

# **Business Writings That Work as Hard as You**

by  
Author, Ann Fields

# Business Writings That Work

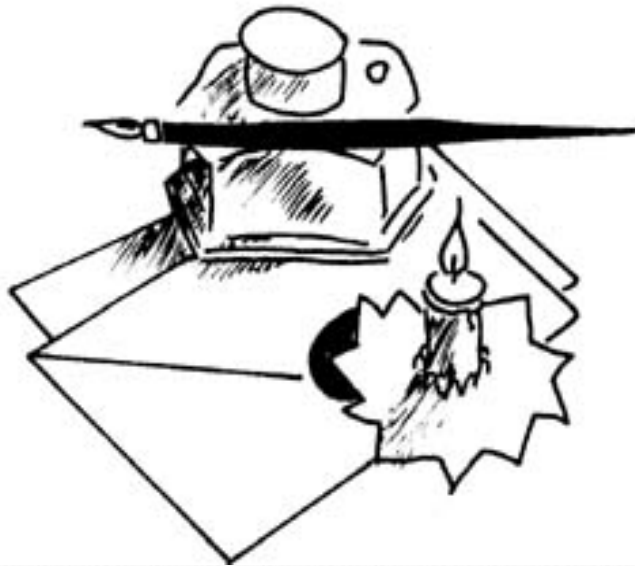
**Romance:** *After Hours, Second Time Around, Love Everlasting, Give and Take, Bouquet*

**Horror:** *Fuller's Curse (April 2013 release)*

**Mainstream:** *A Legacy of African American Literature , The Final Goodbye (future release)*

**Nonfiction:** *Teen Graffiti , Our Kids, Get Ready, Gospel Today, and Basic*

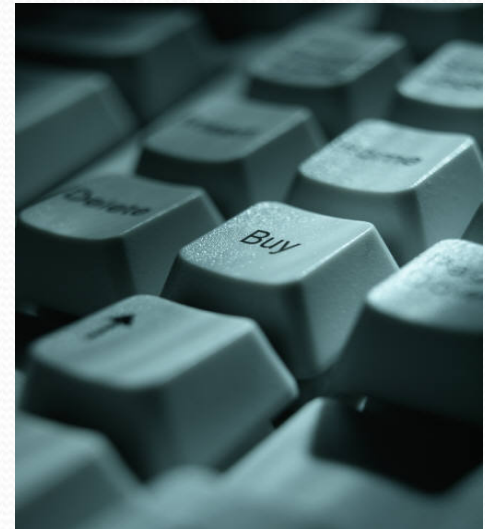
# Business Writings That Work



- Traditional business writing
- Expanded business writing

# Business Writings That Work

- Marketing (SM):
  - Blog posts
  - Enewsletters
  - Articles
  - Web pages
  - White papers
  - CTA
  - Online reviews/product testimonials
  - Etc.



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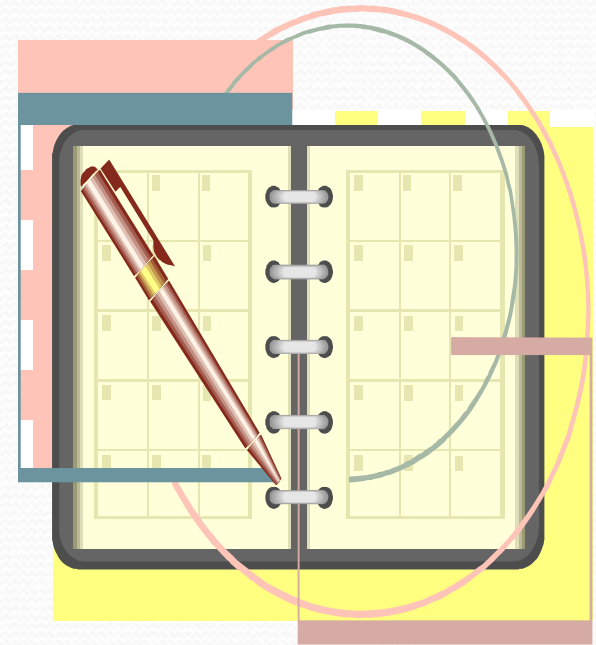
- Value-added Products :
  - Ebooklets
  - Books (ebook, digital & print)
  - Apps



# Business Writings That Work

## Tips for Producing Writings

1. Keep the reason “why” top-of-mind
  - Why?
  - WFM (what’s in it for me?)
2. Schedule dedicated time



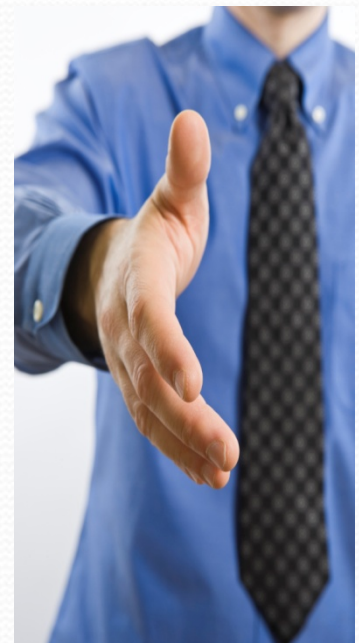
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## 3. Break it down

- WC, phases, chapters, paragraphs, sections, etc.

## 4. Be accountable

- Establish an accountability partner
- Be consistent.; stay with it



# Business Writings That Work

## Social Media Marketing Resources

[www.vocus.com](http://www.vocus.com)

[www.helpareporterout.com](http://www.helpareporterout.com)

[www.mediabistro.com](http://www.mediabistro.com)

[www.constantcontact.com](http://www.constantcontact.com)

[www.icontact.com](http://www.icontact.com)

[www.mailchimp.com](http://www.mailchimp.com)

[www.pixability.com](http://www.pixability.com)



# Ann Fields, Author

[www.AnnFields.com](http://www.AnnFields.com)

[Twitter/@Ann\\_Fields](https://twitter.com/Ann_Fields)

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