so much more than we could have alone. And I feel like I know people I could ask in the future to give me honest feedback on my writing.

Third is the structure of the course. All through the course I was watching how it was conducted so I could learn from it. Once I saw how effective it was, I was wondering how I could use the same techniques in my own business. Sean spent time explaining how he runs the course and why. Just seeing how Sean runs it is a big benefit of taking the live course.

**I would recommend the course for anyone that really wants to commit to writing.** For me, the timing of this course was exactly right. It came at a time when I was ready to commit to seeing it through.

For anyone ready for that commitment, and wanting to improve their writing, I highly recommend it. If you're ready to improve your writing quickly, work hard and stop making excuses, this is the course to take.

**I don't take many courses, but I don't think I've done any course that pushed me this hard.** And the interaction with Sean, and the other group members was amazing. I feel I've made friends all over the world.

I am a member of 5000BC, attended the Brain Audit Workshop in Vancouver, and done the Cartooning Course. When I joined 5000BC I decided I would make sure I got more than my money's worth out of it. I made that decision again with each Psychotactics course. The difference that has made for me has been phenomenal.

It's been less than one year since I first joined 5000BC and started these courses. I've re-done my website, pre-sold and written a 200 page report package, written a couple of short presentations, moved my email newsletter to a new host, become more consistent in sending out my newsletter, and doubled the rate of weekly subscribers I get. Not only that, but I learned to

draw cartoons, to make better presentations, to use more effective tools, and much, much more!

So would I take another course? For sure!

**If you're thinking of doing this course, clear your calendar.**

Give yourself the space and time to put as much as you can into the course. Too much other stuff in your life will either pull you away from the course, or exhaust you. You will get out of the course what you put in. The more time you can spend on your assignments, and reading on the forum the more you'll learn.

Also, if you're struggling and having trouble writing, don't keep it to yourself. Post on the forum anyway. Share what you're stuck on. The group can help you. Just stick with it. Because you will get through it if you keep on writing.

The course helped me finish my report, and two presentations. I couldn't have done that in the same amount of time before the course. It would have taken me all year. So, I met the goals I set out at the beginning.

Also, for the first time ever, I had a weekly newsletter ready to go, on a regular basis with no stress. I was able to quickly reply to requests for articles and interviews for trade magazines. Before the course, I would have stressed about about each article and interview, and taken a week to get each one done. Now I can pull something out that I've already written, or have something ready by the end of the day.

To top it off, my business mentor told me my email newsletter articles had improved so much, she was thinking of taking the course too!

**This is the first time I have really put my heart and soul into my business and given it everything I had.** There are so many other demands in my life, it felt great to put as much effort as I could into something I wanted to learn and achieve. Just for me.

As horrible as some moments were, it was the fact that it was so hard that made the course so great. Sean says the course is about confidence. If it were an easy course, you wouldn't come out with that confidence.

The confidence I gained was not only in my writing. I gained confidence in my ability to put my heart and soul into my own business, and transform it into what I envision it can be.



***Catherine Marechal  
Sabine Hills, Italy  
Class of 2011***

**“Before the course, I needed a rest after I managed to finish an article. And then it was hard to start again writing.”**

Even though I had a basic structure for my writing, it was taking me a long time to write anything. In addition because I needed so much time I did not produce many articles. I also did not write everyday: I needed a rest after I managed to finish an article. And then it was hard to start again writing. I did not really look forward to the struggle.

After the course started, I wrote almost every day but each time we had to write a bunch of outlines, I struggled, backed off—even dropped off for few days. I knew I had problems with these outline lists. I just did not seem to understand something, but I did not know what. But still because I was using a strong structure my articles were OK—or even good sometimes.

**Still, it was taking me hours to write an article.**

It was better than several days but I knew I could not keep up taking half a day every day to write an article for writing an article for ever.

**But since I wrote the above paragraph, something happened.** Sean did two extra calls. One of the call was about outline and few elements linked to starting articles. Now I am totally confident that I will write articles in 55 minutes not in 3 months but probably in 3 weeks, and they will be even better articles. Why, because I understood what was blocking me about the outlines and what mistake I did in getting ready writing articles.

