



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

By Ann Handley



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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, or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring.

That means you've got to choose words well, and write with economy and the style and honest empathy for your customers. And it means you put a new value on an often-overlooked skill in content marketing: How to write, and how to tell a true story really, really well. That's true whether you're writing a listicle or the words on a Slideshare deck or the words you're reading right here, right now...

And so being able to communicate well in writing isn't just nice; it's necessity. And it's also the oft-overlooked cornerstone of nearly all our content marketing.

In *Everybody Writes*, top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy of content creation, production and publishing, with actionable how-to advice designed to get results.

These lessons and rules apply across all of your online assets — like web pages,

home page, landing pages, blogs, email, marketing offers, and on Facebook, Twitter, LinkedIn, and other social media. Ann deconstructs the strategy and delivers a practical approach to create ridiculously compelling and competent content. It's designed to be the go-to guide for anyone creating or publishing any kind of online content — whether you're a big brand or you're small and solo.

Sections include:

- How to write better. (Or, for "adult-onset writers": How to hate writing less.)
- Easy grammar and usage rules tailored for business in a fun, memorable way. (Enough to keep you looking sharp, but not too much to overwhelm you.)
- Giving your audience the gift of your true story, told well. Empathy and humanity and inspiration are key here, so the book covers that, too.
- Best practices for creating credible, trustworthy content steeped in some time-honored rules of solid journalism. Because publishing content and talking directly to your customers is, at its heart, a privilege.
- "Things Marketers Write": The fundamentals of 17 specific kinds of content that marketers are often tasked with crafting.
- Content Tools: The sharpest tools you need to get the job done.

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.

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Editorial Review

From the Inside Flap

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From the Back Cover

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*

About the Author

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.

Users Review

From reader reviews:

Roxie Spencer:

This book untitled Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content to be one of several books this best seller in this year, here is because when you read this e-book you can get a lot of benefit onto it. You will easily to buy this specific book in the book store or you can order it through online. The publisher with this book sells the e-book too. It makes you more readily to read this book, as you can read this book in your Touch screen phone. So there is no reason to your account to past this book from your list.

Ruth Irizarry:

Spent a free time to be fun activity to accomplish! A lot of people spent their leisure time with their family, or all their friends. Usually they undertaking activity like watching television, gonna beach, or picnic inside the park. They actually doing same task every week. Do you feel it? Do you wish to something different to fill your free time/ holiday? Could be reading a book is usually option to fill your free time/ holiday. The first thing that you will ask may be what kinds of book that you should read. If you want to try out look for book, may be the reserve untitled Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content can be excellent book to read. May be it could be best activity to you.

Michael Kruger:

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