



to **type**  
or not to type?

# If you've got something important to say – something that may be unconventional or controversial – do you say it?

If you're crafting a life and business online, I'm sure you have no doubt come across this crisis of conscience before: to type or not to type?

Sometimes we feel the pull to speak out authentically on a topic that may ruffle feathers. That ruffling is all part of creating change. Getting people to think, discuss and hopefully, act, differently. The shifting of paradigms and perceptions.

Communication is powerful, and those of us who write on a regular basis as bloggers and online entrepreneurs are privileged to have a platform for our voices. We truly can change the world through our words, one beautiful reader at a time.

I see it this way: unlike many of our writing forefathers and mothers, the literary legends that spurred you to pick up the pen and explore the craft were not so lucky to be blessed with the right to freedom of expression. Closed societies, repressive regimes, restricted means of travel, and fundamentally, no internet (!!)

 were some of the many obstacles.

Now, freedom of expression is among our most treasured and dignified human rights, yet sitting on the fence remains common practice. There is an unspoken belief that politics and opinions should

be left out when running a business or blog to maintain a people-pleasing front and 'keep the peace'. I'm all for peace – it is one of the core values which drives the work that I do - but what if peace was accessed by bringing to light issues such as injustice, politics, poverty, history, sexuality and any opinion for that matter which rebels against the norm and has something enlightening and ground stomping to share? What if peace was possible through education?

*Because here's the clincher: communication is education, and as a writer, you have a duty to educate.*

Before taking to the soapbox, take a few conscious moments to think through these two questions:

## **+ Why do you believe this message should be heard?**

Our beliefs are underpinned by our values, those non-negotiable principles that define your ethical barometer of what's right and what's not. It is your values that give your life meaning and significance, and is how we navigate our way through life.

## **+ What is the purpose of your message?**

In other words, how do you want your reader to feel and what action do you want them to take after reading your words?



Once your intention is clear, there's nothing left to do but take a deep breath, centre yourself and let the words make the passage from your head to your heart to your hand.

Speaking out on what you passionately believe in will bring you joy – the type of joy you experience when you tap into purpose and honour what it means to be a renegade voice, seizing the opportunity to push the boundaries, share truths and expose untruths. By speaking out, you will:

- + gain credibility
- + declare yourself as a distinct voice in your field
- + show your 'whole' authentic self
- + demonstrate you are fiercely committed to your values and beliefs.

**So – if it feels right, will you radiate your truth through your words?**



*Leah Davies is a purpose-filled writer, human rights activist + coach for budding wordsmiths, driven to cultivate change through our stories. She has over 10 years experience as a journalist and international development worker and is supporting the socially conscious to platform their powerful voice. Her creation, [Paper Planes Connect](#), is a place to celebrate our difference and to unite in our sameness.*