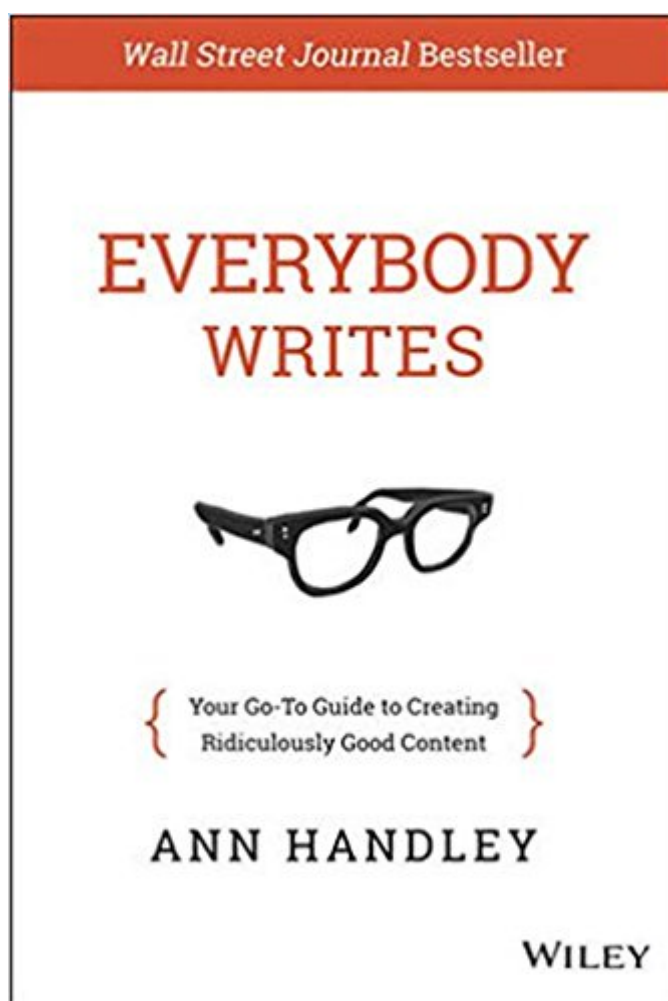


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# Everybody Writes: Your Go-To Guide To Creating Ridiculously Good Content



## Synopsis

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.

## Book Information

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## Customer Reviews

If you have a website, 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. Everybody Writes is your go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is a writer. 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 emissaries; 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'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. So you've got to choose words well and write with economy and style and honest empathy for your customers. And that means you have to put a higher value on an often overlooked skill in content marketing: how to write, and how to tell a true story really, really well. Being able to communicate well in writing isn't just nice; it's necessary. And

it's also the often 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 practical how-to advice designed to get results. These lessons and rules she lays out apply to all of your online content—your Web pages, home pages, landing pages, blogs, emails, marketing offers, and to your posts and updates on Facebook, Twitter, LinkedIn, and other social media. *Everybody Writes* is designed to be your go-to guide for creating or publishing any kind of online content—whether you're working for a big brand or a small business or yourself.

**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, Youtility "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

Writing has been my job and passion for twenty-five years, but I needed some "how to" advice that the author promised in her introduction: "... part writing guide, part handbook on the rules of good sportsmanship in content marketing, and all-around reliable desk companion for anyone creating or directing content on behalf of brands." She delivers everything she promised and more. I found the author's style to be entertaining and insightful as well as practical. One mere example among hundreds is her formula for judging the impact of your writing: "Utility ÷ Inspiration ÷ Empathy = Quality Content." Her point: you have to perform well in all three areas; if you score a zero for any one of these factors... well, you can do the math. Part I reviews much of what I already knew about the process of writing. She covers not only the key steps in the writing process, but also offers detailed insights into refining and improving your copy. Part I contains great advice for people who don't know how to approach the task of writing, and it's laid out in a way that's easy to understand and remember. Part II, about grammar and usage, offers lots of "Do this" and "Don't do that" advice. If you're a good writer already, then you'll find this section a refreshing, funny reminder about all the ways that we can go wrong with words. But if you're not as good a writer as you'd like to be, you'll learn a lot about giving your language more impact and power. Part III is the briefest section, but with some powerful advice about crafting a great story. Part IV contains lots of practical advice about what to write and how to write it. You'll find lots of detailed suggestions, such as how to properly cite others' work within your own. I particularly liked her chapter entitled, "See Content Moments Everywhere," which will open your eyes to the opportunities all around you for interesting stories that will help your brand punch above its weight. (And that's just one example of 15 subjects she covers in this section.) But Part V ÷ wow! It alone was worth ten times the price of the book. She gives point-by-point guidance for 13 different types of content that

