

Welcome to

# Write of Passage

Where great writing happens.

The Write of Passage Bootcamp is a gale-force tailwind for your writing. No one else matches our fire and enthusiasm for the craft. You'll get three things:

- 1. Live Instruction:** We tell you what to do and how to do it. You'll learn how to write something exceptional — and to do it over and over again.
- 2. People:** We plug you into a community of smart, ambitious writers who you can jam on ideas with.
- 3. Feedback:** We give you detailed edits on everything you write. You'll work with a personal editor who makes sure you're proud of what you publish.

Cohort 13 runs from **Monday, Oct. 7 – Monday, Nov. 11.**

# Everything You Need to Know

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## The Live Experience

Write of Passage is a live, online experience that runs for five weeks, but these aren't your typical Zoom calls.

Learning how to become a better writer is just the start. With every session, you'll do live writing exercises, get real-time feedback on your work, and make friends with other writers in breakout rooms. The energy is electric. **This is Zoom like you've never seen it before.** (And yes, all sessions are recorded.)

Throughout the five weeks, you'll have three different sessions to choose from.

### **\*Watch Parties**

*If you can't make a Live Session, you can attend a Watch Party, which is a live replay of the Live Session. Watch Parties take place the day after each Live Session at 12 pm ET.*

### 1. Live Sessions\*

**The "main event" of the Bootcamp.** These are 90-minute masterclasses taught by our founder, David Perell. There are seven (7) Live Sessions in total.

### 2. Gyms

**One-on-one working sessions.** These are where you meet with other writers and get your reps in: feedback, conversation, writing — you name it. These run every day during the Bootcamp. They're completely optional.

### 3. Workshops

**Group gatherings with guest speakers.** These are skill-specific calls where you'll learn from some of today's top writers. There are three (3) workshops in total.

## Writing Assignments

You will **publish three essays online** during the Bootcamp. And rest assured. We'll guide you through every part of the writing process.

You will be challenged, and you'll have all the support you need (and then some) to do the best writing of your life.

For each assignment, we'll give you:

- ◆ A writing prompt
- ◆ A specific concept to focus on
- ◆ 1–2 rounds of revision from your personal editor
- ◆ And feedback from your peers.

## Feedback

Ah, yes. The crème de la crème of the Bootcamp. **You will receive feedback on everything you write**, from both a trained editor and your peers.

At the start of the cohort, we'll give you an in-depth Feedback Guide to teach you how to give and receive feedback — the Write of Passage way.

For now, here are the highlights on how feedback works in the Bootcamp:

- ◆ **Talk through your budding ideas** in breakout rooms and see what resonates
- ◆ Get **line-by-line edits from your own personal editor** on every draft
- ◆ Get **detailed feedback from your peers**
- ◆ Learn how to **properly self-edit** your essays by editing others'.

# Bootcamp Schedule

*Your average week inside the Bootcamp.*

All times are listed in Eastern Daylight Time, or GMT-4.



LIVE SESSIONS  
90 MINUTES



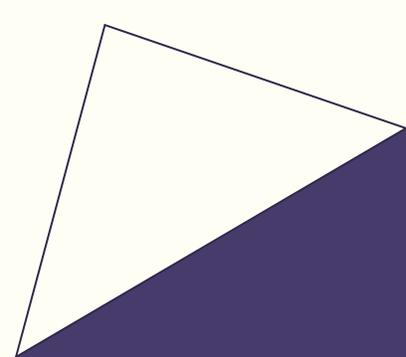
WATCH PARTIES  
90 MINUTES



GYMS  
60 MINUTES



GMT-4	MON	TUE	WED	THU	FRI
4:00 am	GYM	GYM	GYM	GYM	GYM
5:00 am					
11:00 am	GYM	GYM	GYM	GYM	GYM
12:00 pm		WATCH PARTY		WATCH PARTY	
4:00 pm	GYM	GYM	GYM	GYM	GYM
7:00 pm	LIVE SESSION/ WORKSHOP		LIVE SESSION/ WORKSHOP		
8:00 pm		GYM		GYM	



# Gyms & Workshops

Spend extra time supercharging your writing.  
Pick one, pick two, or attend them all.

