

*[Welcome to the Writers' Rough Draft Podcast, where I climb behind the glamorous book launch world of successful writers and entrepreneurs and into the mind of folks like you who are just getting their start. Equal parts, witty writing information and unabashed content curiosity—with a healthy dose of laughter thrown in—my conversations with these pros shares some of the trials, tips, and techniques that others have used to help you build your writing and content and establish you as a leader in your field.]*

*[I'm your host, Elisa Doucette, and I'm here to talk about all of that and have some fun with Abby Kerr today. You can find the links, resources, and transcript of our chat on the website at [CraftYourContent.com/episode16](http://CraftYourContent.com/episode16).]*

**Elisa:** Abby Kerr is a creative and freelance writer who owns and serves as the Creative Director of The Voice Bureau, a boutique copywriting and branding agency that specializes in small, sensitive, subtle businesses. Through The Voice Bureau she created the Voice Values Self-Assessment, which asks content creators and business owners to make a series of statements that most represent their values and brand foundation. The result does not only break down their most prominent Voice Values, but also how to apply them to writing and marketing.

An ever-evolving business woman, she began offering online courses through her agency, the most recent ones focusing on email marketing and crafting your most authentic “about” page. She's constantly on the lookout for the next brilliant writing or business opportunity, all while managing writing masterminds and encouraging her peers to pursue their writing passions while working away at her own.

Thank you so much for taking the time to chat with me today, Abby. Is there anything I missed there?

**Abby:** No. Thank you for that beautiful introduction, Elisa.

**Elisa:** Absolutely! Well, it's easy to write such a beautiful introduction when you do so many beautiful things. I have referred so many people to your Voice Values Assessment. I believe we talked on Twitter—you, me and Jason Van Orden from Internet Business Mastery—about how much he loved what you were doing. We're just going to jump right into business stuff, actually, off of that. Can you explain a little bit more about how you got the idea for Voice Values and then kind of how you inceptioned it?

**Abby:** Absolutely. First of all, can I turn around and ask you a question?

**Elisa:** Uh-oh. Maybe?

**Abby:** Do you know off the top of your head what your Voice Values are? And if not, it's no problem.

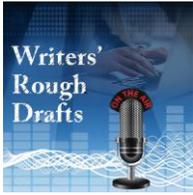
**Elisa:** I have taken it, and honestly, I'm fairly certain that “audacity” was in there.

**Abby:** I would not be surprised.

**Elisa:** And whatever, like, the analytic, logical...

**Abby:** Accuracy?

**Elisa:** Accuracy, maybe. And then creativity or something similar. Which, I'm a Gemini; I think I'm allowed to do that, like, completely polar opposite thing.



**Abby:** Oh, yeah. For sure. Cool. Okay, thank you. Yeah, I'm not surprised about audacity at all. So the Voice Values—I developed it because I needed a way to talk about something as ephemeral and abstract as brand voice with my clients and with my team of writers who write copy for our client projects. And brand voice is one of those topics or handles that—it sounds really cool, like, “What’s that? I want a brand voice!” But in some way, no one really knows what it is. And if you talk to five branding specialists, they are each going to have a slightly different take on what brand voice is. Some will say, “Oh, it's the style in which you write!” Others will say, “No, it's your relationship with your audience!” And a third one will say, “Well, it's everything and it's also the visuals.”

And the fact of the matter is, it doesn't really matter where you draw the lines; what does matter is that as a business brand or even as a personal brand, it helps and it pays and it's worth it to be really conscious of the essence and the energy that you are bringing forth through your content, through your collaborations, through your products and services—whatever. And we do need names for those energies and essences. And I started noticing just by kind of tracking my clients over a couple-of-years period, you know, tracking lots of data on them—not only what industry or niche or vertical they were in, but also like what was their Myers-Briggs type? What was their Enneagram type? What was their sun sign? Just all of the kind of the idiosyncratic information about personality and preferences that I could get, I got it—voluntarily, of course.

And I looked for patterns and I started to see really apparent patterns in the way that certain types of people choose to communicate. And I believe that it's not so much a conscious choice as it is a very unconscious, innate, energetic essence, I guess, that comes through. But to move that out of the spiritual realm, we have to make it into something concrete that we can work with as writers, whether you are writing content for a client or you are DIY-ing your own site copy.