The group matters

The group was extremely useful for four reasons:

- it was a safe place to write and show my articles
- it gave support and feedback
- questions asked by others clarifying things
- in addition, it gave you ideas if you ever ran out of topics.



### **The forum really helps**

In addition, the forum helped building my confidence. Sometimes I felt my articles were so-so because I struggled with the writing, and then the feedback was very positive.

An other advantage of the forum is that you see that others have the same problems as you do, and you see that suddenly some people make a leap forward. You can ask them what made the difference for them, and try it for yourself.

### **Sean teaches the course in an unusual way**

You first receive all the material of the course weeks before the course starts as a group. Everyone learns the materials (audio, notes, mind map) at one's rhythm.

Then, the forum starts and we post our introductions and read about the alumni experience. Next the d-day comes, we all meet on a call and Sean gives more information about the course. And here you are: you write your first article. For some times you just write and post non-work articles.

It is really nice to learn about others, this way. In addition, you start feeling you are with friends and become more willing to write about your personal life. But you do not just build trust and confidence, you also build your skills because each week, the emphasis is made on a structure element of an article.

After a month, you feel pretty confident about the group and about your improved skills.

### **That's when Sean takes the rug from under your feet...**

And you have to start writing work article always with an emphasis on one structure element. And you do that until the end of the course. The course is an alternation of building your skills and confidence, getting confident and rug pulling to move you to a higher mastery of a skill.

Concretely this is done by writing an article (almost) every day, getting and giving feedback, getting feedback from Sean, reading the article Sean writes as any of the participants. Reading others articles, asking

questions. Being on the monthly call.

### **Sean keeps learning how to be a better teacher**

He keeps learning how to improve his courses. This gives very efficient teaching methods. With Sean, you always know where you are, and what you are going to do, and how.

Sean is always ready to help you when you struggle but you have to ask for it. He is reading everyone's article everyday so you can't expect him to come and get you a hand without you even asking for it. He is always looking for ways to make things clearer to help you overcoming your difficulties.

### **For me the big benefits are:**

- confidence
- confidence
- confidence.

Confidence about writing with a good structure

Confidence about writing articles that people find useful;

and confidence about knowing I can write daily (or almost daily) and enjoy it.

### **My recommendation**

I would recommend the course to anyone who thinks he can't write but who is serious about learning to write. The step by step method, the high quality teaching methods, the detailed teaching content, and the support thanks to the incredible involvement of Sean D'Souza make this course probably the best one in the world.

I would also recommend to take the course several times<sup>[1]</sup>, because you can't integrate all the basis the first time but also in addition, Sean always improves, adds, tweaks the course to make it even better than it was the year before.

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1 Catherine first did the course in the year 2008.

### **My advice**

- be ready to work really hard
- never give up,
- if you drop out, come back.
- do at least part of the assignments you missed (if not all)
- if you're struggling, say it immediately on your post in the forum.

### **But don't just say "I'm struggling."**

Describe when, where, how you are struggling. If you keep analyzing where, when you are struggling, you will find a pattern and Sean will be able to help you get over the struggling faster.

Sometimes I struggled with articles, and I just said it before posting my article and Sean would say that it could not tell from my article that I struggled.

Still, I struggled and I did not know why. If I had analyzed my repeated struggles, I would have much earlier found out the pattern and the cause of my struggles. So monitor your struggles, and you will progress faster. And finally, monitor your learning, write what you learn every day. I didn't and now I see that this mistake slowed down my learning.

### **My future goals**

In fact I decided to focus my training with three mentors from now on after a bad experience with a well known person whose teaching methods was lousy. I realized that very few people can teach efficiently. I think Sean is really the best one because not only for his excellent teaching methodology and content but also for the personalized support he gives.

If you plan to take your first course with Psychotactics (Sean) be aware! If you do, you will find it very difficult to take a training with anyone else afterward. Learning with Sean is addictive, you start by one course and another one and then you will wait for Sean's courses even if you have to wait for months rather than taking a course done by anyone else.