## Gyms are 60-minute working sessions with other writers.

Based on your needs and designed for breakthroughs. You can join four different Gyms:

- ◆ **The Feedback Gym.** Get live, one-on-one feedback on your current draft. You'll arrive with a piece of writing, get live feedback from another writer, and leave with a concrete plan for revision.
- ◆ **The Idea Gym.** Get live, one-on-one feedback on your ideas. You'll arrive with a half-baked idea, refine it through conversation, and leave with a clear idea of what you'll write about.
- ◆ **The Discussion Gym.** Get ready to find your people. You'll come for the conversation, hang-out with other writers, and leave feeling more clarity and calmness about the writing process.
- ◆ **The Writing Gym.** Get ready to find your flow. You'll write silently with other writers. Pour a cup of coffee, put on some smooth jazz, and log those keystrokes.

## Workshops are interactive sessions to help you improve a skill.

Expert advice and captivating conversation. You can join two different types of workshops:

- ◆ **Paloozas.** Come listen to a panel of today's top writers share their secrets to success.
  - ◇ *Craft-a-Palooza:* Learn how to write with unforgettable style.
  - ◇ *Distribution-Palooza:* Learn how to reach people who will actually read your work.
- ◆ **The Agora.** Inspired by the ancient Greeks' town square, the center of culture, you will stress-test your best ideas in live conversations with your peers. And you'll walk away with new ideas, enriched by conversations about your passions. You may also meet writers whose essays you're eager to read.

# Real Humans Who Give You Real Support

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Solo writing is out. Social writing is in.

*At Write of Passage, writing is social. It's collaborative. It's fun. (No corporate jargon allowed.) And you'll have a whole team of people supporting you, helping you express your ideas through personality-rich writing.*



## Writing Mentors

Mentors lead Gyms and facilitate conversations between students, helping you keep your foot on the gas to hit your goals. Making friends while squashing your writing blocks? Yes, please.



## Your Advisor

Get support when you need it, where you need it. Our team is here to ensure you're always challenged, but never confused. You can reach out to our team at any time.



## Trained Editor

Receive line-by-line edits on everything you write, from your personal editor. (Way more effective than Grammarly — we promise.)



## Your Peers

Connect with like-minded writers from over 70 different countries. Our Bootcamp attracts ambitious, creative, high-caliber thinkers. You never know who you're going to meet.

# Feedback That Takes Your Writing from “Meh” to “Whoa”

You have something to say. We help you make it exceptional.

*No more wondering if your work is any good. You'll get detailed feedback on everything you write — from editors, coaches, and peers alike. And trust us. Nothing is more transformative than thoughtful feedback.*

- “The level of encouragement and support in the community is really special; everyone is so engaged and helpful. The editors are **top-notch, meticulous with feedback, and incredibly quick!**” – Meryl
- “It's **super helpful** to receive feedback and guidance **in real time** about your thoughts.” – Mohammad
- “Receiving feedback from readers who are completely different from the people I usually work with or who normally read my writing gave me a very different perspective. Even the feedback that I initially resisted **helped me identify aspects of my 'voice'** that I am still exploring.” – Monica

# What You'll Learn

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Breaking down each Live Session of the Bootcamp.

## Session 1



### Write from Conversation

*"What am I uniquely positioned to say?"*

**You will learn how to write from conversation.** Everyone has a unique perspective, including you. Session 1 is all about excavating your best ideas. You'll do this through writing exercises and breakout discussions with your peers. Let other people tell you which of your ideas are interesting.

## Session 2



### Zoom in

*"What should I write about?"*

**You will learn how to choose an essay topic and how to frame your ideas.** The first place writers fail is trying to say too much at once. In Session 2, you'll learn how to find your Shiny Dime — one specific, surprising idea.

## Session 3

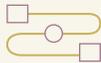


### Write with Life

*"How do I make my writing stand out?"*

**You will learn how to make your writing sizzle.** So much of writing online is vanilla — but not yours. You'll learn to inject your writing with style and reveal your personality on the page. You'll do this by practicing all three pillars of POP Writing: Personal, Observational, and Playful.

