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Initiative Press, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Writing at Gunpoint is for you if you re sitting in front of a blank page, compelled to write. Maybe you ve been captured by illiterate Sandinistas who need a recruitment blog. Or maybe your boss has decided that you re the right one on the team to keep a blog to market your product leading up to the big launch. Or, maybe you just want to become a better writer. Whatever the reason, the goal of this book is to help you become a more comfortable, more prolific and proficient writer. We ll work on exercises to get your creative energies flowing, share some horror stories and techniques for dealing with your anxieties about writing, and spend some time thinking about why we do this blogging thing in the first place. Blogging has become a marketing avenue businesses can t ignore, yet most small businesses don t know how to get themselves started blogging about their business and using those blogs to connect with customers. Writing at Gunpoint helps those reluctant bloggers find their voice and success online.

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