

Quote About Writing From World Class Writers

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This collection of quotes has been assembled to provide you with a source of inspiration for your writing.

The quotes collection contains a mix of quotes from great literary geniuses in non-fiction, as well as fiction writers and specialists in marketing.

Reading through these quotes regularly should give you some great ideas to improve upon your writing.

Be sure to download Brainstorm Pro writing software from <http://www.brainstormpro.com>

The newer version has the quotes from the great writers built right in to help you with your writing at any time.

You may share this report – Quotes are in the public domain.

But to get the absolute maximum benefit of guidance from the greats, I assure you it will help to use the software.

Using technology, Brainstorm Pro combines the ideas and advice of history's greatest writers into one tool that is almost like a coach that is there to guide you.

Whatever you are writing – When you are ever at a loss for words or ideas (or simply looking for newer and better ones) – Open up Brainstorm Pro and brainstorm away.

Jesse Gilbert

<http://www.brainstormpro.com>

“Simplicity is the ultimate sophistication.” – Leonardo Da Vinci

“There is no greater agony than bearing an untold story inside you.”

— Maya Angelou, *I Know Why the Caged Bird Sings*

“Who wants to become a writer? And why? Because it’s the answer to everything. ... It’s the streaming reason for living. To note, to pin down, to build up, to create, to be astonished at nothing, to cherish the oddities, to let nothing go down the drain, to make something, to make a great flower out of life, even if it’s a cactus.”

—Enid Bagnold

“You can have everything you want in life if you will help enough people get what they want.” – Zig Ziglar

“To gain your own voice, you have to forget about having it heard.”

—Allen Ginsberg, *WD*

“When I write an advertisement, I don’t want you to tell me that you find it ‘creative.’ I want you to find it so interesting that you buy the product.” – David Ogilvy

“What really knocks me out is a book that, when you’re all done reading it, you wish the author that wrote it was a terrific friend of yours and you could call him up on the phone whenever you felt like it. That doesn’t happen much, though.”

— J.D. Salinger, *The Catcher in the Rye*

“Decide the effect you want to produce in your reader.” — Robert Collier

“Your intuition knows what to write, so get out of the way.”

— Ray Bradbury

“The man who stops advertising to save money is like the man who stops the clock to save time.” – Thomas Jefferson

“Cheat your landlord if you can and must, but do not try to shortchange the Muse. It cannot be done. You can’t fake quality any more than you can fake a good meal.”

—William S. Burroughs

“A good poem is a contribution to reality. The world is never the same once a good poem has been added to it. A good poem helps to change the shape of the universe, helps to extend everyone’s knowledge of himself and the world around him.”

— Dylan Thomas

“I suppose with any good writing and interesting characters, you can have that awfully overused word: a journey.”

~Alan Rickman

“We have become so accustomed to hearing everyone claim that his product is the best in the world, or the cheapest, that we take all such statements with a grain of salt.” – Robert Collier

“There’s a rule of writing: if everything is funny, nothing is funny; if everything is sad, nothing is sad. You want that contrast.” J. Michael Straczynski

“Good fiction creates its own reality.”

— Nora Roberts, *The Stanislawski Brothers: Mikhail and Alex*

“I put myself in the place of the listener when editing my writing. The last thing that I want to do is be preached at and told who to be or what to think when listening to an artist. However, I do want to be inspired. There’s a fine line.” ~ Macklemore

“Writing headlines is a specialty – there are outstanding writers who will tell you they couldn’t write a headline to save their lives.” ~ Bill Walsh

“Copy is a direct conversation with the consumer.” – Shirley Polykoff

“A small daily task, if it be really daily, will beat the labours of a spasmodic Hercules.”

— Anthony Trollope

“All readers come to fiction as willing accomplices to your lies. Such is the basic goodwill contract made the moment we pick up a work of fiction.”

—Steve Almond, *WD*

Writing is like playing golf – you have to keep working at your swing. ~ Bill Simmons

“The consumer isn’t a moron; she is your wife. You insult her intelligence if you assume that a mere slogan and a few vapid adjectives will persuade her to buy anything.” – David Ogilvy

“This is how you do it: you sit down at the keyboard and you put one word after another until its done. It’s that easy, and that hard.”