So what I did was I identified 16 Voice Values. And for anyone who's not familiar with them, just some of them off the top of my head: there's innovation, excellence, enthusiasm, love, community. The list goes on. So there is sixteen. And like you've so beautifully described, I've developed an assessment that helps people sort for their top three to five. And then there is something that comes with the assessment where you learn about what that Voice Value probably says about you and your motivations when you communicate or when you connect with people. Then on and on from there, there are ways to kind of mine your own Voice Values for your unique brand language. It's kind of interesting stuff.

**Elisa:** Well, and it's an interesting... I think a lot of people get very caught up. I, having grown up being an extremely awkward human being (I like to think I'm slightly less awkward now, but I do accept that it's “slightly”), for a long time really struggled to understand why that was and why I was different. And then when I was in my late teens, I did Myers-Briggs testing and I found out that I was an INTJ, which—on top of just being an extremely awkward human being in most social and like normative settings anyways—I was a girl who is an INTJ. Which basically means that I am a unicorn.

**Abby:** You kind of are, yes.

**Elisa:** And so those personality tests and any type of assessment, I've always really been drawn to. Not because I think it tells you exactly what you need to do and launch you into “you are now going to be exactly the same as every single other person who has enthusiasm, community, and audaciousness as



your Voice Values;” instead should serve kind of as a “this is important to know more about yourself and guide you through what you're going to now do with that.”

**Abby:** Totally. And it's interesting, because two businesses can have the same set Voice Values, even. Like, let's take enthusiasm, community, and audacity. The way that a brand creator would choose to texturize those together is going to come across differently. So, one brand might lead with community; another brand might lead with audacity; and those might be very different fields. There's so many different metaphors you get to pull in: cooking, design, hairstyling, how you texturize it.

**Elisa:** Do you ever find with your clients or with people who have taken that assessment, that over time, and over developing their own businesses' brands, the years kind of pass and you end up actually finding that your foundational Voice Values, which you think are going to be “this is the core essence of everything that I am” —they end up changing?

**Abby:** I see that a little bit. I've only been using this methodology with clients for about three years in an explicit way where they've been taking the assessment and reporting back the results. But what I've seen is people who take it multiple times over different seasons of life or business, they will often notice that one or two of their top mix will switch out for something else. Like they'll say, “Oh, audacity fell out of my top mix and intimacy is now in there.” And the cool thing about Voice Values is that all sixteen of them, we all have access to all of them because we're whole people, and it's just that we preference or we choose a few of them consistently. But it's not like if you don't have “transparency” in your top mix, you're not transparent at all...

**Elisa:** And you can never be, right?

**Abby:** Right. So anything can influence what might shift them around a little bit. But I think you would find, if you took it over a five or ten year period, you'd probably have seventy to eighty percent of the same ones in your top five.

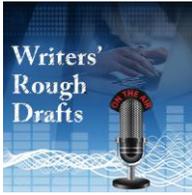
**Elisa:** That makes sense, because those would be the ones that would be that kind of core essence. And then some of the kind of outliers (going back to Myers-Briggs or just personalities in general), just because you test as an introvert doesn't mean that you always do introverted things.

**Abby:** Exactly.

**Elisa:** It's a huge spectrum. You can run to either side of it and in between as much as you want.

**Abby:** And that's an interesting point to make when you're thinking about shaping a brand or a business, because really, if you're creating something outside of yourself that is providing value, and it's something that's like, bigger than you, then you actually get to choose and be intentional and deliberate about how you communicate. I am one of those people. I don't see a business as an extension of a person. I think it's an expression of a person, but it's not necessarily an extension of a person. I think that there is this healthy separation between the business brand and the person. I find that something that some people have a little bit of tension with or resistance to, but that's certainly been I think one of the big themes I continue to explore in my own work and in my own personal business development.

**Elisa:** That's so interesting. Can you explain maybe a little bit more, for people who aren't familiar with creating their brands and understanding their voice and intentions and that sort of thing, how would one determine when things are being an extension of themselves in their business, (like, they are really



putting themselves in there) and when other things are more expression-like? And kind of what the difference would look like for someone who maybe isn't doing that every day.

**Abby:** That's a really good question. There are certain labels or handles that we use, like, those of us who talk about branding and marketing. And it kind of helps with the distinction. So there's something that is called, like, a “personality brand,” and that is a brand where there is one person at the front and center. Their name might even be on the brand, which is fine; there is no judgment, positive or negative, in any of this. It's just what it is. And the value that is presented is very much about: “Spend time with this person; hire this person; work with this person; learn from this person, because this person has figured out something that you also want.”

