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Powerful Press Release: Basics
For Beginners (Business
Basics For Beginners Book 34)

How To Write A Powerful Press Release: Basics For Beginners (Business Basics For Beginners Book 34)

""Most advertising copywriters know their fundamentals. Many of us practice them. Some of us should get back to them.

""Whether one is now studying to go into the field of copywriting, whether he is new in the craft, or whether he has been a practitioner in it for years, his knowledge-and practice-of these fundamentals will determine the extent of his

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success. ""As Daniel Defoe said, 'An old and experienced pilot loses a ship by his assurance and over-confidence of his knowledge as effectively as the young pilot does by his ignorance and want of experience.' ""So this book will strip down to fundamentals, try to forget the furbelows. For, as time goes on, every line of creative work gets cluttered up with impressive jargon and off-the-beam technicalities, with professional palaver that strays far away from the main objective."" Get your copy today - and learn the secrets of writing ads from the Masters...
Improve Your Writing Skills:

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Powerful Techniques toward
Mastering Writing by award
winning writer Cathy Wilson, is a
take-action introductory guide,
delivering the tools you need to
write better. Improving your
writing skills, offers simple
practical solutions to help you
develop the techniques to
achieve your personal writing
goals. Wilson knows if you are
serious about MASTERING the
skills of writing, you've gotta
commit to opening your mind,
always gathering new
information, and purposefully
looking for the latest tips, tricks,
and proven strategies, to
transform your writing
fantabulous! SNEAK PEAK

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INSIDE THIS SELF-HELP GUIDE
EXTRAORDINAIRE... *Technical

Writing Explained... *Beginner Writing Tips, Tricks, And Strategies Uncovered *How to Make Serious Money with Your Magical Fingers *Solutions to Common Writing Issues *Top Secret Tips on How to Write A Non-Fiction E-Book Fast *Proven Strategies to Sell Your Writing *How to Create a Plan to Manage Your Writing Time Let's get started!

Want to know how to write more powerfully? You've come to the right book. Word Up!—an eclectic collection of essays, more inspiration guide than style guide—serves up tips and

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insights for anyone who wants to know how to write with umph.

Word Up! does what too few writing books do: it practices while preaching, shows while telling, uses powerful writing to talk about powerful writing. Word Up! explores the perplexities and celebrates the pleasures of the English language. It leaves you smiling—and ready to conquer your next blank (or blah) page. The author shares his insights into the craft of writing and offers a humorous perspective on his own experience as a writer.

How to Write a Damn Good
Mystery

Walden

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Writing Great Speeches

A Thoroughly Non-Standardized
Text for Writing & Life

On Writing

A Proven System to Start and
FINISH the Book You've Always
Wanted to Write!

**GET 44 YEARS OF
ADVERTISING WRITING
EXPERIENCE IN THE TIME IT
TAKES TO READ THIS BOOK!**

**You can learn to write
compelling advertisements
that will make people notice
them, read them, and act
upon them. In fact, you can
learn to write such powerful
advertisements that people
actually go out and demand
the product advertised and no
other. How can you do this?**

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By using the same elements that have made top copywriters like Victor O. Schwab excel at their craft. How to Write a Good Advertisement is a short course in writing powerful, hard-hitting copy that can help you make your products and services irresistible to potential customers. This remarkable book has turned many novice mail order entrepreneurs into expert copywriters and many experienced copywriters into masters of their trade. Whether you are new to the craft or have been writing copy for years, your knowledge and practice of advertising fundamentals will

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Powerful Press Release: Basics

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determine the extent of your success. How to Write a Good Advertisement presents these fundamentals from the perspective of a 44-year veteran in the copywriting business. Following these proven techniques and tips, anyone can write professional advertisements that create a memorable image, pull in mailboxes full of orders, or attract new customers to their service. LEARN HOW TO:

- Grab reader attention immediately**
- Write compelling copy that holds attention**
- Write a call to action that's difficult to refuse**
- Design winning layouts**
- Increase the number of orders**
- Convert more inquiries to orders**

GET

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ANSWERS TO IMPORTANT TECHNICAL QUESTIONS:

