

The F.A.S.T. System™ (a two-minute overview)

The FAST System™ is a simple, step-by-step process for breaking any writing project down into easily manageable pieces, and then working through them systematically. The FAST System™ has four distinct phases:

Focus

In the Focus phase, you “Focus” your idea into a Plan. You’ll start with a vague notion of what you want to write, and you’ll turn that idea into a specific, detailed, step-by-step roadmap for your writing.

The objective of this phase is to create a writing plan for your project, complete with the specific details you’ll write on each page of the project.

And don’t worry. When you write FAST, Focusing your project will take hours or days instead of months or years!

Apply

In the Apply phase, you “Apply” your Focus Plan. You’ll fill all those blank pages with words as fast as you possibly can, using speed-writing techniques that get you in sync with your brain.

The objective of this phase is to fill pages. Nothing more. But since you’ve Focused your project, you’ll be surprised to discover that your “rough draft” is much more solid than you expected.

This is where you’ll get truly excited about your writing — when you discover the power of FAST.

Strengthen

In the Strengthen phase, you “Strengthen” what you’ve written. You’ll use a very simple approach to see what you’ve got, what to do about it, and exactly how to make it stronger.

The objective of this phase is to make your writing match the ideas you’re trying to express. By Focusing your idea, and Applying the plan, you know where you’re going. Now, you push it there.

If you’re moving systematically through this process, this is where your writing takes on a whole new life.

Tweak

In the Tweak phase, you “Tweak” your words to have the greatest possible impact. You’ll finally get to judge your writing, and get meticulous with your presentation.

The objective of this phase is to make your work *read* fast! By waiting to tweak until the very last phase of your writing, you’ll write faster than ever before. And now is your chance to grab and hold your reader.

You finish your entire project quickly and effectively, and your writing is stronger and better than ever.

This is an excerpt from *Writing FAST: How to Write Anything with Lightning Speed* by Jeff Bollow, ISBN 0-9752139-0-3, copyright © 2004 by Jeff Bollow