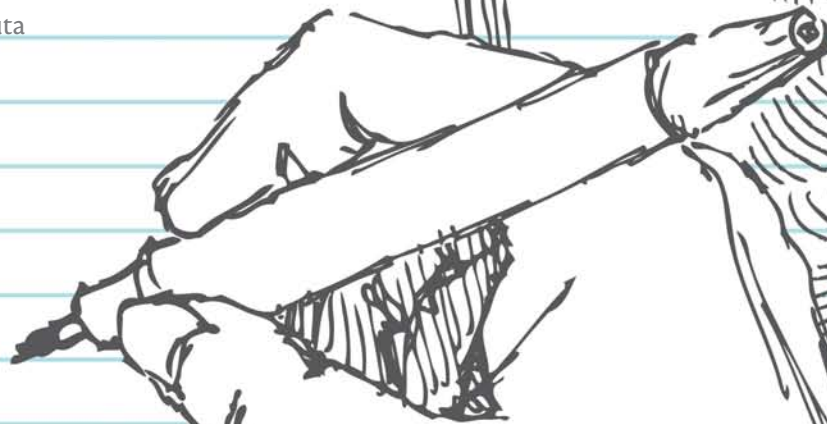


# Why You Should Write Daily

Leo Babauta



One of the most instrumental changes in my life has been writing every single day. For many years I was a writer who didn't write that regularly. It was always on the back of my mind to write, but I didn't find the time.

Then I started this blog in January 2007, and have written pretty much every day since then.

It was life-changing.

I recommend daily writing for anyone, not just writers. Here's what I've found from my daily habit:

- Writing helps you reflect on your life and changes you're making. This is incredibly valuable, as often we do things without realizing why, or what effects these things are having on us.
- Writing clarifies your thinking. Thoughts and feelings are nebulous happenings in our mind holes, but writing forces us to crystalize those thoughts and put them in a logical order.
- Writing regularly makes you better at writing. And writing is a powerful skill to be good at in our digital age.
- Writing for an audience (even if the audience is just one person) helps you to think from the

perspective of the audience. That's when the magic starts, because once you get into the reader's mindset, you begin to understand readers and customers and colleagues and friends better. You have empathy and a wider understanding of the world.

- Writing persuasively — to convince others of your point of view — helps you to get better at persuading people to change their minds. Many people don't want to change their minds when they feel someone is attacking their position, so they get defensive and dig into their position.
- Writing daily forces you to come up with new ideas regularly, and so that forces you to solve the very important problem of where to get ideas. What's the answer to that problem? Ideas are everywhere! In the people you talk to, in your life experiments, in things you read online, in new ventures and magazines and films and music and novels. But when you write regularly, your eyes are open to these ideas.

Writing regularly online helps you to build an audience who is interested in what you have to share, and how you can help them. This is good for any business, anyone who is building a career, anyone who loves to socialize with others who are interested in similar things as them.