**Effective advertisement
length...use of color...smart
media placement...and much
more.**

**Research like a pro-and write
a winning paper! Do research
papers make you nervous?
Don't panic! This task isn't as
overwhelming as it may
seem--and conducting good
research is an important skill
to have. With How to Write a
Great Research Paper, you'll
see how easy and rewarding
it can be to explore a topic
and present your ideas in an
organized and interesting
way. Filled with easy-to-
follow instructions and
valuable tips, this new guide**

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**breaks the entire process
down into 7 Keys to Success:**

*** Find a Topic * Look It Up ***

Take Notes * Outline Your

Paper * Create Your First

Draft * Revise and Edit Your

Draft * Present Your Paper So

take a deep breath, relax-and

get ready to write a top-

notchresearch paper!

Offers advice and suggestions

to educators on how to write

powerfulletters of

recommendation for students

with post-secondary plans,

and featuresfifty-two sample

letters that highlight the

special skills or qualities

ofdifferent types of students.

This book might well have

carried the subtitle Or 44

Years in the Copy Department

instead of its present one. Even a copywriter, whose breed is not noteworthy for arithmetical prowess, could not escape arriving at the conclusion that the number of years from 1917 to 1961 totals forty-four. And, Heaven help me!, for that seeming aeon of time the major interest of the author has been advertising copy— good, bad, and indifferent. That a large measure of this past experience has been associated with a particularly demanding kind of advertising copy may, as will be explained, be an advantageous circumstance for the reader of this book, regardless of what type of

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Basics For Beginners Book 34)

copywriting job confronts him. For the subject of the book is not the writing of mail-order copy. Its sole purpose is to lend a hand to any copywriter (or student of copywriting) whose ambition is to create advertisements which are more resultful, no matter what the product is or how and where it is sold. As to why the author's background of experience may represent an advantageous circumstance for such copywriters, I will leave to an infinitely more capable pen than mine—that of no less an authority than Claude G. Hopkins, one of the greatest copywriters of “general” advertising who ever lived:

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“Mail-order advertising is difficult. But it is educational. It keeps one on his mettle. It fixes one’s viewpoint on cost and result. The advertising-writer learns more from mail-order advertising than from any other.” Therefore, if you are looking for guidance specifically concerned with the writing of mail-order advertising, this is not your book. On the other hand, if in the writing of any type of advertising you want more of your copy to achieve the selling effectiveness imperative for any mail-order man who wants to continue eating heartily, this book may prove helpful to you. At any rate, you are the person for

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whom it was written. Much of its information will probably recall to your mind the aphorism, “We need not so much to be instructed as to be reminded.” And that’s all to the good. Finally, and appertaining to the passages which are reminiscent in nature, the author has tried to avoid any necessity for later having to admit, like Mark Twain, that “When I was very young I could remember anything, whether it happened or not. But now I am older and I can only remember the latter.” Victor O. Schwab

How to Write the Kinds of Sentences You Love to Read
The Memoir Project

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**How To Write A Good
Advertisement: A Short
Course In Copywriting
Why I Write
A Step-by-Step No Nonsense
Guide to Dramatic
Storytelling
(And Everything You Build
from Them)**

Bestselling author of 89 published books for children, Robyn Opie Parnell, can show you how you can easily write for children - and make money from your passion! Kids love stories and picture books. And publishers - online and offline - even on Kindle! - are always looking for quality children's books they can sell to young children (and their parents!) all over the world. Would you like to be a bestselling children's author? Or maybe

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just have a book that you wrote - to read and pass on to your own children and grandchildren? I'm betting you would! But, before you start, you should get good solid and practical advice about writing for children from an established, million selling author, first. Makes sense, right? Robyn Opie Parnell has been writing for children for over 15 years and in that time has had her books published in the US, Australia and the UK - and had them translated into Spanish, Swedish, German, Korean, Mandarin and a host of other foreign languages. At 89 published books, Robyn is one of the most prolific and successful children's authors in the world! Never before has a children's author with so much proven success offered this kind of advice and