— Neil Gaiman

“A person is a fool to become a writer. His only compensation is absolute freedom. He has no master except his own soul, and that, I am sure, is why he does it”

— Roald Dahl

“Poor copy cannot overcome faults or gaps in dealer distribution; it cannot even cash in on the finest dealer setups. But good copy can, and does, surmount many dealer difficulties, making them secondary, and selling in spite of them.” – Victor Schwab

“Really good writing, from my perspective, runs a lot like a visual on the screen. You need to create that kind of detail and have credibility with the reader, so the reader knows that you were really there, that you really experienced it, that you know the details. That comes out of seeing.” Ann Voskamp

“If there’s a book that you want to read, but it hasn’t been written yet, then you must write it.”

— Toni Morrison

“A good story is always more dazzling than a broken piece of truth.”

— Diane Setterfield, *The Thirteenth Tale*

“Learn the rules like a pro, so you can break them like an artist.”

— Pablo Picasso

“Let us prove to the world that good taste, good art, and good writing can be good selling.” – William Bernbach

“Planning to write is not writing. Outlining, researching, talking to people about what you’re doing, none of that is writing. Writing is writing.” ~ E. L. Doctorow

“If you don’t have time to read, you don’t have the time (or the tools) to write. Simple as that.”

— Stephen King

“Read a thousand books, and your words will flow like a river.”

— Lisa See, *Snow Flower and the Secret Fan*

“Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.” — Leo Burnett

“Find out the reason that commands you to write; see whether it has spread its roots into the very depth of your heart; confess to yourself you would have to die if you were forbidden to write.”

— Rainer Maria Rilke

“Perfectionism is the voice of the oppressor, the enemy of the people. It will keep you cramped and insane your whole life, and it is the main obstacle between you and a shitty first draft. I think perfectionism is based on the obsessive belief that if you run carefully enough, hitting each stepping-stone just right, you won’t have to die. The truth is that you will die anyway and that a lot of people who aren’t even looking at their feet are going to do a whole lot better than you, and have a lot more fun while they’re doing it.”

— Anne Lamott, *Bird by Bird: Some Instructions on Writing and Life*

“Cut out all these exclamation points. An exclamation point is like laughing at your own joke.”

— F. Scott Fitzgerald

“You must make the product interesting, not just make the ad different. And that’s what too many of the copywriters in the U.S. today don’t yet understand.” — Rosser Reeves

“The most powerful element in advertising is the truth.” — William Bernbach

“Only those things are beautiful which are inspired by madness and written by reason.”

— André Gide

Numerous times just by creating a new headline, I’ve turned a loser into a winner. ~ Ted Nicholas

“My aim is to put down on paper what I see and what I feel in the best and simplest way.”

— Ernest Hemingway

“Writing is magic, as much the water of life as any other creative art. The water is free. So drink. Drink and be filled up.”

— Stephen King

“Nobody reads ads. People read what interests them. Sometimes it’s an ad.” – Howard Gossage

“A short story must have a single mood and every sentence must build towards it.”

— Edgar Allan Poe

Changing a few words around in your headline can have a HUGE impact in the amount of sales and conversion. ~ Claude Hopkins

“Don’t classify me, read me. I’m a writer, not a genre.” — Carlos Fuentes

“Make your advertising too valuable to throw away.” – Sonia Simone

“To write well, express yourself like the common people, but think like a wise man.” — Aristotle

“One should use common words to say uncommon things” — Arthur Schopenhauer

“A copywriter should have an understanding of people, an insight into them, a sympathy toward them.” – George Gribbin

“If the word doesn’t exist, invent it; but first be sure it doesn’t exist.”

— Charles Baudelaire

There’s a reason some headlines are classics (like the favorite; “How To_____”) – they simply WORK.~ Dan Kennedy

“I need solitude for my writing; not ‘like a hermit’ – that wouldn’t be enough – but like a dead man.” — Franz Kafka

“Every product has a unique personality and it is your job to find it.” – Joe Sugarman

“A writer must teach himself that the basest of all things is to be afraid. ”

— William Faulkner

I, myself, have re-headlined ads and increased their pull by 475%. ~ Gary Halbert

“Closed in a room, my imagination becomes the universe, and the rest of the world is missing out.”

— Criss Jami, Diotima, Battery, Electric Personality

I write as many as 200 headlines for any product before I choose 3-6 to test. ~ Ted Nicholas

“Make it dark, make it grim, make it tough, but then, for the love of God, tell a joke.”

