

Separate Personal Feelings from Professional Critique

Never take negative comments or feedback personally. When I started my current position in content writing, several of my colleagues remarked that previous writers in our company had struggled not to take "constructive criticism" personally. Overcoming this mentality can be tough since, as writers, we often regard our writing as a form of artistic expression.

Ultimately, the goal of content writing for marketing purposes is to increase a brand's visibility and enhance the client's ROI. If the client recognizes areas of writing that don't meet their standards or expectations, the willingness to make adjustments can mean the difference between a healthy business relationship and one fraught with frustration and misunderstanding.

Although I would stop short of saying that I believe "the client is always right," I am generally more than willing to accommodate the client's feedback so that they feel heard. Many times, the client wants to know that their perspective matters (and, in many cases, it rules the day). This balanced mental approach has helped me handle criticism and not dwell on it or take it personally.



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