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guidance in one instructional and entertaining book. Let Robyn guide you, step by step, through the charming and wonderful past-time of writing for children. Who knows, you could easily end up writing your own bestseller! Robyn's new book will take you on a journey of discovery. From getting new ideas to inventing exciting and loveable characters. From creating your perfect workspace to how best to go about plotting and developing stories for all the different types of children's books. From baby picture books to easy readers. From education and trade books to young adult (YA) novels. You'll learn everything there is to know from an author who's actually been published - and many times - in just the last few years. How to Write a GREAT

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Children's Book is the most up-to-date resource currently available on writing for kids. Previously available only in hardback, this special Kindle edition has been lovingly remastered for viewing as an ebook. Take a look inside by scrolling up this screen and clicking on the book cover - you'll get a free peek! The book also gives you a unique opportunity to download extra free resources from Robyn's website and to follow her popular blog. If you've ever felt drawn to writing for children - for pleasure or profit - then Robyn Opie Parnell's How to Write a GREAT Children's Book could be the best investment you ever made!

“Like a long periodic sentence, this book rumbles along, gathers steam, shifts gears, and packs a wallop.”

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—Roy Blount Jr. “Language lovers will flock to this homage to great writing.”

—Booklist Outspoken New York Times columnist Stanley Fish offers an entertaining, erudite analysis of language and rhetoric in this delightful celebration of the written word.

Drawing on a wide range of great writers, from Philip Roth to Antonin Scalia to Jane Austen and beyond, Fish’s *How to Write a Sentence* is much more than a writing manual—it is a penetrating exploration into the art and craft of sentences.

“Exceptional... The action builds to an exciting showdown. Those who like their crime novels with a social conscience will be amply rewarded.”

—Publishers Weekly, **STARRED** review Former homicide cop turned

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private investigator Cass Raines gets the job done in this page-turning Chicago-set novel from award-winning author Tracy Clark. For mystery/suspense fans as well as fans of Laura Lippman. Chicago in the dead of winter can be brutal, especially when you're scouring the frigid streets for a missing girl. Fifteen-year-old Ramona Titus has run away from her foster home. Her biological mother, Leesa Evans, is a recovering addict who admits she failed Ramona often in the past. But now she's clean. And she's determined to make up for her mistakes—if Cass can only help her find her daughter. Cass visits Ramona's foster mother, Deloris Poole, who is also desperate to bring the girl home. Ramona came to Deloris six months

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ago, angry and distrustful, but was slowly opening up. The police are on the search, but Cass has sources closer to the streets, and a network of savvy allies. Yet it seems Ramona doesn't want to be found. And Cass soon begins to understand why. Ramona is holding secrets dark enough to kill for, and anyone who helps her may be fair game. And if Ramona can't run fast enough and hide well enough to keep the truth safe, she and Cass may both be out of time.

Written in a clear, crisp, accessible style, this book is perfect for beginners as well as professional writers who need a crash course in the down-to-earth basics of storytelling. Talent and inspiration can't be taught, but Frey does provide scores of helpful

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suggestions and sensible rules and
principles. An international bestseller,

How to Write a Damn Good Novel will
enable all writers to face that
intimidating first page, keep them on
track when they falter, and help them
recognize, analyze, and correct the
problems in their own work.

How to Write Powerful Prose

Building Great Sentences

52 Insights and Actions to Boost Your
Creative Mojo

How to Write a Short Story

How to Write Powerful Letters of
Recommendation

Change Your Mind, Change Your
Money

So. Were you glad, deep
down? Were you glad to be
rid of her? Your perfect

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sister? Were you secretly glad when she was killed?

Following a horrific tragedy that leaves her once perfect family devastated, Katherine Patterson moves to a new city, starts at a new school, and looks forward to a new life of quiet anonymity. But when Katherine meets the gregarious and beautiful Alice Parrie her resolution to live a solitary life becomes difficult. Katherine is unable resist the flattering attention that Alice pays her and is so

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charmed by Alice's contagious enthusiasm that the two girls soon become firm friends. Alice's joie de vivre is transformative; it helps Katherine forget her painful past and slowly, tentatively, Katherine allows herself to start enjoying life again. But being friends with Alice is complicated - and as Katherine gets to know her better she discovers that although Alice can be charming and generous she can also be selfish and egocentric. Sometimes, even, Alice is cruel. And

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when Katherine starts to wonder if Alice is really the kind of person she wants as a friend, she discovers something else about Alice - she doesn't like being cast off.