marketers create, such as blog posts, tweets, emails, headlines, home pages, infographics, and more. Nearly every marketer will learn something on every page of this section, no matter how experienced you are. I expect to return to this section again and again. Part VI concludes with a list of pointers to various types of tools and resources that writers will certainly find useful. With so many wonderful resources available to marketing writers today, especially content marketers, it takes a lot to stand out above the crowd. But in Ann Handley's "Everybody Writes," she delivers one of the most useful pieces I've seen.

One of my top go-to books I recommend to anyone who writes, or who should write, which is pretty much everybody. I've written over 200 articles for publications like Forbes, Mashable, TechCrunch, Time, etc., have my first book coming out this year, and I found everything in Ann's book to be spot-on based on my experience. If you're into content marketing like I am read it alongside *On Writing: 10th Anniversary Edition: A Memoir of the Craft*, *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*, and *Content Chemistry: An Illustrated Handbook for Content Marketing*.

There's lots of advice for how to write more deliberate, polished content in this book. I refer to it constantly just to tighten up my writing style. It's definitely a better place to start than her other book, *Content Rules*, if you're looking to start a blog/podcast/website. Cleaning up your writing style seems like it would be more likely to pay dividends than curating average or even above average content.

*Everybody Writes* is a wonderful book. First, a disclaimer: I'm new to content marketing. I worked ten years producing broadcast news before pivoting to communications in higher ed. And while I made a career out of writing short, punchy sentences, I want to grow and improve. It's with this mindset I bought *Everybody Writes*. The book is fantastic--Ann Handley has created an easy to understand guide to becoming a better writer. The book is broken into short chapters loaded with actionable advice and ideas covering tone, grammar, word use, and more. We may not all be content marketers by trade. But--plot twist!--we all write: emails, blog posts, text messages, etc. And all of us need to be understood. And in that case, *Everybody Writes* is also book for, well, everybody.

Ann's book is amazing. I read it and have marked so many pages to revisit. This should be required reading for anyone in marketing or anyone who is on the social web. I learned so many things I look

forward to incorporating in my professional and personal life. Jason Miller said it well when he suggested having a copy of this book at your desk at all times. I think it's essential for the transition from traditional marketing to being a TRUE hybrid marketer. The book prompted me to sign up for marketing pros and I will be reading Content Rules. Keep the good stuff coming Ann!

#iloveeverybodywrites

Any business book that uses "grok" successfully more than once is worth a read! But Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content by Ann Handley is worth the read for so much more than that. A few weeks ago I published a Content Marketing Benchmark Study that outlined the biggest obstacle to garnering value from content strategies is motivating and training content contributors. Yet, content marketing can only be sustained and optimized when you offer a wide range of content. And unless you are the master of time and space, we can't clone our content masters. The only solution is to uplift everyone in your organization to become better writers. Everybody Writes is your text-book for doing just that. From a list of grammar rules we can break "œ trust me, they are worth the read "œ to practical tips for creating your optimal writing process, Everybody Writes is truly a lesson plan everyone should read over and over again. Knowing I can end a sentence with a preposition is completely freeing! (Yes, I tried to be clever and end that sentence with a preposition, but I froze. Maybe next time.) Filled with tons of great writing examples and written with Ann's charming sense of humor you'll be tempted to read it cover to cover in one sitting. Do it! But then go back again and again to test your writing process against best practices. Accomplished and novice writers alike will gain something with each read.

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