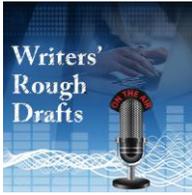
So it's almost about positioning that personality as the draw or the mentor or the teacher or the guru or the star. I mean, there are so many ways to spin this. It doesn't always mean that the brand needs to turn into a cult of personality—that can get really ugly and weird. But I think we see a lot of that, unfortunately. There is a way, I think, to lead a brand as an individual and have your name on your brand without making it all about narcissistic ego fulfilment. And I'll just go out on a ledge and say that.

But then there's a kind of a brand where, whether or not it has your name on it, you are not putting yourself out there as: “I am the draw. I am the value. You wanna hire me because it's me.” It's more about, “Here's the process, or here's the product, or here's the service, or here's the approach. Here's the result.” And in that case, the brand creator kind of takes a little step back and allows that value that is separate from him/her to come forward, and then the brand story becomes a little bit more about the buyer or the client or the customer rather than about the person who like ideated all this, and it's at the center of it. Does that resonate with you the way that you see it?

**Elisa:** Oh, it so, so resonates with me. And I appreciate your candor actually very, very much because I think in online, with social media followings, I mean, they are literally called “followings.” This kind of cult of personality is getting into some dangerous territories, where people are really embracing it in a very positive way for some of them and in a very scary way for others. So it's definitely something to keep in mind as you build it up. And the interesting thing about personality branding and even injecting yourself a bit into your regular (if you're gonna go more so for the company and business branding), is it's still only a piece of you. You're never going to put everything of yourself on there because we don't live in a 24-hour reality show—most of us. Most of us do not live in a 24-hour reality show so we kind of pick and choose what gets put out there.

**Abby:** Absolutely. And I think when you're bringing the brand online or when you're in a season of reiteration where you're figuring out, “Okay, what do I do next? How do I wanna shape this going forward?” It pays to be really conscious about, “Okay, so what parts of my personal story or my personal journey or my everyday life am I going to share or integrate into this client experience that I'm creating through my content?” And that's going to look different on *everybody*.

**Elisa:** So walk me through kind of how someone from the teenage collegiate years then gets to the point where not only do they become a freelance writer, but organize and create an extremely successful and crafty... I love The Voice Bureau agency, that employs not only themselves but a team of people who share in there. How did you get started doing that?



**Abby:** I think the whole writer's mind—that's just always been in me. Some of my earliest memories were at my five-year-old birthday party getting a chalkboard and some white chalk for the first time and just gleefully being able to write down letters of the alphabet on it. And I felt like, "Now, I can write words and tell stories!" There was always just something really magical for me about writing. And it was just always there; writing stories and columns all the way up through childhood and teenage years. In college, of course, I majored in English with a focus in Creative Writing. I had no idea what I wanted to do career-wise. I just knew that I wanted to immerse myself in words and language and literature. And then, my first real job, post-graduate school, was teaching high school English. And I really enjoyed it. What I enjoyed the most about it actually was realizing that when you're in your classroom, it's a little bit like running a business.

**Elisa:** That's so interesting!

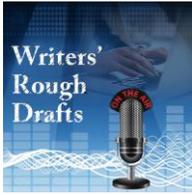
**Abby:** Yes. And I love these teenagers and had great connections with these kids that I got to teach, but also, what I found so interesting was just how while you didn't have the curriculum, and while there were standards you had to meet, you could seriously create your own culture behind that classroom door. I've found that part super magical and super compelling. And when I was, I think, twenty-six, twenty-seven, I decided to leave teaching and jump into business ownership. There was an opportunity. I opened a boutique retail store—of all things. It was a lifestyle store, kind of Anthropology-esque.

**Elisa:** Wow.

**Abby:** Like, funky European meets contemporary. And ran that for four years. So that was really my baptism into business. Had a blog that I wrote really consistently about my shop, but it was not just aimed at shoppers, customers—it was also aimed at boutique owners. And I ended up setting up a private, password-protected blog that about 100 boutique owners around the world found their way to. And it was kind of like a forum, in a way, where we would talk through the drama of being a boutique proprietor, et cetera. But it wasn't a paid thing. I had no consciousness at that time that that was something that I could monetize and turn into an income stream. Decided to get out of retail four years later when the US economy started to tank. It was mid-tank when I jumped out. And also, I was just burnt to a crisp from shop keeping.