Shocking and utterly absorbing, Rebecca James's strong narrative will grip readers from the very first page. BEAUTIFUL MALICE has become a publishing phenomenon, sparking numerous auctions worldwide, selling to 27 countries, and launching a previously unknown writer into the centre of the international book market.

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NEW YORK TIMES BESTSELLER

“An inspiring story that

manages to be painful, honest, shocking, bawdy and hilarious.” —The New York Times Book Review

From stand-up comedian, actress, and breakout star of *Girls Trip*, Tiffany Haddish, comes *The Last Black Unicorn*, a

sidesplitting, hysterical, edgy, and unflinching collection of (extremely) personal essays, as

fearless as the author herself. Growing up in one of the poorest neighborhoods of South Central Los Angeles,

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Tiffany learned to survive by making people laugh. If she could do that, then her classmates would let her copy their homework, the other foster kids she lived with wouldn't beat her up, and she might even get a boyfriend. Or at least she could make enough money—as the paid school mascot and in-demand Bar Mitzvah hype woman—to get her hair and nails done, so then she might get a boyfriend. None of that worked (and she's still single), but it allowed Tiffany to imagine a place for

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herself where she could do something she loved for a living: comedy. Tiffany can't avoid being funny—it's just who she is, whether she's plotting shocking, jaw-dropping revenge on an ex-boyfriend or learning how to handle her newfound fame despite still having a broke person's mind-set. Finally poised to become a household name, she recounts with heart and humor how she came from nothing and nowhere to achieve her dreams by owning, sharing, and using her pain to heal others.

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By turns hilarious, filthy, and brutally

honest, *The Last Black Unicorn* shows the world who Tiffany Haddish really is—humble, grateful, down-to-earth, and funny as hell. And now, she's ready to inspire others through the power of laughter.

Writing correct prose is one thing - writing powerful, persuasive prose quite another. F. L.

Lucas, fellow of King's College, Cambridge and veteran of the Enigma team at Bletchley Park, wrote one of the 20th century's bestselling books on this

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second kind of writing. Lost for forty years, its dazzling and amusing advice is now back in print - and this eBook brings readers his brilliant essay on the same subject. A superbly condensed guide to the art of writing well, this eBook is the perfect introduction to the secrets of unforgettable English.

Beautiful and wealthy Antoinette Cosway's passionate love for an English aristocrat threatens to destroy her idyllic West Indian island

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existence and her very
life

Improve Your Writing
Skills: Powerful

Techniques Toward
Mastering Writing

Brain pocket strategies
for supporting a year-long
writing program

100 Days of Sunlight
Powerful Writing

Structures

The Savior's Champion

The Elements of Style

*A guide to writing an
outstanding speech offers
tips on communicating
effectively, including how
to build credibility,
organize a speech, use
rhythm and style, and create*

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a powerful ending

The #1 New York Times bestseller. Over 4 million copies sold! *Tiny Changes, Remarkable Results* No matter your goals, *Atomic Habits* offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves

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again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way,

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readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to:

- make time for new habits (even when life gets crazy);
- overcome a lack of motivation and willpower;
- design your environment to make success easier;
- get back on track when you fall off course; ...and much more.

Atomic Habits will reshape the way you think about progress and success,

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and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal. Author and former literary agent Nathan Bransford shares his secrets for creating killer plots, fleshing out your first ideas, crafting compelling characters, and staying sane in the process. Read the guide that New York Times bestselling author Ransom

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Riggs called "The best how-to-write-a-novel book I've read."

