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May I Have Your Attention, Please? Your Guide to Business Writing That Charms, Captivates and Converts

By Mish Slade

Team Incredible Publishing, United States, 2016. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.Let's not mince words here: most business writing is tedious, pompous and bereft of the tiniest sliver of personality. It's near impossible for customers to cut through the innovative solutions and passion for customer service, and find out who can actually give them what they need. For the business owner who's willing to do something different, though, it represents a major - and inexpensive - competitive advantage. May I Have Your Attention, Please? lays out 12 simple principles that allow business owners - even those with no writing experience - to attract and enchant their dream customers. With clear and concise explanations of what works and why, and examples of the best and worst text out there, you'll have all the tools you need to turn readers into buyers into raving fans. Give your writing skills an instant upgrade. In this short book, you'll learn: Simple techniques to turn your dull-as-dishwater business marketing into can't resist copy - even if you don't think of yourself as a good writer....



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