***Gina Wang  
Vancouver, Canada  
Class of 2011***

***“I wanted to unschool myself from writing for academics and learn to write in order to connect with people.”***

I wanted to write better articles in less time. Plain and simple. I’ve always struggled with writing and the feeling that my writing just wasn’t good enough. Or if I did write something that got decent feedback, it would take hours, sometimes even days of agonizing. Even simple blog posts would have me hitting my head against a wall.

So I wanted to be part of the Article Writing Course because I know how important it is to be able to present yourself clearly. And that learning to write well would be a vehicle for honing that skill- not just for writing articles, but also for given presentations, planning my business, etc.

Plus, I had just left a PhD program after being in it for 6 years. And I wanted to unschool myself from writing for academics and learn to write in order to connect with people.

**Before this course began I saw writing as a necessary evil.**

The process would go something like this. Sit down at an empty screen. Write a few words. Delete a few words. Write some more. Stare at the screen. Delete some more. I started many many articles. And finished very few. And each time that happened, I felt more and more like a failure and that I wasn’t a writer. The problem was that I’d try to tackle it all in one sitting - coming up with an idea, writing, editing, revising. All in one go. Except it never went. It just left me paralyzed for months on end.

I’m not sure it was halfway, but somewhere along the way - I realized that I could do this. And that there was no way to get through the hump - except to go through it. It wasn’t about motivation or finding the right affirmations. It was just about making a decision and doing it.

### **I also starting to relax about making mistakes.**

There is something intimate about sharing your writing daily with others. It doesn't matter if the article is on the mechanics of nano-technology. The mere act of writing and posting is an intimate journey. And this was one of the biggest learning for me really hit home somewhere in the middle of the course. The ability to relax in the writing process—even if I was dead tired and felt like I was beating my head against a wall. A paradox. I know.

At the end of this course, I want to keep writing and keep the momentum going. And I can't remember the last time I ever felt like I "wanted" to write. I am writing (and reading) now with some of the different lenses that Sean taught in the course. Being able to name and identify the anatomy of an article has been very helpful.

But having the pieces of a puzzle doesn't help unless you can put it all together.

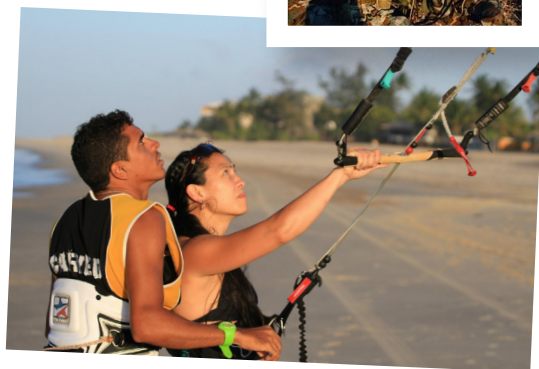
### **That's where I am now: I know how all the pieces fit.**

It's still a struggle to get them together but I know what's missing and what's not. That's light years ahead of where I was a few short weeks ago. (Okay... truthfully, the weeks didn't really feel that short).

### **I loved working in my small group**

Working in small groups is one of the most distinct features of the course. The days I was stuck, I would jump into the forum and learn from others. I know there's a home study course available, but personally, I know I would not have made it through the course on my own. There were just too many moments of resistance.

To be perfectly honest, I really disliked the forums at first. I found them confusing and hard to navigate and



Recruitment day for the Army! And flying kites at the beach

the learning curve was steep. Surprisingly, it's ended up being one of my favorite parts of the course. Go figure!

### **How this course is conducted**

Hmmm...this is a tough one. The Article Writing Course is a precision training through daily practice, writing fluency through the repeated mistakes, and personal growth in the safety of a warm and encouraging community of aspiring writers. Which translates into lots of daily writing, giving and receiving feedback to others in the course, and learning to hone your observations skills so you can start collecting stories from your daily life.

### **Here's how I'd describe Sean, as a teacher**

Sean is one of the most dedicated and tenacious teachers/mentors that I've had the privilege of working with. He's got a straightforward non-nonsense style that doesn't let you wallow in excuses but gives you the necessary kicks (and gentle prodding) needed to just get the job done.

### **I had many tough moments**

I felt like I was/am constantly battling resistance. What's helped me overcome it is the simple reminder to myself that I decided to get the job done. And that no matter what reasons (however legitimate they may feel), I still needed to get the writing done. But really - what helped me overcome the toughest moment has been the power of the groups and knowing that others are struggling in the journey as well.