An unconventional, irreverent, yet heartfelt memoir by Ryan Higa, one of the top creators on YouTube. With pictures! And illustrations! And, y'know, words. I know you're used to seeing me on the Internet, but here I am, coming at you in book form. You might be asking yourself, A Book? You? Why? Great question! Why did I write a book? Listen, I'm as surprised about it as you are. But I have a story to tell that I believe will help inspire people who are going through tough times to not only

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persevere through those tough times but to excel in them. And I couldn't be the only YouTuber without a book, could I? So, welcome to Ryan Higa's How to Write Good, by me, Ryan Higa. This is the story of how I went from being a relatively happy kid to being depressed and angry and filled with dark thoughts. This is the story of how I thought I had only one way out of this cruel world. This is the story of how I found a better way. But wait, there's more! You're not only getting my story but you'll also learn how to write good--I mean well--from a college dropout

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who struggled in basic-level
English classes and still
became a legit, published
Best Sailing Author. (That
wasn't a typo. I plan to buy
a boat one day...but
probably not anytime soon.
This book might not cell
good.)

*Write Your Way In
How to Write Damn Good
Fiction Using the Power of
Myth*

*Wide Sargasso Sea
If You Want to Write
Atomic Habits*

How to Write a Sentence
Based on the bestselling series
from The Great Courses, Building
Great Sentences celebrates the
sheer joy of language—and will

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forever change the way you read and write. Great writing begins with the sentence. Whether it's two words ("Jesus wept.") or William Faulkner's 1,287-word sentence in *Absalom! Absalom!*, sentences have the power to captivate, entertain, motivate, educate, and, most importantly, delight. Yet, the sentence-oriented approach to writing is too often overlooked in favor of bland economy. *Building Great Sentences* teaches you to write better sentences by luxuriating in the pleasures of language. Award-winning Professor Brooks Landon draws on examples from masters of long, elegant

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sentences—including Don DeLillo, Virginia Woolf, Joan Didion, and Samuel Johnson—to reveal the mechanics of how language works on thoughts and emotions, providing the tools to write powerful, more effective sentences.

This timely book uses thinking structures to deepen student writing. It revolves around “brain pockets” to help students appreciate the qualities of different writing forms. Some powerful examples include memory pockets for personal narrative writing, fact pockets for nonfiction, and imagination pockets for story writing. Detailed

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Lesson plans are featured along with sample anchor books and book lists. Based on extensive classroom testing, student samples throughout the book illustrate this unique approach to teaching writing. Suggestions for setting up an effective writing program and assessment tips for guiding instruction complete this comprehensive approach to developing a year-long writing program.

Brenda Ueland was a journalist, editor, freelance writer, and teacher of writing. In *If You Want to Write: A Book about Art, Independence and Spirit* she shares her philosophies on writing

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and life in general. Ueland firmly believed that anyone can write, that everyone is talented, original, and has something important to say. In this book she explains how find that spark that will make you a great writer. Carl Sandburg called this book the best book ever written about how to write. Join the millions of others who've found inspiration and unlocked their own talent.

When 16-year-old poetry blogger Tessa Dickinson is involved in a car accident and loses her eyesight for 100 days, she feels like her whole world has been turned upside-down. Terrified that her vision might never return,

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Tessa feels like she has nothing left to be happy about. But when her grandparents place an ad in the local newspaper looking for a typist to help Tessa continue writing and blogging, an unlikely answer knocks at their door:

Weston Ludovico, a boy her age with bright eyes, an optimistic smile...and no legs. Knowing how angry and afraid Tessa is feeling, Weston thinks he can help her.

But he has one condition -- no one can tell Tessa about his disability. And because she can't see him, she treats him with contempt: screaming at him to get out of her house and never come back. But for Weston, it's the most amazing

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feeling: to be treated like a normal person, not just a sob story. So he comes back. Again and again and again. Tessa spurns Weston's "obnoxious optimism", convinced that he has no idea what she's going through. But Weston knows exactly how she feels and reaches into her darkness to show her that there is more than one way to experience the world. As Tessa grows closer to Weston, she finds it harder and harder to imagine life without him -- and Weston can't imagine life without her. But he still hasn't told her the truth, and when Tessa's sight returns he'll have to make the hardest decision of his life: vanish

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from Tessa's world...or overcome
his fear of being seen. 100 Days

of Sunlight is a poignant and
heartfelt novel by author Abbie
Emmons. If you like sweet
contemporary romance and
strong family themes then you'll
love this touching story of hope,
healing, and getting back up
when life knocks you down.