— Joss Whedon

“On the average, five times as many people read the headlines as read the body copy. It follows that unless your headline sells your product, you have wasted 90 percent of your money.” – David Ogilvy

“Go for broke. Always try and do too much. Dispense with safety nets. Take a deep breath before you begin talking. Aim for the stars. Keep grinning. Be bloody-minded. Argue with the world. And never forget that writing is as close as we get to keeping a hold on the thousand and one things—childhood, certainties, cities, doubts, dreams, instants, phrases, parents, loves—that go on slipping, like sand, through our fingers.”

— Salman Rushdie, *Imaginary Homelands: Essays and Criticism 1981-1991*

“If you want to change the world, pick up your pen and write.” — Martin Luther

In truth...Only the direct response people know what the hell they are doing.”~ David Ogilvy

“Don’t get it right – get it WRITTEN!” — Lee Child

“I’ve learned that any fool can write a bad ad, but that it takes a real genius to keep his hands off a good one.” —Leo Burnett

“Writing fiction is the act of weaving a series of lies to arrive at a greater truth.”

— Khaled Hosseini

“You don’t write about the horrors of war. No. You write about a kid’s burnt socks lying in the road.” — Richard Price

“Resist the usual.” —Raymond Rubicam

“Writer’s block is a fancy term made up by whiners so they can have an excuse to drink alcohol.” — Steve Martin

“It may well be that creativity is the last unfair advantage we’re legally allowed to take over our competitors.” —William Bernbach

“Don’t give people what they want, give them what they need.” — Joss Whedon

“When you make music or write or create, it’s really your job to have mind-blowing, irresponsible, condomless sex with whatever idea it is you’re writing about at the time.”

— Lady Gaga

“Consumers do not buy products. They buy product benefits.” —David Ogilvy

“A professional writer is an amateur who didn’t quit.” — Richard Bach

“I have always had more dread of a pen, a bottle of ink, and a sheet of paper than of a sword or pistol.” — Alexandre Dumas, *The Count of Monte Cristo*

“You can’t wait for inspiration. You have to go after it with a club.”

— Jack London

“Amateurs sit and wait for inspiration, the rest of us just get up and go to work.”

— Stephen King, *On Writing: A Memoir of the Craft*

“Write about the emotions you fear the most.”

— Laurie Halse Anderson

“People aren’t interested in you. They’re interested in themselves.” —Dale Carnegie

“The person who writes for fools is always sure of a large audience.”

— Arthur Schopenhauer, *Religion: A Dialogue and Other Essays*

“All that I hope to say in books, all that I ever hope to say, is that I love the world.” — E.B. White

“The secret of being a bore is to tell everything.” — Voltaire

“That’s what fiction is for. It’s for getting at the truth when the truth isn’t sufficient for the truth.” — Tim O’Brien

“In writing good advertising it is necessary to put a mood into words and to transfer that mood to the reader.” —Helen Woodward

“People love a happy ending. So every episode, I will explain once again that I don’t like people. And then Mal will shoot someone. Someone we like. And their puppy.”

— Joss Whedon

“The best way to get a good idea is to get a lot of ideas.” —Linus Pauling

“A little talent is a good thing to have if you want to be a writer. But the only real requirement is the ability to remember every scar.”

— Stephen King

“In writing, you must kill all your darlings.”

— William Faulkner

Creativity can solve almost any problem” —George Lois

“Creative without strategy is called ‘art.’ Creative with strategy is called ‘advertising’.” —Jef Richards

“A good novel tells us the truth about its hero; but a bad novel tells us the truth about its author.”

— G.K. Chesterton, Heretics

“Description begins in the writer’s imagination, but should finish in the reader’s.”

— Stephen King, On Writing: A Memoir of the Craft

“Fantasy is hardly an escape from reality. It’s a way of understanding it.”

— Lloyd Alexander

“We want consumers to say, ‘That’s a hell of a product’ instead of, ‘That’s a hell of an ad.’” — Leo Burnett

“I love writing. I love the swirl and swing of words as they tangle with human emotions.”

— James A. Michener

“Write what should not be forgotten.”

— Isabel Allende

“You never have to change anything you got up in the middle of the night to write.”

— Saul Bellow

“Writing a book is a horrible, exhausting struggle, like a long bout of some painful illness. One would never undertake such a thing if one were not driven on by some demon whom one can neither resist nor understand.”

—George Orwell

“It ain’t whatcha write, it’s the way atcha write it.”

—Jack Kerouac, WD

“You must stay drunk on writing so reality cannot destroy you.”