Gina: Doing 'shadow yoga' in Brazil

**For me, my special moment in the course was the one word concept.**

I have an insatiable curiosity - which can be a strength. But it also easily leads to overwhelm and paralysis. And the practice of honing down on one word, one thought, one concept been especially powerful for me. In the past, I'd try to hold multiple thoughts at once and end up either confusing myself or those around me. It's still a challenge - but the power of one is a filter that I keep coming back to.

**This course is quite different from what I've done before**

The amount of personal time that Sean puts into the course is nothing short of amazing. I've participated in many other courses and forums and I've not seen any other coaches or mentors be so personally dedicated to the success of everyone in the course. It's a rare find, indeed.

**My simple advice**

It's easy to sign up for lots of courses and do them half-assed. I know, I've been there. Don't do that with this one. If you're in - make sure you're in all the way. You need to be. But more surprisingly, you'll find that you want to be. And make sure you set aside time for this. Real time. As in - at least 1 hour a day.

At the base level, it's helped me to become a better writer. But more importantly, it's helped me to develop practice of meeting resistance head on.

**It's like learning to walk.**

When you hit that moment where you're comfortable putting one foot in front of the other, you realize that you can keep moving - no matter what. It doesn't always have to be fast, but one step at a time, you can get that momentum going again. That lesson alone is worth the price of admission for me.



**Greg Burd**  
**Virginia, USA**  
**Class of 2011**

**"I work in a B2B selling capacity and I need to be able to get people to turn to me to help them accomplish their projects."**

This class was an opportunity to get better at something that is going to help me in my corporate career. I work in a B2B selling capacity and I need to be able to get people to turn to me to help them accomplish their projects. By becoming more proficient and prolific, I was hoping to translate the writing skill into more work.

I would say that I knew how to write, but I would say that it was like giving birth. It seems that any "masterpiece" took 9 months to come to fruition. The reality was that I had no structure to what I produced. I would begin to write and then start over...then write again...then start over. At some point, it reached the acceptable stage and I was exhausted at the end, but content with what was produced, but it took hours.

### **Ah...the Holy Grail...structure!**

Outlining was about half way through, so for me, this provided a better understanding of structure and how I could apply it to my writing. Matthew's approach (one of my classmates) also changed my approach and made me pay more attention to the outline from our notes more closely.

It also got me more focused on the articles so that when the one thought/one word assignment hit, it all clicked...the road to successfully getting things written more quickly is to inject structure. Without the structure in the middle and without the power of the group throughout, I might have missed something and not learned what I needed to make me more proficient.

While I consider myself far from being an expert, and am a bit worried to be out there on my own, I am confident in what I produce when I take the time to follow the structure and allow my style to shine



through. I am also very grateful for the chance to keep going for 3 months albeit at a reduced pace. I think that this experience along with the rigors of work has been a challenge, but a challenge worth the self sacrifice. I feel far more comfortable at having a place to start and I have seen this ability to put in structure and some of the elements translate over to my other work on proposals and presentations. In fact, I even have begun to encourage others that work for me to use some of the same techniques to improve what they are doing.

### **A little about the group**

Learning in a group setting where you can see everyone's homework was a new experience for me. At first, I was hesitant to put myself out there for everyone to see, but seeing others that were willing to take the leap encouraged me to open up and just be me.

The beauty of just being yourself is that everyone's styles and approach is different. When you can see 15 different examples of the same assignment, you can learn even faster. You have an opportunity to learn and incorporate from the work of others.

**To be a master, you need to learn from everyone around you...** Your peers as well as the master. Seeing Sean's commentary across everyone in our group helped me to learn more rapidly and apply the principles more rapidly than in a one on one setting. I saw more mistakes and fixes that I could have ever produced in the same time period. Having the group was invaluable to my steep learning curve.

### **About the forum**

For me, the forum was framework for the group to put out our clean and dirty laundry...it was the basis for us to exhibit our learning and to open ourselves to criticism and praise from the group and from Sean.