## Session 4



### Make It Flow

*"How do I improve my first draft?"*

**You will learn how to structure a silky smooth essay that's compelling and entertaining.** Most first drafts are choppy and winding, but your final drafts won't be. You'll learn the art of essay structure through templates, principles, and frameworks that you can implement right away.

## Session 5



### Make It Simple

*"How do I keep my reader engaged?"*

**You will learn how to revise your work — the right way.** This session is all about compression. How can you say more with the same number of words? Compressed writing is memorable writing, and insight-dense, entertaining prose will keep your reader hooked from beginning to end.

## Session 6



### Share Your Work

*"How do I find my readers?"*

**You will learn how to distribute your work, by making the Internet work for you.** You'll learn the keys to effective cold-outreach, how to leverage your weak ties, and how to build an audience from zero readers. You will also work on unbundling your essays into smaller posts for platforms like Substack, X (Twitter), and LinkedIn.

## Session 7



### Welcome to Oz

*"What now?"*

**You'll learn how to repeat this process to produce exceptional writing again and again.** This final session is not the end. It's the start of your journey toward Emerald City. Writing is social, and we'll help you keep it that way. As an alum, you'll join the Write of Passage community.

# A Message from Your Instructor, David Perell

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*Hey there,*

*Right now, there is a glut of mediocre writing in the world. And people are craving high-quality ideas. It's no longer enough to just write and share your work online. It's time to get good.*

*At Write of Passage, you'll learn how to write something of quality, over and over again. This isn't just about self-expression. It's about changing your trajectory, about making something happen.*

*I don't just want you to publish. I want you to have your work read by thousands of people. I want you to write essays that you're beaming about and brimming to share.*

*In the Bootcamp, we're going to teach you everything you need to know about writing: style, structure, craft, and distribution. And if you get stuck, you'll have an army of mentors and editors that will be waiting in the wings, ready to help you. Don't worry. We aren't going to let you ship sloppy work.*

*Here's to doing work you're proud of,*

*David*

# What Our Students Say

"Write of Passage has given me more education, motivation, community, and confidence about career opportunities than years of anything else."

- Aaron White

"Starting to write online was the single best professional decision I've ever made, by an enormous margin."

- Packy McCormick

"Many writing programs promise to make you a better writer. Write of passage goes beyond to make you a better human. It didn't just unlock my pen, it changed my heart."

- Ayomide Ofulue

"The genuine enthusiasm and support of Write of Passage has been a gift to my writing. I didn't think it possible to write what I did, but there it was on the page."

- Alissa Mears

"Write of Passage has taught me more useful skills than I could have ever dreamt! The camaraderie, the small groups, the feedback are all outstanding."

- Rick Planos

"Write of Passage has opened doors for me that otherwise wouldn't be possible to even knock on. It will forever be my favorite place on the Internet."

- Danny Oak

"Write of Passage shows you how to be prolific in writing, thoughts, and publishing. It's changed my life."

- Andrew Mares

"Write of Passage gave me a structure and a community to support my creative process. And because of the friends I've made, I feel more intellectually and creatively stimulated than I have since grad school."

- Chris Cordry

"It got me over my biggest hurdle: fear of publishing. In week one, I was scared to hit publish. By week five, it felt natural. I would not have gotten there without this program."

- Rick McClelland

"I can't believe an online course that actually under promises and over delivers. I literally 'found my people.'"