— Ray Bradbury, *Zen in the Art of Writing*

“So what? All writers are lunatics!”

— Cornelia Funke, *Inkspell*

“Fiction is the truth inside the lie.”

— Stephen King

“When I sit down to write a book, I do not say to myself, ‘I am going to produce a work of art.’ I write it because there is some lie that I want to expose, some fact to which I want to draw attention, and my initial concern is to get a hearing.”

—George Orwell

“The role of a writer is not to say what we can all say, but what we are unable to say.”

— Anaïs Nin

“Write the kind of story you would like to read. People will give you all sorts of advice about writing, but if you are not writing something you like, no one else will like it either.”

— Meg Cabot

“Don’t tell me the moon is shining; show me the glint of light on broken glass.”

— Anton Chekhov

“There is something delicious about writing the first words of a story. You never quite know where they’ll take you.” — Beatrix Potter

“The true alchemists do not change lead into gold; they change the world into words.”

— William H. Gass, *A Temple of Texts*

“There is no real ending. It’s just the place where you stop the story.”

— Frank Herbert

“To swear off making mistakes is very easy. All you have to do is to swear off having ideas.” — Leo Burnett

“We are all apprentices in a craft where no one ever becomes a master.”

— Ernest Hemingway

Sell a good night’s sleep – not the mattress

~ Instructor at Academy of Art University, Advertising program

“To defend what you’ve written is a sign that you are alive.”

— William Zinsser, *WD*

An ad is finished only when you no longer can find a single element to remove. ~ Robert Fleege

“Imagination is like a muscle. I found out that the more I wrote, the bigger it got.”

— Philip José Farmer

“History will be kind to me for I intend to write it.”

— Winston S. Churchill

“For your born writer, nothing is so healing as the realization that he has come upon the right word.”

— Catherine Drinker Bowen

Fill your paper with the breathings of your heart.”

— William Wordsworth

The number of ideas to use in an ad should be odd – and three’s too many.

– Timo Everi, Hasan & Partners Helsinki

“Writing is like sex. First you do it for love, then you do it for your friends, and then you do it for money.”

— Virginia Woolf

“We’re past the age of heroes and hero kings. ... Most of our lives are basically mundane and dull, and it’s up to the writer to find ways to make them interesting.”

—John Updike, WD

“Every child is an artist. The problem is how to remain an artist when you grow up.”

– Pablo Picasso

“The greatest part of a writer’s time is spent in reading, in order to write; a man will turn over half a library to make one book.”—Samuel Johnson

“If it sounds like writing, I rewrite it. Or, if proper usage gets in the way, it may have to go. I can’t allow what we learned in English composition to disrupt the sound and rhythm of the narrative.”

—Elmore Leonard

“When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion.” Dale Carnegie

“Sometimes the most important job advertising can do, is to clarify the obvious.” Jay Chiat

“Start writing, no matter what. The water does not flow until the faucet is turned on.”

— Louis L’Amour

“Write. Rewrite. When not writing or rewriting, read. I know of no shortcuts.”

—Larry L. King, WD

“Advertising should say, ‘Here’s what we’ve got. Here’s what it will do for you. Here’s how to get it.’”

– Leo Burnett

“Know your literary tradition, savor it, steal from it, but when you sit down to write, forget about worshiping greatness and fetishizing masterpieces.”

—Allegra Goodman

“Great ideas need landing gear as well as wings.” – C.D. Jackson

“If you want to be a writer, you must do two things above all others: read a lot and write a lot.”

— Stephen King

You must write copy that can't be ignored. It applies to everything in life not just copy writing.
~Abugah

“All you have to do is write one true sentence. Write the truest sentence that you know.”

— Ernest Hemingway

“I don't know the rules of grammar. . . . If you're trying to persuade people to do something, or buy something, it seems to me you should use their language, the language they use every day, the language in which they think. We try to write in the vernacular.”

—David Ogilvy

“There are no laws for the novel. There never have been, nor can there ever be.”

—Doris Lessing

“Here is a lesson in creative writing. First rule: Do not use semicolons. They are transvestite hermaphrodites representing absolutely nothing. All they do is show you've been to college.”

— Kurt Vonnegut, *A Man Without a Country*

There is no such thing as too long. Only too boring.” – Dan Kennedy

“Style means the right word. The rest matters little.” —Jules Renard

“There are two motives to action: self-interest and fear.” Napoleon Bonaparte

“It follows that unless your headline sells your product, you have wasted 90 percent of your money...” David Ogilvy

“The real advertising writer who is after results makes the reader want something – and then provides what the reader will consider a good excuse for buying it.”

