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“Writing is a skill that
will hugely benefit anyone’s

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15. Production of the
trailer involved a

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sophisticated five-camera special shoot of the action-packed stage performance featuring dozens of actors, elaborate choreography, and breathtaking acrobatics. We then edited the footage together with behind-the-scenes interviews to create the ...

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Nicely Said by Nicole Fenton and Kate Kiefer Lee | Book Nicely Said : Writing for the Web with Style and Purpose. Whether you're new to web writing, or you're a professional writer looking to deepen your skills, this book is for you. You'll learn how to write web copy that addresses your readers' needs and supports your business goals.

Nicely Said : Nicole Fenton
: 9780321988195
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software is my job, and if you're looking to get better at that kind of thing, Nicely Said is the best resource I'm aware of. What I like most about this book is that it focuses on an area of web writing that gets very little attention: the process.

Amazon.com: Customer reviews: Nicely Said: Writing for the ...

Nicely Said: Styling Web Content with Purpose is a practical guide to writing for digital products and websites. This book will help students develop clear digital communications and improve them over time.

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Product designer, writer, UX
guy, and founder of Nicely
Said. Past experience
includes Disney, Inside Out
Leadership, Tiny Mix Tapes,
and Two Hat. With a Master's
Degree from the School of
Hard Knocks, Chris has been
publishing content on the
web since the pre-blog days
of Diaryland and

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What is Content Writing? 10
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Nicole Fenton and Kate
Kiefer Lee, the authors of
Nicely Said: Writing for the
Web with Style and Purpose,
answer our questions on the
biggest mistake companies
make with web content, how
to get your customers to
care, and advice for those
who seek a career in writing
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An insider has said Prince

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Harry and Meghan Markle will be seen more in 2021.

Speaking to Vanity Fair, sources close to the couple said Meghan and Harry are "optimistic and excited" for the future ...

Meghan and Harry latest - Couple bag 'most-talked about ...

One insider said: "Meghan was the driving force behind it. The initial multi-year deal is worth in excess of £30million with a view to extending it within six months." Rebecca Flood 17th Dec ...

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A guide to writing clear Web content that addresses readers' needs and supports business goals, including adapting tone for situation, making a simple style guide, and writing marketing copy, interface flows, blog posts, legal policies, and emails.

Whether you're new to web writing, or you're a professional writer looking to deepen your skills, this book is for you. You'll learn how to write web copy that addresses your readers' needs and supports your business goals. Learn from real-world examples and interviews with people who put these ideas into action

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every day: Kristina Nicole Halvorson of Brain Traffic, Tiffani Jones Brown of Pinterest, Randy J. Hunt of Etsy, Gabrielle Blair of Design Mom, Mandy Brown of Editorially, Sarah Richards of GOV.UK, and more. Topics include:

- Write marketing copy, interface flows, blog posts, legal policies, and emails
- Develop behind-the-scenes documents like mission statements, survey questions, and project briefs
- Find your voice and adapt your tone for the situation
- Build trust and foster relationships with readers
- Make a simple style guide

“Writing is a skill that will hugely

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benefit anyone's career, and luckily, it's a skill that anyone can learn. Nicely Said is a wonderful guide to writing clearly and concisely for the audience you're trying to reach.

Whether you're a professional or just getting started, you'll find a ton to steal from here."

(-Austin Kleon, author of Steal Like An Artist and Show Your Work! "Between them, Kate and Nicole have written for many of the web's most valuable and respected companies. Their commitment to clarity and kindness is the result of their experience, and it makes them extraordinary

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With Writing for the Web, you'll learn everything you need to know to create effective Web content using words, pictures, and sound. Follow along as instructor and writer Lynda Felder combines easy-to-follow guidelines with photographs, lists, and tables to illustrate the key concepts behind writing nonlinear, interactive stories; creating succinct and clear copy; and working compelling images, motion graphics, and

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sound into your content. Many books offer instruction on how to use software programs to build Web sites, podcasts, and illustrations. But only Writing for the Web explains when and why an author might choose an illustration over a photograph, motion graphics over text, or a slice of Beethoven's Fifth over the sound of a bubbling brook. Focusing on storytelling techniques that work best for digital media, this book describes the essential skills and tools in a Web author's toolbox, including a thorough understanding of grammar and style, a critical eye for

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photography, and an ear for just the right sound byte for a podcast. This clearly written guide provides a fun and practical approach to Web writing that busy students and writers will be eager to learn and explore. Uses concise, straight-to-the-point style to illustrate techniques for writing sharp and focused Web copy, coupled with compelling visuals and sound. Focuses on writing practices and guidelines, with exercises and prompts developed and tested by the author. Features clear design, with plenty of pictures and visual elements, and a friendly and

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knowledgeable voice Take
your learning even further
with Lynda's companion book:
The Web Writer's Toolkit:
365 prompts, collaborative
exercises, games, and
challenges for effective
online content. For more
tips, exercises, and
suggestions for teachers,
check out the book's Web
site at www.write4web.com.