An Easy & Proven Way to Build
Good Habits & Break Bad Ones

Word Up! How to Write Powerful
Sentences and Paragraphs

Powerful Premise: Writing the
Irresistible

Crafting an Unforgettable College
Admissions Essay

A Step-By-Step Plan and Easy

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Tips for Better Writing and
Creating Powerful Short Stories

The Key

Do you want to discover how you can write your own short stories? If yes, then keep reading! Read the "practical resource for beginners" looking to write their own memoir because this is the essential guide on the topic -- now new and revised (Kirkus Reviews)! The greatest story you could write is the one you experienced yourself. Knowing where to start is the hardest

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part, but it just got a little easier with this essential guidebook for anyone wanting to write a memoir. Did you know that the #1 thing that baby boomers want to do in retirement is write a book--about themselves? It's not that every person has lived such a unique or dramatic life, but we inherently understand that writing a memoir--whether it's a book, blog, or just a letter to a child--is the single greatest path to self-examination.

Through the use of disarmingly frank, but wildly fun tactics that offer you simple and effective guidelines that work, you can stop treading water in writing exercises or hiding behind writer's block. Previously self-published under the title, *Writing What You Know*: Raelia, this book has found an enthusiastic audience that now writes with intent. While there have been other writing books, there's nothing

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**like Marion Roach
Smith's The Memoir
Project.**

**Most of us want to be
rich; we just aren't
sure how to get there.
Do we fake it till we
make it? Do we work
smarter, not harder? Do
we quit our day job and
pursue our dream? What
if the answer to
becoming rich doesn't
lie in the answers to
any of these questions,
but instead lies in our
ability to change our
mindset and imitate the
greats? This book will**

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show you just that: how
to become rich by

changing your mindset
and by imitating men who
are already rich. Give
and Grow Rich has been
designed so that you get
maximum benefit in the
least amount of time.

Who has time to read
more than 100 pages
these days? Who would
want to? If you want
quick solutions, no
fluff, and no silly get-
rich-quick techniques,
then this book is for
you. It's like Napoleon
Hill's "Think and Grow

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**Rich," but condensed,
and more tangible. The
same wisdom distilled in
a third of the time (and
pages). The wisdom
doesn't come from me
alone, for I started out
a poor man just like
you. To write this book,
I interviewed 7 guys
from 7 different income
brackets, ranging from
\$20,000 per year to
\$1million per year. I
asked each of them the
same 15 questions, and
as I listened to their
answers, I saw the
trends between the poor,**

the middle, and the rich. Then, I read the biographies of 7 billionaires from 7 different sectors. Man, did I learn a lot. So I wanted to share the lessons I learned with you. Here's what you can expect: ***You will learn how the poor, middle, and rich think about money. You will learn how they spend, save, invest, and give.***You will learn how your beliefs about money drive your actions.***You will

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learn how two
billionaires rose to the
top, then gave it all
away, and tried to die
penniless.***If you're a
parent, you will learn
how you can teach your
kids about money.I
benefited greatly from
writing Give and Grow
Rich, so I know you will
benefit greatly from
reading it. In fact,
from the time I started
writing the book, to the
time I finished, my
income doubled! I
started thinking like a
rich man, imitating rich

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men, and it is already benefiting me. The same is true for my friends who have implemented these lessons. One of them started out poor, the son of missionaries, and he is making nearly \$200,000 per year. Another started out poor, the son of a single mom, and he is making \$75,000 per year and has started two businesses. So if you want a jam-packed, practical, no fluff guide to becoming rich, read this book. Don't be

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the person who keeps repeating the past, who keeps spinning out in a financial rut. Don't think that the rich will always get richer and the poor will always get poorer. I am living proof that you can change your mind and change your income. You can imitate the greats and become great. My friends have done the same, and you can too. Be the person who becomes a success story and inspires your community. Be the person

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who gets out of the
financial woes and wills
yourself to

riches. Change your mind
and change your money.

GIVE AND GROW RICH.

“Will leave you feeling
happier, bolder, and
ridiculously excited
about diving back into
your writing projects.”