- Chao Lam

# Who You'll Meet

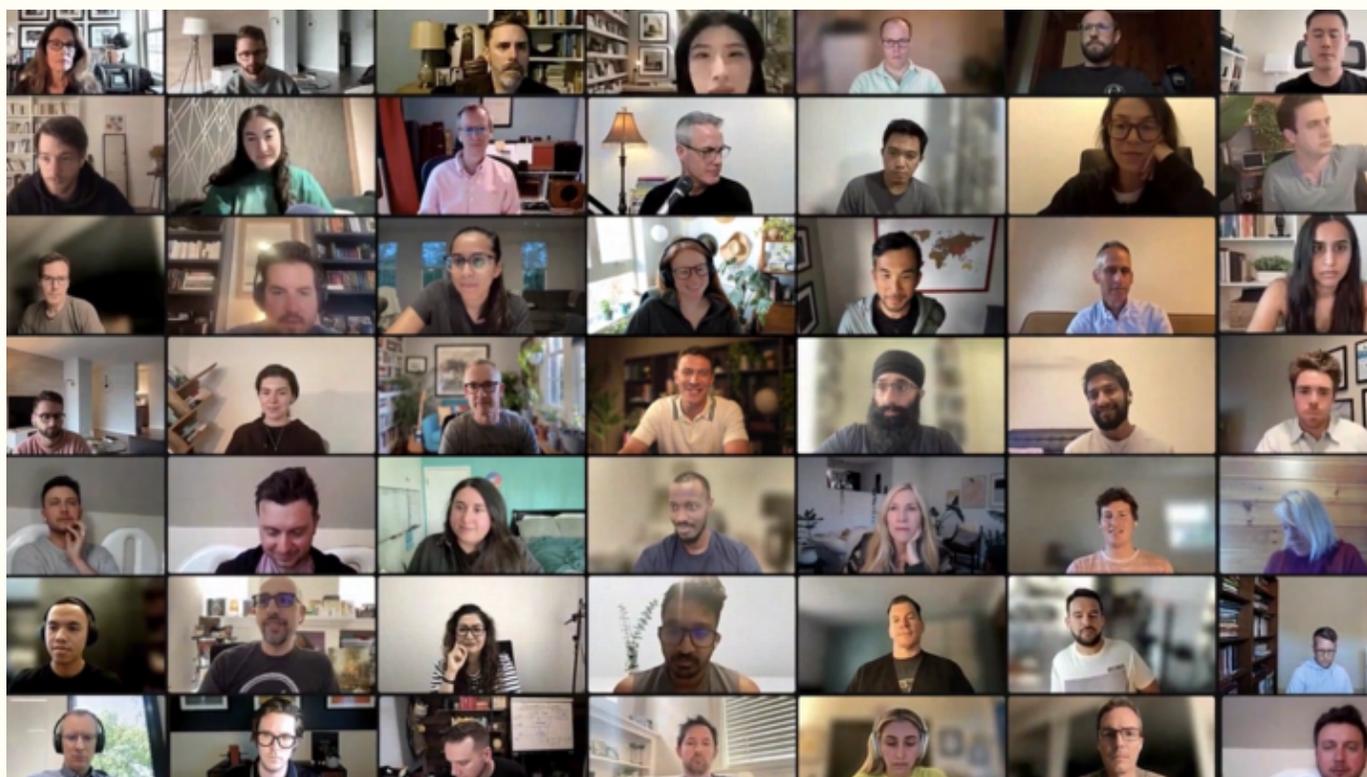
*Swap intellectual loneliness for finding your people.*

Thousands of alumni from 70+ countries, all with one collective desire: make an impact through writing.

From budding entrepreneurs to seasoned CEOs, from newbie writers to published authors, our Bootcamp is filled with ambitious visionaries who want their writing read 'round the world.

You'll meet writers from Sydney, London, Tokyo, and LA. You'll meet startup founders, venture capitalists, freelance journalists, and private-practice therapists.

And guess what? These people will become your colleagues. Your confidants. *Your friends.*





## Ana Fabrega

*From an Underpaid Teacher to a Leader in Education Reform*

Ana felt stuck in a backward system in desperate need of reform with no way to make an impact, until she joined Write of Passage and started writing online.

Ana's ideas on how to make learning fun for kids gained her 165,000 followers, which helped her leap to a new career as Chief Evangelist at the Elon Musk-backed Synthesis School. Her huge audience helped her publish her first book with a major publishing house: *The Learning Game*. Like Ana, your best ideas could have the power to impact hundreds, if not thousands, of people.

