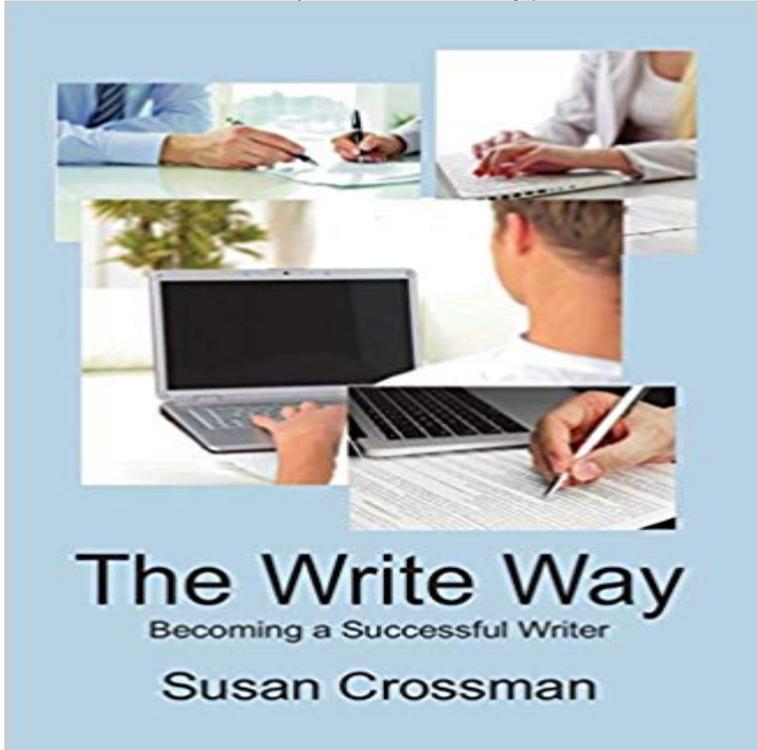


## The Write Way: Becoming a Successful Writer



Susan Crossman has created one of the most comprehensive books on writing ever written. Whether you're writing a business report, an essay or a full-length novel, Crossman offers invaluable advice on making the process move more smoothly and efficiently. She also provides insightful tips on avoiding writers block. If you want to be a truly effective and successful writer, this is the book you need. Michael B. Davie, author *Winning Ways Solid*, expert advice from a professional writer and author of several critically acclaimed books. From tips on overcoming writers block and engaging your audience to focusing on specific markets, Susan Crossman delivers insightful commentary that will help anyone become a more efficient, effective and successful writer. Of tremendous benefit to business writers - and to anyone crafting works of fiction and non-fiction - a must-read! Susan Crossman on *The Write Way*: We all recognize that writing is a creative process but we also tend to think of the physical process of writing as a mechanical skill that takes good grammar and a decent vocabulary and somehow blends them all together to create clear communication. That's not a bad start but decades of experience have taught me that writing with impact is much more complex. This book provides tips on: - How to structure your written work - How to write with style and - How to engage an audience - Avoiding and overcoming writers block - Writing for key markets and marketing your writing in a highly effective manner I hope *The Write Way* will help you write with more clarity and conviction and I also hope that it will make the task of writing that much more enjoyable.

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