

Hey. Welcome back (or welcome) to my weekly newsletter. If you want to send this to a friend so they can get these emails too, here's the link. It would also make my day if you shared this newsletter on Twitter. I even wrote a tweet you can use right here to make it easy.

THURSDAY THOUGHT

As you may know from LinkedIn or the subject line of this email, Dave is on vacation. So he made a call to the bullpen and brought me in to handle the newsletter this week.

For those who don't know me, (*likely because I haven't said who I am yet*), my name is George and I'm Dave's content manager here at DGMG.

Dave didn't give any direction on what the topic of this week's *Thursday Thought* should be other than, "write something fun," but I don't think he realizes how dangerous of a statement that is when I'm the one at the keyboard.

So in the interest of continuing to providing you all with value, as well as preserving my own employment status, I'm going to talk about something that a lot of marketers dread: **FEEDBACK**.

When I started my career as an email/blog writer at Drift, I was told that constructive feedback was an important part of the Drift culture. The thing is...I never really thought they would critique *my* writing.

For context, I've always been a writer. In school, it came easy to me. Essays, book reports, creative prompts, etc -- no problem.

So when I was given my first writing assignment at Drift, a blog recapping a recent virtual event, I sent it in to my manager, and sat back awaiting the inevitable kudos and permission to ship.

IT CAME BACK LOOKING LIKE THIS.

The whole f*%\$ing thing was riddled with edits. And I was embarrassed, frustrated, and angry. But once I stopped being a child and actually read the critiques, I understood why she made the comments.

The feedback wasn't there to humble me (*though it was necessary*) or knock my ability as a writer. It was meant to help guide me towards the right tone of voice and marketing objectives.

And after a few rounds of edits, I had a much more polished final product.

Now I actually look forward to feedback on my writing because it helps me continue to refine my voice and create content that resonates.

So the ultimate lesson here is this: always welcome constructive feedback, especially when it's something that you're naturally talented at. The only way to get better at your passion is to understand a perspective and approach other than your own, and evolve your style.