It provided a structure way to interact and was the center of all knowledge and learning. Without it, I can't even imagine doing this course. It would be like trying to learn to write through a correspondence course...write your article...send it to someone through snail mail and wait for a response. And then work on that response to what you had done. I think that this approach has spoiled me for any future online learning.

### **How this course is taught**

Turn your life off for 12 weeks and you are ready to attend. :) Heh heh...I am only 1/6th kidding. Get ready to put aside TV, magazines, your weekly poker game or whatever you do for fun. This course will become your fun for 12 weeks. The good news is that it isn't like going on a diet...once you are done, it sticks with you.

Your brain is absorbing what you are doing...it is learning...it is creating the neural pathways that translates over into what you do next in your regular work day...articles...presentations...phone conversations...cocktail parties...this structure is what makes conversations and presentations that are interesting...well...interesting.

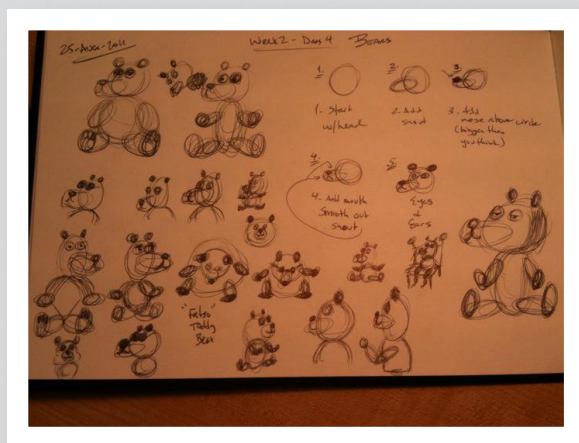
So how is it taught...one part pre-work..3 parts online forum...1 part feedback. The more you put of yourself into it...the more you get out.

### **Sean as a teacher**

Hell on wheels...no seriously, Sean is compassionate, yet stern. No excuses for things. Always there to lend a helping hand when needed.

### **It was rough going to find time**

The toughest part was truly finding the time to do the work. I had 12 hour work days and then on top of that, I still needed to write. And when the assignments were taking 2 hours and we were still learning the basics, it was a long...long...long day.



Greg's also doing the Da Vinci cartooning course (Yes, it's a Psychotactics course). As you can see, he's having way too much fun!

Bottom line, I sucked it up and convinced myself that I was already learning. And that when I focused on the articles, that I truly enjoyed it and was truly focused on putting out a quality example for review.

### **Sometimes it was tough...sometimes I didn't make it that night**

But I would say that in the end that I made it more than I would have if I didn't really find value and ultimately enjoy what I was doing.

Oh yeah...one other divine inspiration in the middle of one of my darkest days when I wanted to throw the computer against the wall and call it quits for the day/midnight because I was struggling with finding a topic, I got an article from Sean in my in box...there it was..."How John Forde (and Sean D'Souza) Got Me To Write Articles." That inspired me that night...I sucked it up and got back to work and cranked out something that was not the best, but worthy of being published.

### **I went through a range of emotions**

Anger: The realization that I wasn't coming up with a topic when I knew there were millions there right in front of my face.

Sad: When we lost someone from the group or when I didn't have the time to turn out the "perfect" article.

Happy/Confident: When it all came together and I cranked out an article in 40 minutes...kind of like the one golf shot that makes you feel like you are a pro even if you are lucky to make par on one hole in 100.

Guilty: When I know that I should have spent more time learning or writing or helping others in the forum, but I didn't get to it or didn't have time...that was a tough experience. :(

Pick the day...and it could be any or all of the above experiences. Mostly I would say that I was happy once I hit that submit button every night.

### **The big benefits of the course**

For me, it was about structure mostly...the close second was style. I walked in knowing that it takes me forever to crank things out. I walked out knowing that I can think through things...outline and then get writing without the fear that it will be totally wrong.

As for style...geeze Louise...I lost me in all that gobblety gook that I used to churn out. Too much geek speak and too little Greg. Having a place to

start from that was personal helped to draw out my personality and then having the group there to let me know when I lost that religion once we went to business articles was invaluable. Glad to have something to rely back on...genius on Sean's part for the way that the course is organized.

