



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

Ann Handley

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Traditional marketing techniques are no longer enough. *Everybody Writes* is a field guide for the smartest businesses who know that great content is the key to thriving in this digital world. Quatrième de couverture **PRAISE FOR EVERYBODY WRITES** Throw the others away because this is the only guide you need to elevate your content to the level of awesomeness! With wisdom and an infective wittiness, Ann shows you how to take your writing from awkward or awful to electric or elegant. She's your favorite teacher, cracking you up while her tough love gets you to do the work to improve. Even though I've written 10 books, I still learned a great deal in these pages and now I'm eager to flex my newfound content creation muscles.

David Meerman Scott, best-selling author of *The New Rules of Marketing and PR* The alternate click-bait title of Ann's great new book could have been *73 Ways to Improve Your Writing and Conquer the World!* and it would have been an understatement. We're all publishers now, and the better writers connect, persuade, and win. Be one of them with this book.

Brian Clark, Founder and CEO, Copyblogger Media All your shiny new channels, properties, and platforms are a waste of space without smart, useful content. Ann Handley's new book helps make every bit of content count for your customers and your bottom line.

Kristina Halvorson, President, Brain Traffic I just glanced at the table of contents and I'm already a better writer. Ann Handley might just single-handedly save the world from content mediocrity. Really, really ridiculously good-looking content just got an owner's manual.

Jason Miller, Senior Content Marketing Manager, LinkedIn Let's face it, writing is not optional for today's marketer. Ann's witty take on what works and what doesn't will help you master business writing and more importantly have fun while you're doing it!

Ardath Albee, B2B Marketing Strategist and Author, *eMarketing Strategies for the Complex Sale* and *Digital Relevance* (coming in 2015) Useful to the extreme, *Everybody Writes* is the first must-read book on the subject since Stephen King's *On Writing*. Bursting with ways to improve your short and long-form content, it's too good to be skimmed. This book should be included with every keyboard sold, like a combo pack of communication clarity. You'll be a better writer by page 15. By the end of this book, you're thinking about giving Steinbeck a run for his money. I passionately recommend *Everybody Writes*.

Jay Baer, President, Convince & Convert, and Author, *Youutility* Finally, a sensible writing guide for a digital age! *Everybody Writes* is a unique blend of how-to-write rules and what-to-write revelations. Whether you are overhauling your everyday communication or sitting down to write a book, Ann Handley's irreverent style and inspirational wisdom will transform the way you write. Move over Strunk & White, *Everybody Writes* is the creative resource for a new generation.

Andrew M. Davis, Author, *Brandscaping* Biographie de l'auteur

ANN HANDLEY is a veteran of creating and managing content. She is the Chief Content Officer of MarketingProfs, a training and education company with the largest community of marketers in its category. Ann is a monthly columnist for *Entrepreneur* magazine, a member of the LinkedIn Influencer program, and the coauthor of the best-selling book on content marketing, *Content Rules*. She is also a keynote speaker, mom, and writer at AnnHandley.com. Connect with her on Twitter via @annhandley.

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