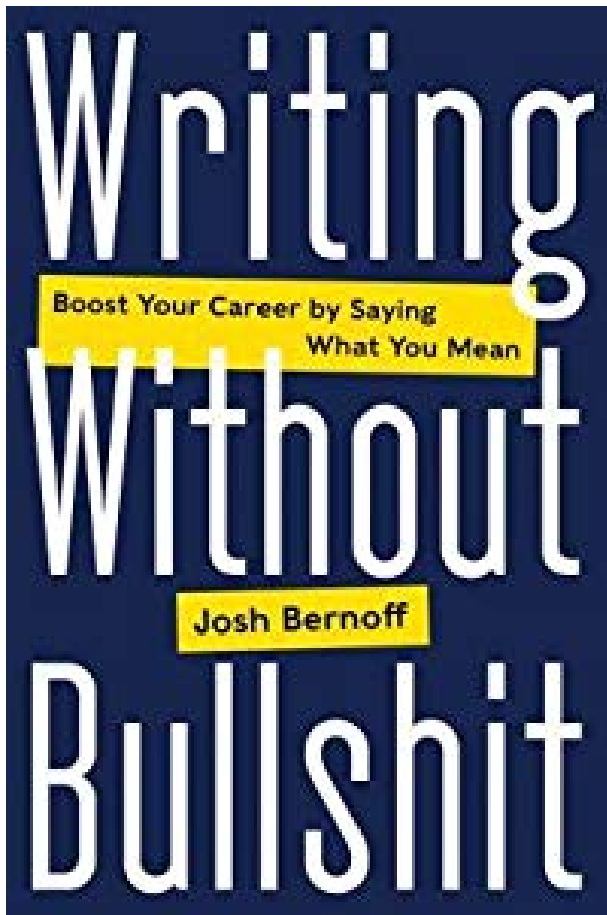


Writing Without Bullshit: Boost Your Career by Saying What You Mean



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Joining the ranks of classics like *The Elements of Style* and *On Writing Well*, *Writing Without Bullshit* helps professionals get to the point to get ahead. It's time for *Writing Without Bullshit*. *Writing Without Bullshit* is the first comprehensive guide to writing for today's world: a noisy environment where everyone reads what you write on a screen. The average news story now gets only 36 seconds of attention. Unless you change how you write, your emails, reports, and Web copy don't stand a chance. In this practical and witty book, you'll learn to front-load your writing with pithy titles, subject lines, and opening sentences. You'll acquire the courage and skill to purge weak and meaning jargon, wimpy passive voice, and cowardly weasel words. And you'll get used to writing directly to the reader to make every word count. At the center of it all is the Iron Imperative: treat the reader's time as more valuable than your own. Embrace that, and your customers, your boss, and your colleagues will recognize the power and boldness of your thinking. Transcend the fear that makes your writing weak. Plan and execute writing projects with confidence. Manage edits and reviews flawly. And master every modern format from emails and social media to reports and press releases. Stop writing to fit in. Start writing to stand out. Boost your career by writing without bullshit.