### **Would I recommend this course?**

Are you kidding? Why wouldn't I recommend it? The class is hell on earth for someone with a busy day. But the reason it is hell on earth is because you made me care and you made me want to be there. So instead of sleeping, I dedicated time to learning...and LOVED it! Thanks for providing 12 weeks of a butt kicking good time. :)

The combination of the daily demand, the view into other's work and the dedication of the teacher/master to making sure that everyone gets feedback and that no one is left behind. It was AWESOME to see how much Sean cared about anyone who was struggling. The group cared, but Sean made time to work one on one with anyone who needed it. A phone call...an online ping pong match to get through the structured assignment that day/week. He was the safety net to prove to anyone that they were capable of doing the work. AWESOME!

### **Advice for future participants**

There is so much to learn in the course and it is truly the world's most challenging course. If you want to learn, you will need to dedicate at least 2 hours a day to it. If you want to get far ahead and take full advantage...dedicate 4 hours a day. Regardless, you will come out far further ahead and be prepared to do more faster than you did before you began.

### **How this helped me personally**

Coming from a corporate world, I was concerned that much of what I would learn wouldn't apply to what I did every day. Instead, what I found was that the methodology presented was applicable to not only the articles that I wanted to write, but most everything else that I do in my job.

From the articles that I write to presentations to phone calls to emails, I have begun to use the structure to great effect. In the past, I spent hours working on constructing a presentation or writing an important email or worse yet, the articles were two or three paragraphs that ended up in the recycle bin.

Now I have a structure for how I approach them...and it works. People respond and take note. Applying the principles to them has started to make my life easier by shortening my time to delivery and has given me a method by which I can continue to grow people's confidence in my knowledge and thereby my practice in the corporate world.

Thanks again for all of the support and encouragement and butt kicking as we went through the course. I have truly enjoyed learning and suffering through the course.

Without a group, it would have been easy to drop out. Instead, I worked through late nights in times that were inconvenient and learned more because of it.

For being a guy that finds it hard to stick to a schedule with so many things packed in my day, the information and learning was so valuable that I found a way to make the time in my day to make it happen.

Kudos to you and to the people that you attract to these courses!



**Todd Smith**  
**Arizona, USA**  
**Class of 2011**

**“The main reason I decided to take the Article Writing Course was to attract more customers to my startup business.”**

I am a facilitator of The Work of Byron Katie, and most people have no clue what that means. I knew that writing articles would be essential both for attracting customers and for educating them in what I do.

I have had experience writing and explaining difficult concepts to people, but I felt like I couldn't do it with the same style and drama that Sean does in his writing. For me, taking the Article Writing Course was a lucky opportunity to learn from a master.

Before I took the Article Writing Course I used to just sit down and write. I usually had a basic idea of what I wanted to say, but there was no structure to my writing. It just started, and stopped when I was done.

**I'd also do a lot of correcting as I went along.**

I could get hung up on a paragraph for half an hour if I wasn't clear what I was trying to say. I loved writing, but sometimes I had to really struggle to get it to turn out the way I wanted.

Every week during the course we focused on a different aspect of article writing. About mid-way through the course, when we were working on how to write the first fifty words of an article, things began to come together for me.

I can't say it was due to any particular factor that week, but I started to gain confidence. I noticed for the first time that all the parts that I had been practicing for the past many weeks were at my finger tips. I knew what to do at every step of writing. And I could relax, and let my enthusiasm soar.

Now that I am at the end of the course, my confidence has become

reliable. Even when I'm tired, or traveling, or short on time, I know I can turn out an article that will make heads turn. It's such a simple science. And I see it in the books I read as well. Now I know how to communicate with style, and it's getting quicker too.

### **The group was the core of my learning**

First of all, group pressure to show up every day with a new article was essential. I'm sure I would have petered out long before I made a breakthrough if it wasn't for the group.

The group was extremely astute, and extremely kind. My classmates didn't let me get away with anything, yet the undertone was a constant encouragement.

Also, reading other peoples articles accelerated my own growth. As I saw the mistakes that others made, I learned to avoid them myself. And some of my best ideas were borrowed from the successes of the others.

Finally, by leaving comments on the articles of my classmates every day, I honed my own mistake detection skills.

