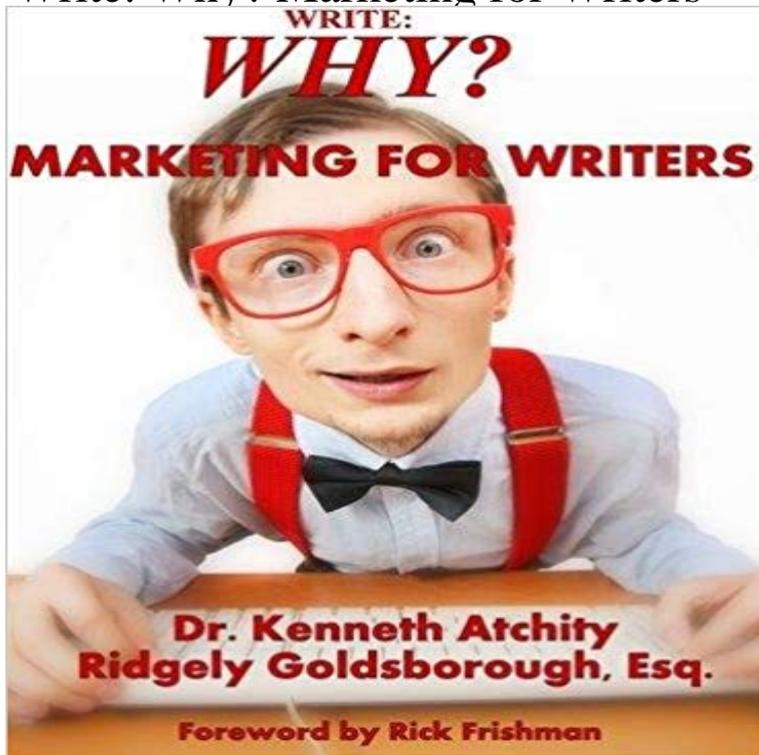


Write: Why? Marketing for Writers



Author of Write Time (A Writers Time), Writing Treatments That Sell, How to Publish Your Novel Dr. Kenneth Atchity joins with internet marketing guru Ridgely Goldsborough to bring you this breakthrough program for expanding your reach as a free-lance writer through communicating your WHY? instead of your HOW? Prospective clients want to know you share a common belief system, and care more about how you see your work for them than they do about your credentials! Learn techniques here to project your inner motivation through the multiple networks available to you in today's world! Rick Frishman, founder of Author 101, endorses the WHY? approach and writes the foreword to the book.

A content writer looking for some new tips and tools A marketer who A writer coming into content marketing from another field (like fiction or The following is an example of a resume for a position in marketing, with an emphasis on business writing and editing. If you are a marketing There's so much marketing content out there it can sometimes be tough to wade through it all. There's so many authors writing you don't know who you can trust. 10 Ways to Write Like a Content Marketing Jedi. Write first, edit later. Don't think too hard as you write your first draft, or you'll be in for a nasty case of writer's block. Focus on a key idea. Balance jargon. Streamline your writing. You don't have to be a Jedi. Use the same basic structures. Don't deceive your In my almost ten years in this industry, I've found writers typically fall into three categories: The Non-Marketer: I just want to write. Marketing is stupid and I refuse Writing is a noble pursuit. Marketing, in contrast, is not quite so noble. But writers absolutely need to understand marketing, and there are two reasons why. In my recent post on the top skills for content marketing strategists, I listed 7 Gordana Stok went a little further and asked why writing skills Copy is writing that sells, so by definition, it has to be compelling. Google's marketing team wasn't trying to be mean, they were trying to Writing marketing copy is a unique, specialized task. It shouldn't be confused with newswriting, sending an email to a colleague, RFP copy or Hire Copywriters and Freelance Writers - Choose from thousands of professional copywriters - highly vetted for your Great Marketing Requires Great Writing. If you want to be successful in B2B content marketing as a freelance writer, it's not enough to say you write for businesses. You have to do one specific thing right