This book will help you
write prose that's as good
as your code. It includes a
convenient, easy-to-use
Webwriter's style guide to
step you through the rules
governing abbreviations,
biased terms,
capitalization, and compound

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words. Exercises will help you practice your new Webwriting techniques, and critiques of real Websites will give you practical advice.

Without words, apps would be an unusable jumble of shapes and icons, while voice interfaces and chatbots wouldn't even exist. Words make software human-centered, and require just as much thought as the branding and code. This book will show you how to give your users clarity, test your words, and collaborate with your team. You'll see that writing is designing.

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Care about content? Better copy isn't enough. As devices and channels multiply—and as users expect to relate, share, and shift information quickly—we need content that can go more places, more easily. Content Everywhere will help you stop creating fixed, single-purpose content and start making it more future-ready, flexible, reusable, manageable, and meaningful wherever it needs to go.

When you depend on users to perform specific actions—like buying tickets, playing a game, or riding public transit—well-placed words are most effective.

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But how do you choose the right words? And how do you know if they work? With this practical book, you'll learn how to write strategically for UX, using tools to build foundational pieces for UI text and UX voice strategy. UX content strategist Torrey Podmajersky provides strategies for converting, engaging, supporting, and re-attracting users. You'll use frameworks and patterns for content, methods to measure the content's effectiveness, and processes to create the collaboration necessary for success. You'll also structure your voice throughout so that the brand is easily recognizable to

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its audience. Learn how UX content works with the software development lifecycle Use a framework to align the UX content with product principles Explore content-first design to root UX text in conversation Learn how UX text patterns work with different voices Produce text that's purposeful, concise, conversational, and clear

Finally a go-to guide to creating and publishing the kind of content that will make your business thrive. Everybody Writes is a go-to guide to attracting and retaining customers through stellar online

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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 are all relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a time-challenged world dominated by short and snappy, by click-bait headlines and Twitter streams and Instagram feeds and gifs and video and Snapchat and YOLO and LOL and #tbt. . . does the idea of focusing on writing seem

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pedantic and ordinary?

Actually, writing matters more now, not less. Our online words are our currency; they tell our customers who we are. Our writing can make us look smart or it can make us look stupid. It can make us seem fun, or warm, or competent, or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring. That means you've got to choose words well, and write with economy and the style and honest empathy for your customers. And it means you put a new value on an often-overlooked skill in content marketing: How to write, and how to tell a

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true story really, really well. That's true whether you're writing a listicle or the words on a Slideshare deck or the words you're reading right here, right now... And so being able to communicate well in writing isn't just nice; it's necessity. And it's also the oft-overlooked cornerstone of nearly all our content marketing. In Everybody Writes, top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy of content creation, production and publishing, with actionable how-to advice designed to get results. These lessons

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and rules apply across all of your online assets – like web pages, home page, landing pages, blogs, email, marketing offers, and on Facebook, Twitter, LinkedIn, and other social media. Ann deconstructs the strategy and delivers a practical approach to create ridiculously compelling and competent content. It's designed to be the go-to guide for anyone creating or publishing any kind of online content – whether you're a big brand or you're small and solo. Sections include: How to write better. (Or, for "adult-onset writers": How to hate writing less.) Easy grammar

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and usage rules tailored for business in a fun, memorable way. (Enough to keep you looking sharp, but not too much to overwhelm you.) Giving your audience the gift of your true story, told well. Empathy and humanity and inspiration are key here, so the book covers that, too. Best practices for creating credible, trustworthy content steeped in some time-honored rules of solid journalism. Because publishing content and talking directly to your customers is, at its heart, a privilege. "Things Marketers Write": The fundamentals of 17 specific kinds of content that

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marketers are often tasked with crafting. Content Tools: The sharpest tools you need to get the job done. Traditional marketing techniques are no longer enough. Everybody Writes is a field guide for the smartest businesses who know that great content is the key to thriving in this digital world.

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