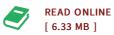




## Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content

By Ann Handley

Audible Studios on Brilliance, United States, 2015. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English. Brand New. Finally a go-to guide to creating and publishing the kind of content that will make your business thrive. Everybody Writes is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that means that we are all relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a time-challenged world dominated by short and snappy, by click-bait headlines and Twitter streams and Instagram feeds and gifs and video and Snapchat and YOLO and LOL and #tbt. does the idea of focusing on writing seem pedantic and ordinary? Actually, writing matters more now, not less. Our online words are our currency; they tell our customers who we are. Our writing can make us look smart or it can make us look stupid. It can make us seem fun, or warm, or competent,...



## Reviews

This pdf is so gripping and fascinating. It really is rally intriguing through looking at period of time. I am pleased to tell you that this is basically the very best publication we have go through within my personal lifestyle and might be he very best ebook for ever.

-- Eleonore Muller DVM

An incredibly wonderful ebook with perfect and lucid explanations. I really could comprehended every little thing using this written e publication. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Tomas Flatley