



Nicely Said: Writing for the Web with Style and Purpose (Paperback)

By Nicole Fenton, Kate Kiefer Lee

Pearson Education (US), United States, 2014. Paperback. Condition: New. Language: English . Brand New Book. Whether you re new to web writing, or you re a professional writer looking to deepen your skills, this book is for you. You II learn how to write web copy that addresses your readers needs and supports your business goals.Learn from real-world examples and interviews with people who put these ideas into action every day: Kristina Halvorson of Brain Traffic, Tiffani Jones Brown of Pinterest, Randy J. Hunt of Etsy, Gabrielle Blair of Design Mom, Mandy Brown of Editorially, Sarah Richards of , and more.Topics include:* Write marketing copy, interface flows, blog posts, legal policies, and emails* Develop behind-the-scenes documents like mission statements, survey questions, and project briefs* Find your voice and adapt your tone for the situation* Build trust and foster relationships with readers* Make a simple style guide Writing is a skill that will hugely benefit anyone s career, and luckily, it s a skill that anyone can learn. Nicely Said is a wonderful guide to writing clearly and concisely for the audience you re trying to reach. Whether you re a professional or just getting started, you II find a ton...



Reviews

Merely no terms to explain. it was actually writtern quite properly and helpful. I realized this pdf from my dad and i suggested this ebook to discover. -- Cletus Quigley

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