–Chris Baty, author of
No Plot? No Problem! and
founder of NaNoWriMo

Every writer knows that
as rewarding as the
creative process is, it
can often be a bumpy
road. Have hope and keep

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at it! Designed to kick-start creativity, this handbook from the executive director of National Novel Writing Month (NaNoWriMo) gathers a wide range of insights and advice for writers at any stage of their career. From tips about how to finally start that story to helpful ideas about what to do when the words just aren't quite coming out right, Pep Talks for Writers provides motivation, encouragement, and

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**helpful exercises for
writers of all stripes.**

**How To Write a GREAT
Children's Book**

**And How to Read One
Writing Creative
Nonfiction**

**How to Write a Good
Advertisement**

Give and Grow Rich

**A Book about Art,
Independence and Spirit**

Hoping to save his family, one man enters his realm's most glorious tournament and finds himself in the middle of a political chess game, unthinkable bloodshed, and an unexpected romance with a woman he's not supposed to want.

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Edgar award nominee James N. Frey, author of the internationally best-selling books on the craft of writing, *How to Write a Damn Good Novel*, *How to Write a Damn Good Novel II: Advanced Techniques*, and *The Key: How to Write Damn Good Fiction Using the Power of Myth*, has now written what is certain to become the standard "how to" book for mystery writing, *How to Write a Damn Good Mystery*. Frey urges writers to aim high-not to try to write a good-enough-to-get-published mystery, but a damn good mystery. A damn good mystery is first a dramatic novel, Frey insists-a dramatic novel with living, breathing characters-and he shows

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his readers how to create a living, breathing, believable character who will be clever and resourceful, willful and resolute, and will be what Frey calls "the author of the plot behind the plot." Frey then shows, in his well-known, entertaining, and accessible (and often humorous) style, how the characters-the entire ensemble, including the murderer, the detective, the authorities, the victims, the suspects, the witnesses and the bystanders-create a complete and coherent world. Exploring both the on-stage action and the behind-the-scenes intrigue, Frey shows prospective writers how to build a fleshed-out, believable,

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and logical world. He shows them exactly which parts of that world show up in the pages of a damn good mystery--and which parts are held back just long enough to keep the reader guessing. This is an indispensable step-by-step guide for anyone who's ever dreamed of writing a damn good mystery.

For all the anxiety that surrounds the college admissions process, one part of the application lies completely within a student's control: the essay. In this book, Rachel Toor--writing instructor and coach at all levels from high school to senior faculty, and former admissions officer at Duke University--shows that the key to

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writing a successful application

essay is learning to present an

honest portrait of yourself. This may

sound simple but it means

unlearning many of the principles

taught in high school writing

courses, avoiding the traps of

mimicking sample essays and

writing what you think admissions

officers want to hear, and above all

being willing to reveal your flaws as

well as your strengths on the page.

It also means mastering key

mechanical issues that can

undermine even the most thoughtful

pieces of student writing. Toor offers

her advice in a lively, humorous,

and engaging tone, with stories of

real students and their writing

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struggles and successes scattered
throughout.

Offers aspiring authors of novels
and screenplays advice on using the
classic themes of universal folklore
and mythology to structure their
works, and provides examples from
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How to Write a Good Ad - Masters
of Marketing Secrets: A Short
Course In Copywriting

Ryan Higa's How to Write Good
49 Rules for Writing a Stupendously
Awesome Novel That You Will Love
Forever

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Author Caroline Lawrence shares plot advice from Hollywood movies, character ideas from Greek mythology and her own revelations about how the brain can help or hinder the writing process. She also takes you through her writing process step by step and shares over a hundred bite-sized storytelling tips.