### **The forum was a place where all of us were equal.**

It was a place where ideas and learning ruled, not egos. I soon learned to take the suggestions of the others without cringing. And I soon stopped trying to prove myself.

The forum was the most essential part of the course for me. For those three months, my life revolved around it.

It was especially helpful to be a part of a small home group within the forum, a group of five people in my case. Every day we read each other's work and left our comments. It was a huge support. And it made it easy to see the steady progress that each



person in my group was making as the weeks went by.

**This course was taught for gaining mastery. It was not a brain dump.**

Some courses I've taken in the past, even in college, were just dumps of information. In those kind of courses you might as well just read a book because there's no system in the course to bring you up to fluency or mastery.

**Sean's approach to teaching is to immerse you in it.**

It's like learning a foreign language by living with a family. You hear the language, and you have to speak it to survive.

For over a month before the course started Sean had us read and listen to the course syllabus every day. By the time the course started, I almost had the information in the syllabus memorized. But that was just a start of the learning. That would have been where many other courses would have stopped.

**Actually other courses wouldn't have gone that far.**

They would have just made you read it once. Sean made it a daily practice.

And when the writing started, it was with the same routine of daily practice, six days a week. You couldn't help but learn, as long as you showed up on the forum every day and wrote a new article.

**It didn't matter if it was a crappy article, either.**

Sean taught us that making mistakes is the fastest way to learn, so I did my best each day, fell on my face a lot, and learned faster than I've ever learned in my life.

The other cool thing that Sean did was to break down the big subject of article writing into tiny areas. Each week we'd focus on a different area, and by the end of the week we were getting pretty fluent. And then we'd keep on incorporating what we learned that week into the rest of the articles that we wrote on the course.



**Sean was a demanding teacher.**

I make no bones about it, it was do or die. Bootcamp for writing. But Sean was in the trenches with us. He read every single article we wrote, and commented on it. And he did the assignments too.

I felt a lot of respect for Sean, but I never felt like he was condescending. He just wanted us to learn, and he knew how much work it would take to get us there.

Sean literally walks the talk. To find someone with his level of experience, who is also willing to do the enormous work it takes to prod us along is extremely rare.

Oh, and I didn't even mention his incredible ability to tease apart the finest points of how to write. It was an opportunity of a lifetime for me.

**The toughest part of the course for me was the transition from writing personal articles to writing work related articles.**

I felt exposed. I felt shy to promote what I do. I felt a lack of self-confidence in my ability to explain myself. I even felt defensive, thinking no one will like my topic and they won't understand it.

That was a lethal combination of ego and poor writing skills. Luckily Sean was prepared for this. He had us simply write work outlines for a while before we tackled work articles. This eased us in.

Then it was a matter of simply diving in and writing articles. As I wrote a new article each day, I saw how hugely helpful my small group and Sean were in improving what I wrote.

After about a month of writing work articles, I broke through. I stopped caring what people thought. I gained confidence because I loved what I wrote about. And everyone seemed to notice when I stepped into my own.

**The biggest benefit of this course is the peer pressure of daily practice.**

You can do the home study version, but nothing compares to being in a live class where you are expected to post a new article every day.

The ONLY way to get better at writing is to practice, and the live class made

sure I did just that. In fact, I have carved out a special time every morning for writing. And I don't plan to give that up now that the course is over.

The daily practice, the extremely precise teaching from Sean, and the excellent feedback from my peers all worked together to transform my writing from "not too bad" to very strong in just twelve weeks.

Every so often Sean would post an audio recording of common mistakes that we all were making. I'd be shocked to learn that I was doing the very things he mentioned there. Things like trying to write the outline just before writing the article (something that I now try to do the day before).

**Or another mistake, not being true to myself.**

I wrote a dramatic opening once that didn't really happen to me. It sounded great, but it was basically a made up story. I was really glad to learn about that mistake on the course so it didn't have a chance to come back and bite me in bum in real life.

Sean was always giving more than I expected. He'd come out with new things whenever someone had a problem, and we all got to benefit from it. In fact, Sean gave two extra sessions by phone. In just sixty minutes, he packed in some serious learning.