<https://afabrega.com/>



## Sam Knowlton

*From small business owner to industry expert*

Who knew that Tweeting about soil could result in thousands of followers and dozens of new clients?

Well, it can. Just ask Sam.

Before taking Write of Passage, Sam's agronomy consulting business was small and stagnant. But after the Bootcamp, he unlocked a whole new level of success. Sharing his expertise in regenerative agriculture led to a flood of new clients in his DMs and business growth he didn't think was possible.

Sam unleashed his potential by simply sharing what he knows. What would that look like for you?

<https://www.sknowlton.com/>



## Michael Ashcroft

*From Corporate Burnout to Becoming His Own Boss*

Eighty-hour work weeks were not what Michael envisioned for his life. That's why he enrolled in Write of Passage — because he desperately needed change.

After the Bootcamp, he started writing about his favorite personal hobby: the Alexander Technique. But he had no idea how much this little hobby would impact others. Soon, strangers were DM-ing him: "How much do you charge?"

Michael went on to launch a six-figure online coaching business, allowing him to quit his corporate job, become his own boss, and travel the world while doing work he loves.

Who knows? Your favorite hobby could replace your current paycheck.

<https://expandingawareness.org/>



## Ivy Xu

*From Unemployed to Financially Free*

As a new graduate who struggled to keep a steady job, Ivy took to sharing her best ideas online. She had no idea what was in store for her:

- ◆ One article led to her launching a \$15k/month coaching business
- ◆ Another article got her invited to conferences and speaking engagements
- ◆ And another article grabbed the attention of the investor who would buy her company, giving her financial freedom. (Oh, and Ivy met that investor inside the Bootcamp.)

The world came running because Ivy shared her best ideas — and it can for you, too.

<https://www.ivyxu.com/>

# How to Prepare

## Step 1: Get Clear on Your Writing “Why”

Be honest with yourself about why you write. Do you want to publish a book? Grow an audience? Launch a business? Attract new clients? We love writing, but we don't teach writing for the sake of writing. We believe **writing is a catalyst for real-world outcomes**: a book, a business, a Shark Tank-worthy startup. It's okay if you don't have a plan yet. As long as you have the ambition, we can help you get there.

## Step 2: Prepare for Rigor

Write of Passage is rigorous writing training that feels nothing like your ninth-grade English class. You'll be pushed more than you've ever been pushed, and you'll be supported more than you've ever been supported. So, buckle up. Lock in. And get ready to do the best writing of your life (and have fun while doing it).

## Step 3: Commit 8 Hours Per Week

To reap the full benefits of the Bootcamp, we recommend you commit at least eight hours per week. With that time commitment, you could attend every Live Session, multiple Gyms, and you'd have four hours to write and revise each week. Of course, you can spend as much time writing as you'd like. This is just our recommendation to help you succeed.

## Step 4: Complete Countdown Week

Countdown Week is a sprint of preparation to get you ready for the Bootcamp. The week before the Bootcamp begins, you'll learn everything you need to succeed, like how to set up your writing systems and how to give (and receive) constructive feedback. We'll give you everything you need to be prepared for the five-week Bootcamp.

Have any questions?

Reach out to us at [support@writeofpassage.school](mailto:support@writeofpassage.school). We are here to help.

## Essential Edition

\$3,995

The Essential Edition includes access to one five-week Bootcamp. You will get:

- ◇ 7 Live Sessions, led by our founder David Perell
- ◇ 3 skill-specific workshops
- ◇ Feedback from a trained editor on every draft
- ◇ Daily Gym sessions, led by mentors, to get work done together

## Premium Edition

\$6,995

You will become an Accelewrite member, which grants you lifetime access to all future cohorts of the Write of Passage Bootcamp. We're forever iterating on the Bootcamp experience, and each cohort is better than the last. With the Premium Edition, you will:

- ◇ Have access to every improvement we make — for life
- ◇ Make Write of Passage your Internet home — for life
- ◇ Come back for every cohort — for life
- ◇ Enjoy support, feedback, and accountability from the Write of Passage community — for life

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