But I realized while I didn't love retail, what I did love was branding and marketing, and really creating a world that people could experience. And so I parlayed my relationships I had gained through blogging and consulting—unofficially—into copywriting and brand consulting freelance business. And my first clients were all shop owners. So I was writing their site copy or helping them develop a marketing plan. And a few years later, parlayed back into what I'm doing now which is The Voice Bureau. So I basically went from freelancing and doing it all on my own, to working with a small team, and there's a couple people on our internal team, and just kind of building it to the size where it feels right for now. And we no longer serve only retailers and designers, but they still make up some of our clientele.

**Elisa:** That's so interesting. I never knew about the boutique ownership. But it does bring me to a really interesting point in that running a retail—especially a small retail boutique shop—I'm going to go out in a limb and say it took a whole hell of a lot of time and effort and energy to be the person who was constantly managing the entire shop, managing all of the goods, doing all of the marketing and branding and networking, and running the shop itself. When did you find time to be blogging and to be building this kind of online connections through writing?



**Abby:** I think it's just the obsessive nature that I have. So it wasn't just me, in all fairness; my mom helped me with the store, and she did 50% of it. So, couldn't have done it without her. And then eventually, we had a small staff of 3-4 people. But 90% of the time, I was there during shop hours. The thing was, is that in between customers or while other people were unpacking shipments, I was standing at the cash rep behind my computer, blogging. And my mom would walk by and say, "What are you doing?" And I'd be like, "I'm blogging." And then she would get a little bit irked when I would write a piece about the emotional capacity of shop keeping instead of like, "Here's what we have for sale!" So I learned through that that I was better at helping other business owners get their mind around what is this thing called "being a brand," and what does that look like, and how do I draw people into the experience. I was better at that than just like pushing product. Although I wasn't bad when pushing product either.

**Elisa:** I'm guessing you didn't do a lot of pushing product, but you did do some on your business site and brand and everything else. Which do you think—looking back in hindsight—kind of grew you the better returns for the actual bottom line of the business? Was it the kind of personal stuff that drew people in and built your "small army" as a lot of people will call it, or was it the promotional marketing posts that were basically about "come, buy our stuff?"

**Abby:** It was definitely the former. Now, we sold locally of course through our brick and mortar store, and our local clients would be interested in the products that we would share. We also sold online through our online store, and we didn't have all of our products on there—just a fraction of them. But what would happen is, people would find their way to our site through unintentional SEO. I had amazing SEO back then and had no idea what I was doing. It was just that I knew how to write. And you know, if you know how to write, you've got good SEO.

**Elisa:** Shockingly, that tends to win the SEO game every time.

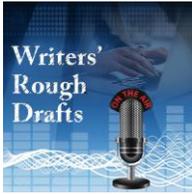
**Abby:** Right! That helped as far as like, moving product. But I think in terms of really elevating the brand or getting noticed, it was definitely because I was blogging consistently and sharing my story. We managed to get a couple of write-ups in national... well, I guess technically they're international. It was Canadian publication, but it was distributed overseas too. But, a shelter magazine where they feature home décor. They did a feature on my shop and on me as a shop owner. Things like that kind of propel you into the spotlight quickly. I make it sound easy—that's because it was 2005-2006, not 2014.

**Elisa:** This is true.

**Abby:** You know, seriously.

**Elisa:** Another thing that you do you really well—and you kind of you mentioned it there and you always are so lovingly gracious about—the fantastic people that you choose to surround yourself with to do a lot of kind of the heavy lifting of the business work, so that you can focus on the creativity and the direction and the blogging about the brand and building that awareness. Was that a conscious choice do you think you made, or is it something that just kind of fell into your world naturally?

**Abby:** I think it's how I'm wired as a person. I'm much more like a director or like an overseer than I am the person carrying around the boxes or shoveling the snow. And that sounds so kind of privileged and snotty to say it, but...



**Elisa:** No. it's important to know those things about ourselves, I think, that sometimes we really do need to look at that box and be like, "I am so not the person to lift that box. It's not going to get where it needs to go safely if I'm doing it."

**Abby:** Right. What I've found is that the business thrives when I get out of the way and let people who enjoy doing the tasks that I don't enjoy, do those tasks. Like, I'm just going to be completely honest: I've iterated my business to the point where I have—where I am basically out of it. The reason I did that is because I drove myself nearly crazy trying to wear all the hats. Complete burnout, physical exhaustion, crying at the drop of a hat, depression—all of those things that over working and not resting get you. And I did it not one time; I did it over and over and over and over, to the point where I felt like I was having two nervous breakdown a year. And I finally had to be like, "You know, step into your gifts and get out of the way, so that your business can actually work."