For example, in one of his extra sessions, he went a mile deep with disconnectors, bringing up four or five ways to use disconnectors in an article to add drama. This was above and beyond what he had described in the syllabus, and it helped me achieve one of my biggest goals for the course: to make my writing more dramatic.

**I actually wouldn't recommend this course if you just have a casual interest in improving your writing.**

You may like writing, but if you aren't willing to commit to writing two to three hours every day, then save your money. This course is for serious students only. You don't have to be good, but you have to be dedicated.

If you think you are a match for this intensive writing course, you will be blown away by what you learn. As one of my classmates wrote, "It's not just a course, it's a way of life."

**This course is like no other course I've ever taken.**

I went to an excellent university, and I've always enjoyed studying. But this was not like any university course I've ever taken. It was every day, six days a week. In fact, it was more like an apprenticeship than anything else. There's no better way to learn a skill than by doing it day in and day out, under the guidance of a master. Sean pointed out mistakes I didn't even know I was making, and with practice his simple teachings became a part of my muscles.

This was also different from a week long crash course seminar in some hotel ballroom. The internet based course made it possible to keep the intensity up for three whole months, and with Sean's after care plan our group will be continuing without Sean for another three months to come.

I've never been in a class where the teacher gave so much. You've heard of going the extra mile, Well, Sean went an extra lightyear.

**I have done other Psychotactics courses before**

Previous to taking this course, I had taken some of Sean's home study courses: his Brain Audit, Chaos Planning, The Secret Life of Testimonials, and the Brain Alchemy Masterclass. These were all packed with information that transformed the way I do business.

A client's newsletter signup page got a remake right after reading the Brain Audit, and he went from no sign-ups to a steady stream of two or three opt-ins every day. My daily calendar schedule got an overhaul after reading Chaos Planning, and for the first time in my life I feel like I'm not always behind the eight ball.

After learning about the six critical questions for getting great testimonials in the Testimonials Course, I'm happy to say that my testimonials are better than anyone else I've seen in my industry. And the Brain Alchemy Masterclass helped me understand that structure is more important than anything for growing a business.

**Each of these courses that I took previous to the Article Writing Course reinforced my confidence in Sean as a teacher.** When the Article Writing

Course came up, it took just minutes for me to sign up.

So be careful if you're considering doing a course with Sean, they are addictive. If you want to save your money, my advice is don't ever start. But if you're interested in playing the game of business a lot smarter, don't miss the chance to learn from Sean's expertise.

My next course is the Attversumption Copywriting Course. After my experience with the Article Writing Course, I know how to write articles. Now I want my copywriting, which is a totally different skill, to have the same zing. I know that I won't be disappointed with Sean's next course, because everything he does is beyond my expectations.

### **My advice to you, if you're considering the course**

If you are still not clear about your business, it will be hard to write business articles on this course. If that's the case for you, you might be better off joining 5000bc and getting help from other businesspeople and Sean there first.

If you're scrambling to figure out your business, you will get frustrated trying to choose topics for your articles. And this could not only handicap your learning, but it could also make you drop out early.

### **This course gave me the tools to express myself.**

My interests have always been a bit unusual and hard to explain to others. I lived in an ashram for years, and have always been fascinated with spiritual development. But to get my enthusiasm across to people who don't share my same interests has always been a challenge and a frustration in my life.

This course brought me from shyness to confidence. I was able to take a somewhat abstract field of interest and make it come alive for my classmates in the course.

And most importantly, I made it come alive for me. Every day as I sat down, especially near the end of the course, I felt deeply happy as I wrote. I feel happy now, and I know my writing is a huge part of it.

**This course is the real thing.**

Somewhere tucked away in a hidden corner of the world you may find a course that equals this.

But I doubt you'll ever find one better.



If you find anything that bugs you, or if you have questions of any kind, do send me an email. Nothing is too small or too big. And if I can, I'll be sure to fix it. Email me at: [sean@psychotactics.com](mailto:sean@psychotactics.com)



**PsychoTactics.com**

PO Box 36461, Northcote, Auckland, New Zealand  
Tel: 64 9 449 0009 | Email: [sean@psychotactics.com](mailto:sean@psychotactics.com)  
Facebook|Twitter: seandsouza