—Clyde Bedell

“One thing that helps is to give myself permission to write badly. I tell myself that I'm going to do my five or 10 pages no matter what, and that I can always tear them up the following

morning if I want. I'll have lost nothing—writing and tearing up five pages would leave me no further behind than if I took the day off.”

—Lawrence Block, WD

“The first sentence can't be written until the final sentence is written.”

—Joyce Carol Oates, WD

“The mystery of writing advertisements consists mainly in saying in a few plain words exactly what it is desired to say, precisely as it would be written in a letter or told to an acquaintance.”

—George P. Rowell

“Long patience and application saturated with your heart's blood—you will either write or you will not—and the only way to find out whether you will or not is to try.”

—Jim Tully, WD

“I would advise anyone who aspires to a writing career that before developing his talent he would be wise to develop a thick hide.”

—Harper Lee, WD

“Geniuses can be scintillating and geniuses can be somber, but it's that inescapable sorrowful depth that shines through—originality.”

—Jack Kerouac, WD

“Just write every day of your life. Read intensely. Then see what happens. Most of my friends who are put on that diet have very pleasant careers.”

—Ray Bradbury, WD

“Remember: Plot is no more than footprints left in the snow after your characters have run by on their way to incredible destinations.”

—Ray Bradbury, WD

“Writers are always selling somebody out.”

—Joan Didion

“When people go to a web page, the thing that they want more than anything else is instant clarity.” (Ken McCarthy)

“There is only one plot—things are not what they seem.”

—Jim Thompson

“The difference between the almost right word and the right word is ... the difference between the lightning bug and the lightning.”

—Mark Twain

“Personality is a point of differentiation no one can copy.” (Yaro Starak)

“Reinventing the wheel is way over rated. In fact, it’s downright stupid if you can model what’s already working.” (Jeff Walker)

“The more vivid the picture the words paint in your mind when you read them, the greater the readership, the greater the response.” (Michel Fortin)

“The secret to positioning is to simply make whatever’s different about you, your strength.” (Craig Garber)

“The world will not invite you to the feast. You must burst in, demand a seat, and take it.” (John Carlton)

“There really is no such thing as a boring subject. Just boring, unimaginative writers.” (Ben Hart)

“To become a successful direct response marketer, it pays to learn as much about the psychology of the mind as possible.” (Alex Mandossian)

“A book is simply the container of an idea—like a bottle; what is inside the book is what matters.”

—Angela Carter

Advertising is Salesmanship in Print. ~ John E. Kennedy

“I almost always urge people to write in the first person. ... Writing is an act of ego and you might as well admit it.” —William Zinsser

“Facts are irrelevant. What matters is what the consumer believes.” (Seth Godin)

“Human beings don’t know how to value information. So you must teach them.” (Eben Pagan)

“When writing a novel a writer should create living people; people, not characters. A character is a caricature.” —Ernest Hemingway

“You must make the product interesting, not just make the ad different. And that’s what too many of the copywriters in the U.S. today don’t yet understand.” ~ Rosser Reeves

“Write while the heat is in you. ... The writer who postpones the recording of his thoughts uses an iron which has cooled to burn a hole with.”

—Henry David Thoreau

“The secret of all effective advertising is not the creation of new and tricky words and pictures, but one of putting familiar words and pictures into new relationships.” ~ Leo Burnett

Conclusion:

This is a small sample of the quotes built in to Brainstorm Pro. When you are writing and need ideas or coaching from the great writers, look for inspiration with Brainstorm Pro...

Brainstorm Pro will always be there to guide you with new ideas.

If you read the quotes you may have noticed a theme: A lot of the greats in advertising stress the point that the ‘headline’ is so crucial to the success of a writing project.

This also applies to pieces of writing that aren’t sales letters.

The **book title or song title** (or the title of your work in general) can also have a huge impact on it’s success in the marketplace. Therefore with Brainstorm Pro we’ve included some lists of all time selling books and songs.

We’ve also included headlines and article titles you can model with the software, so you don’t need to reinvent the wheel. You can copy and paste them into Brainstorm Pro and model them for ideas.

Learn more when you upgrade at <http://www.brainstormpro.com>

Will Brainstorm Pro become one of your favorite wordsmithing tools?