**Elisa:** And I think kind of with a lot of the creation, you know, I've watched over the past year where you started just launching all of these fantastic little different thirty day, six-week courses on different facets of your business, that I know if you didn't have your team writing copy for clients and managing their accounts and everything else, you wouldn't be able to spend your energy creating that.

**Abby:** No way. And I've learned—it's interesting how our careers come full circle. Because I started out as a teacher and I've returned to that, and I've realized I love teaching. And so I brought that into my business now and it's been a real pleasure. So that's something that is going to be carried forward, but it will look a little bit different because, you know, we always improve and we wanna iterate.

**Elisa:** In the past year, you have definitely been doing a lot more of this course creation and kind of the iterating and the changing, as you said. So I realized, probably, this week is even different than last week was. But from those first days when you were blogging about being a business owner while running a boutique shop from behind the counter, what do your days look like now that you're a business owner who really is able to kind of focus more on the ideation and the creation, and putting out the content that matters to you?

**Abby:** Well, I try to keep my schedule pretty open. So I have a lot of freedom of time, which is nice. I work about four days a week. I can't believe I'm saying that because for years, I worked seven days a week—for years and years and years. I've realized the pieces and parts that truly need my eye on them or my hand in them, and I have somebody else kind of managing me on those parts. Like my amazing project curator is the person that will set up all of the to-dos in our project management system; assign dates and make sure I'm okay with the date. She always pads it for me so that I have more time than I probably need. And I try to get that stuff out of the way first every day.

So certainly, I still have a few hours of admin every day, broken up throughout the day; things like signing off on a creative brief for a project; giving a client feedback on a draft that has come in, and things like that. But I'm noticing for me—and I don't know if this is something somebody could do when they are starting out. I think you have to learn your patterns and your grooves. What I'm noticing: the fewer hours I work, the more I get done. And I never dreamed I would say that, because I used to work seventy hours a week, for years and years. Complete workaholic. And that's had to change just due to me needing to rest and relax more and have a life outside of my business.



**Elisa:** Nice. Well, it's sometimes very, very difficult to be able to keep all of your attention in the certain places that it needs to be when life—and especially life as a business owner—tends to want to pull our attentions to thirty-seven different things that seem like they need our attention.

**Abby:** Right. That's the biggest habit I've had to—well, I haven't overcome it. I'm continually wrestling with it. An addiction to input; an addiction to having to know what's going on. So I really have to be careful about not taking in too much social media. And there are days when I do and it messes me up for the whole day, and I lose practically a whole day of work because I've consumed too much information. I've stuffed my brain so full and I've gotten, like, jostled in the head by whenever I saw that triggered me, and then I can't create. So I'm noticing, too, it's like: the less social media I do, the more productive I am, the more connected to my clients and course participants I feel, and the more I'm able to envision what the next five steps are for the business.

**Elisa:** That's a big one for me, because this is such a lame guilty habit, but like my guilty habit is doing Feedly and saving stuff that people are sharing in different places that looked super, super interesting. And then I also fall down the consumption rabbit hole of spending three hours reading everyone else's stuff, and I'm not doing any of my own stuff. One thing I ended up finding that worked really well—or that I started doing, I guess I should say is—I actually now batch all of my reading for Sunday morning. I curl up with a nice little cup of coffee and my reader and just go through and save everything that I eventually want to share or that gives me ideas. I Evernote the crap out of everything. Like, “That would be a brilliant blog post to write at some point in time.” And kind of spend that time really sinking my brain into that exact space, and allowing it to kind of wander down those pads without worrying that I'm going to have to pay the price later for not being able to do what I needed to do.

**Abby:** Awesome. It's working for you because you're always on point, like, social media-wise. So, it's working!

**Elisa:** Some days, as you said, are better than others.

**Abby:** Yeah. And that's the reality of running a writing business.

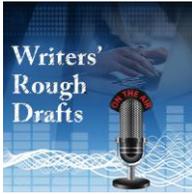
**Elisa:** Absolutely. Well, it's an interesting thing with writing; I feel that it can get to be a point where I consume too much and kind of lose my own voice and opinions, by kind of swimming and drowning in that sea of consumption. But at the same time, I've written some really great pieces and found some really great thoughts that kind of came provoked from taking in the world around me, and taking in different mediums and kind of putting my own thoughts and spin on them.

**Abby:** Yeah.

**Elisa:** And I'm going to go out on a limb and say that you've probably done the same.

**Abby:** Oh, yes. But I have yet to learn to rock Evernote the way that you are. Evernote and Scrivener are both kind of calling my name for content creation purposes.

