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I'm a huge f-Ann girl. I adore Ann Handley and practically everything she does in content. As a best-selling author,

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speaker, and Chief Content Officer at MarketingProfs, Ann is one of the leading voices in writing for the digital age. Her latest book, *Everybody Writes: Your Go-To Guide To Creating Ridiculously Good Content* is the first I read as moved into this role at IMPACT and it remains one of the highest on my list of favorites.

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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.

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In business and in life, writing is an

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essential part of communications – no matter how digital, virtual and science fiction we get in our communications. That's why Ann's new book launching today, *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*, is so timely. From Twitter to White Papers to books in print, Ann has smart, actionable advice for us all.

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— Ann Handley, *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*. 1 likes. Like “I use what I call a ‘writing ladder,’” David told me. “If a tweet resonates—it gets a bunch of RTs and at replies—then I consider it

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catchy title, although a more accurate one would be Writing Tips for Content Marketing. Here's the secret formula:

“The multiplication signs are important, because if the value of any one of these things (Utility, Inspiration, or Empathy) is zero, then the sum of your content is a big fat zero, too....

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Everybody Writes - The Key Point

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

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And, you know, to be honest, Bill Barr's going to go down either as the greatest Attorney General in the history of the

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country or he's going to go down as a
very sad -- sad situation.

Trump: Bill Barr's Going To Go Down As Either The Greatest ...

Do your best to make the most of those moments so you're prepared for the next one," Mane writes. "Don't be the person who says, 'Damn, we could have

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won the Super Bowl if we didn't ...

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