Experience the power and the promise of working in today's most exciting literary form: Creative Nonfiction Writing Creative Nonfiction presents more than thirty essays examining every key element of the craft, from researching ideas and structuring the story, to reportage and personal reflection. You'll learn from some of today's top creative

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nonfiction writers, including:

- **Terry Tempest Williams - Analyze your motivation for writing, its value, and its strength.**
- **Alan Cheuse - Discover how interesting, compelling essays can be drawn from every corner of your life and the world in which you live.**
- **Phillip Lopate - Build your narrator-yourself-into a fully fleshed-out character, giving your readers a clearer, more compelling idea of who is speaking and why they should listen.**
- **Robin Hemley - Develop a narrative strategy for structuring your story and making it cohesive.**
- **Carolyn Forché - Master the journalistic ethics of creative nonfiction.**
- **Dinty W. Moore - Use satire, exaggeration, juxtaposition, and**

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other forms of humor in creative nonfiction. • Philip Gerard - Understand the narrative stance-why and how an author should, or should not, enter into the story. Through insightful prompts and exercises, these contributors help make the challenge of writing creative nonfiction-whether biography, true-life adventure, memoir, or narrative history-a welcome, rewarding endeavor. You'll also find an exciting, creative nonfiction "reader" comprising the final third of the book, featuring pieces from Barry Lopez, Annie Dillard, Beverly Lowry, Phillip Lopate, and more-selections so extraordinary, they will teach, delight, inspire, and entertain you for years to

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come!

Why do some books attract readers while others don't? What are the essential qualities of an irresistible read, a story people can't wait to start? And what's the secret to attracting a literary agent or publishing deal? The answer to all three questions is: Premise. A powerful premise is what separates ordinary novels from bestsellers. William Bernhardt explains the essential elements of breakout books, stories that reel in readers and attract serious attention. He discusses all the essential elements: originality, high stakes, believability, inescapable conflict, emotional appeal, and others. Plus, in the final chapter, Bernhardt explains how to turn

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**your powerful premise into a
winning pitch to attract agents
and editors.**

**George Orwell set out 'to make
political writing into an art', and
to a wide extent this aim shaped
the future of English literature -
his descriptions of authoritarian
regimes helped to form a new
vocabulary that is fundamental to
understanding totalitarianism.
While 1984 and Animal Farm are
amongst the most popular classic
novels in the English language,
this new series of Orwell's essays
seeks to bring a wider selection
of his writing on politics and
literature to a new readership. In
Why I Write, the first in the
Orwell's Essays series, Orwell
describes his journey to
becoming a writer, and his**

movement from writing poems to short stories to the essays, fiction and non-fiction we remember him for. He also discusses what he sees as the 'four great motives for writing' - 'sheer egoism', 'aesthetic enthusiasm', 'historical impulse' and 'political purpose' - and considers the importance of keeping these in balance. Why I Write is a unique opportunity to look into Orwell's mind, and it grants the reader an entirely different vantage point from which to consider the rest of the great writer's oeuvre. 'A writer who can - and must - be rediscovered with every age.' — Irish Times

**A Practical Step-by-Step Guide
from Inspiration to Finished
Manuscript**

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Beautiful Malice
How to Write a Damn Good Novel
The Last Black Unicorn
How to Write a Great Story

Ryan Higa's How to Write
GoodLittle, Brown Books
for Young Readers

The Elements of Style

William Strunk

concentrated on specific
questions of usage—and
the cultivation of good
writing—with the
recommendation "Make
every word tell"; hence
the 17th principle of
composition is the
simple instruction:

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"Omit needless words."

The book was also listed as one of the 100 best and most influential books written in English since 1923 by Time in its 2011 list.

Ideal for aspiring authors who only dream of actually finishing their works in progress, this guide features proven, field-tested tools guaranteed to successfully complete that romance, expert guide to business success, or great American novel. The

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chapters simplify the writing process by

breaking it down into a series of discrete tasks, from creating a schedule in order to finish within a reasonable time, brainstorming sections of the book, and organizing ideas into chapters to rewriting, editing, submitting for publication, and even marketing. This reference is tailored to help writers avoid distractions and delays by establishing and

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maintaining a powerful
writing momentum,
thereby carrying their
projects to completion.
The psychological blocks
that prevent writers
from completing their
manuscripts as well as
how to combat them are
also explored.

From the universally
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Remains of the Day* comes
a mesmerizing novel of
completely unexpected
mood and matter--a
seamless, fictional
universe, both wholly
unrecognizable and

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familiar. When the
public, day-to-day
reality of a renowned
pianist takes on a life
of its own, he finds
himself traversing
landscapes that are by
turns eerie, comical,
and strangely malleable.
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