**Elisa:** Scrivener is so like my Everest. I have it my computer and I keep trying to figure out how to work it, but I'm so not that technologically talented, we'll just say that—at this point. Well, speaking of technological and kind of focusing your stuff into things, we are going to transition to the next part of the conversation. And that is a fun little game I like to play with folks. It's super easy. Over the next two



minutes, I'm going to ask you a series of either/or questions and I want you to answer with the first thing that pops into your head. We're going to try to get through as many as we can get and get a little sneak peek into the secret thoughts of your writer's mind. Are you feeling ready?

**Abby:** I'm ready. I'm nervous! Adrenaline.

**Elisa:** That's what we're going on, man, pure adrenaline. All right, let's go. Pen or pencil?

**Abby:** Pen.

**Elisa:** Mac or PC?

**Abby:** PC.

**Elisa:** Coffee or tea?

**Abby:** Coffee.

**Elisa:** Night or morning?

**Abby:** Morning.

**Elisa:** Good writing or correct writing?

**Abby:** Good writing.

**Elisa:** Noise or silence?

**Abby:** Noise.

**Elisa:** Lefty or righty?

**Abby:** Righty.

**Elisa:** Weird or typical?

**Abby:** Weird.

**Elisa:** School or no school?

**Abby:** School.

**Elisa:** Outside or inside?

**Abby:** Inside.

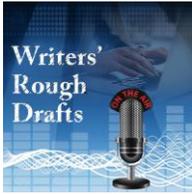
**Elisa:** Clean or messy?

**Abby:** Clean.

**Elisa:** Teacher or student?

**Abby:** Teacher.

**Elisa:** Town or city?



**Abby:** City.

**Elisa:** Trains or planes?

**Abby:** Trains.

**Elisa:** Skiing or surfing?

**Abby:** Skiing.

**Elisa:** Fantasy or reality?

**Abby:** Reality.

**Elisa:** Love or money?

**Abby:** Love.

**Elisa:** Introvert or extrovert?

**Abby:** Introvert.

**Elisa:** Good content or good marketing?

**Abby:** Good content.

**Elisa:** Smile or game face?

**Abby:** Smile.

**Elisa:** Call or text?

**Abby:** Text.

**Elisa:** Money or fame?

**Abby:** Money.

**Elisa:** Older than you are now or younger than you are now?

**Abby:** Older.

**Elisa:** Think before you talk, or talk before you think?

**Abby:** Think before you talk.

**Elisa:** Have a dragon or be a dragon?

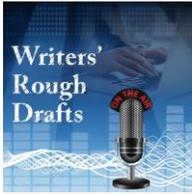
**Abby:** Be a dragon.

**Elisa:** Bestselling book or a million-dollar business?

**Abby:** Bestselling book.

**Elisa:** What is one site online you are loving right now?

**Abby:** Apartment Therapy's The Kitchn.



**Elisa:** And with that note, we have gotten to the end of two minutes. You got all the way through!

**Abby:** Awesome.

**Elisa:** Congratulations.

**Abby:** Thank you.

**Elisa:** Well, thank you again for taking the time to join me today, Abby. Where can folks find your writing and business?

**Abby:** They can check it out at [abbykerr.com](http://abbykerr.com).

**Elisa:** Fantastic. And do you have any parting thoughts, any kind of wisdom on building brand and authentic writing and being comfortable with changing and iterating yourself again and again?

**Abby:** Yeah. It's the same advice I'm giving myself right now, which is that you don't really assign your voice as a writer; nor do you exactly craft your voice. You really have to write your way into it. That's the only way to get to a place that it feels like, "Yup. This is me." Good and bad, love and money, write your way into it.

**Elisa:** Fantastic. Thank you so much!

**Abby:** Thanks, Elisa!

*[You can find this episode's notes and resources at [CraftYourContent.com/episode16](http://CraftYourContent.com/episode16), and the Writers' Rough Drafts' full archive at [CraftYourContent.com/podcast](http://CraftYourContent.com/podcast). If you wanna talk more writing with me, or just say hi, you can always catch me on Twitter at [@elisadoucette](https://twitter.com/elisadoucette). This show was produced and published by my outstanding content management team over at [CraftYourContent.com](http://CraftYourContent.com).*

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**[Outtake]**

**Abby:** You are a night owl, so.

**Elisa:** Well, it's funny, I prefer being a morning person but, by the power of coffee and espresso, can do nights when needed.