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*helping leaders lead*

Tarran Deane Presents

# Save Me! Lessons for Creating Your Copywriting on Your Wordpress Site

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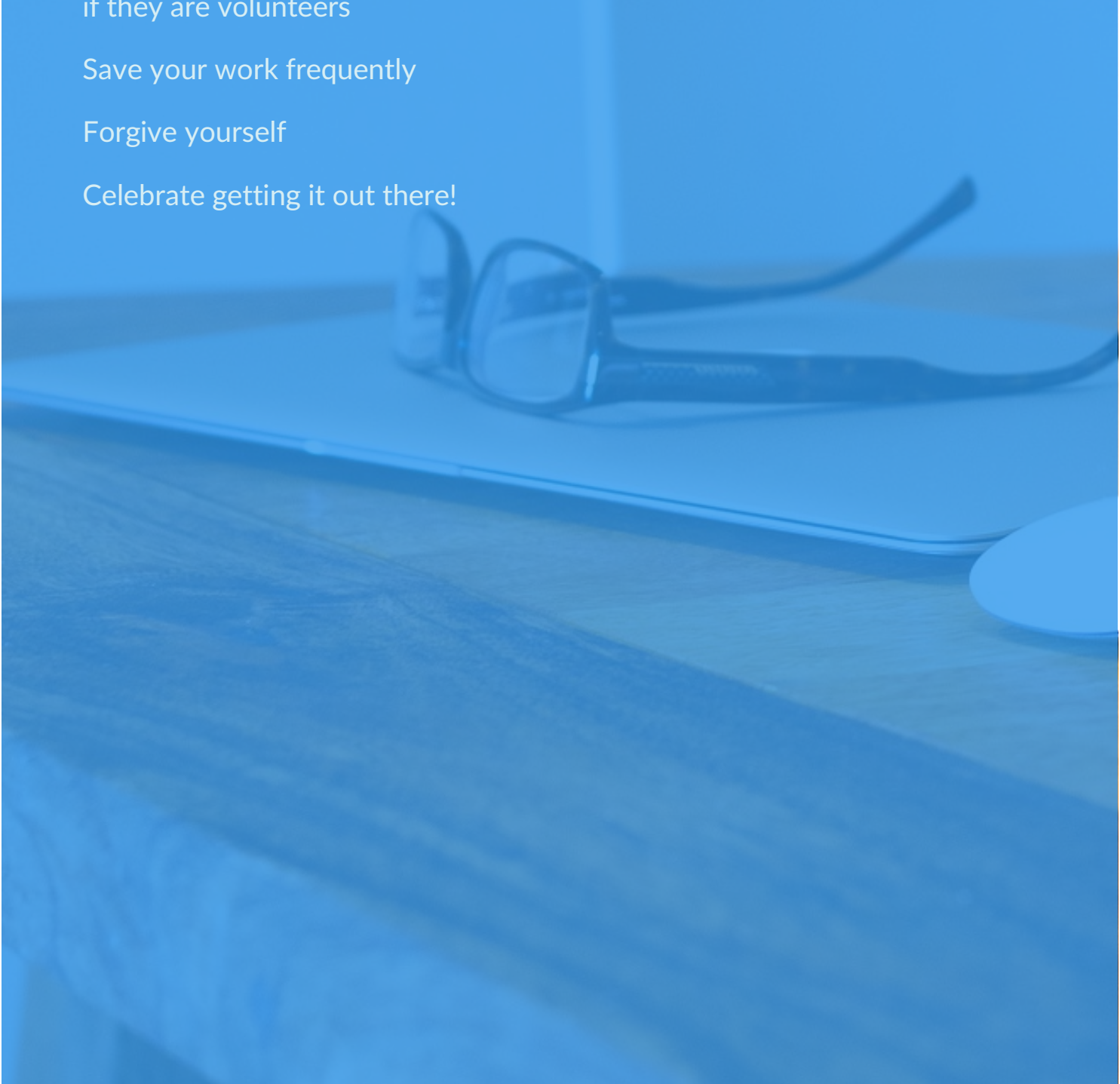
Save your work frequently

Forgive yourself

Celebrate getting it out there!

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# Save Me! How to Avoid Your Copywriting Disappearing into the Vortex!

Rest. Say No to Guilt. Learn to Delegate. Save Frequently. Forgive Yourself. Celebrate Getting it Out There!

*Tarran Deane*



In my broken slumber my mind kicked in with 'there's a promise outstanding. It's coming back to me... Oh no! I forgot to create the copywriting for the event website!'

Really, this morning I should have simply got up at 4am when I was over heating. The autumn pre dawn sky couldn't decide if it wanted to rain or allow the sun to

break through, so they fought for dominion and humidity won, causing me to toss a little and moan a lot - on the inside.

As the war raged guilt threw a blanket over me that lasted until I fell into a restless slumber. I woke with a fresh resolution and sandy eyes, eating my breakfast I resolved to undertake the copywriting in less than 1 hour; 2 at the most. It won't take more than that. Oh, really questioned my inner critic?

**1. Lesson:** Rest well. Get your job done in less time without the guilt.

Laptop and internet were good to go. Well the laptop was fully charged and so was my teacup. The content I needed from a third party hadn't come through. No matter, I could craft something pretty easily. Wait, I hadn't done this for a couple for months and well there's always more than meets the eye, right? Right!

**2. Lesson:** Recognise when you really, really, need to delegate this to another volunteer member of your team and not do it yourself.

I copied a previous event post into my Notes section. Edited away. Hyperlinking as I went. oops, wait. That didn't work properly. I know, I said to myself well tapping away at my dining table, let's go straight onto the web into the live event tab, paste my copywriting and edit as I go.

**3. Lesson:** Save frequently. That is all. I did not. Rooky mistake.

When the dreaded 'searching for wifi' led to me being timed out from the website, all my creative writing went into the vor-text. You know, it's that magical place where all that lost text seems to go when experienced bloggers and writers, forget the time-honoured requirement of saving their copywriting frequently while on Wordpress.

Needless to say, today's blog post is brought to you by the dedicated writer who needed a moment... and soon after was spotted sipping a lovely therapeutic skinny latte at the nearby Coffee Club. Laptop open on the table, writing a way in notepad before copying and pasting the content into the website.

**4. Lesson:** Do not despair when you make dumb mistakes. You can only do what you can do. In the end, my copywriting was more succinct, refined by caffeine and a good dose of humour!

Oh, and know this, you'll probably make a few more before your time is done.



... Now where is that event link for PSA? Oh here it is! How beautiful is that copywriting? If only they new the backstory!

**5. Lesson:** No experience is ever wasted. Use it!



It's time for bed. Wait, that was a great idea for a blog!

*Have you had a run in with technology, only to swallow your pride and acknowledge it was really you? What have been some of your clunker mistakes, large and small? How have you shared your failings to encourage others?*

## **ABOUT TARRAN DEANE AFAIM**

Tarran is a Strategic & Operational Leadership Consultant, Executive Coach and Keynote Conference Speaker. Author of the upcoming book "[The Alphabet Principle ~ Your A-Z Guide to Being a Compelling Leader](#)", Tarran is also Queensland President for Professional Speakers Australia and Board Member for Newlife Uniting Care Services. A Wife, Mum, Ducati rider and sought after speaker at conferences in the Asia Pacific on her Signature 7 Leadership Framework, building connection and culture in business.

*Tarran's taken up the challenge of #30blogs30days . Click to share the posts, like*

# Call to Action

Your world is looking increasingly different.

Want to be up on things? Wonder how it all works? How you can grow your influence in your leadership sphere?

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