Dos and Don'ts for Writers and Readers: Luis Valentino

"Storytelling is the most powerful way to put ideas into the world today." - Robert McKee

As an article marketer, you should know that there is an article for anything and everything. Online entrepreneurs try to write articles as much as they can as this is what brings traffic to their site and money in their pockets. However, not all articles provide the information they promise. In this article, you will learn a few do's and don'ts for writers and readers alike.

Writing an article sometimes takes a few researches to get it done. When picking out articles to read, don't waste your time with empty content. Separate good content with bad ones just by scanning through the article. If the article immediately gives you insight on what you're searching for, you can be sure it's a keeper. Otherwise, close it and look for a better one.

[Luis Valentino](#) suggests that you should also be mindful of the content you keep. Not all content are worth saving. Pick out ones that are truly useful and get rid of the ones that are not. Just because you paid for it doesn't mean it's important.

On the other hand, when writing articles, it's always good to keep a clean page at reach. Having a blank document to work with helps by creating an outlet for your ideas on future topics or content. You can also save time by continually writing your current article, all while filling your blank page with ideas.

If you experience writer's block, try leaving out the topic you're currently writing about and start a new one. Keep it light and simple, as if you're telling a friend a

story. Doing this will help you get back on track and by the time you know it, you will have probably finished at least 10 articles already.

It's also good to pretend to know more than you actually do. Pitching in a few ideas you're not too familiar with may actually get your readers to see you as an expert and trust the advice that you give them. Just remember to not overdo it.

Luis Valentino is a publisher and has set up ***Valgar Institute: A Publishing Company*** with the hope to create a community for writers and readers who believe that everyone has a story to tell.

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