



# Brilliant Business Writing: How to Inspire, Engage & Persuade Through Words

*Neil Taylor*

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How much information do you read at work every single day? We are constantly bombarded with emails, brochures, letters, and much more. Now, how much of that information is interesting, or even memorable? Most business writing is boring, and not surprisingly, bored readers stop reading. That means it doesn't do what it's meant to do to sell something, persuade someone, or even inspire them. Brilliant Business Writing is about how you get your writing everything from e-mails to board reports - to work harder. How do you structure your writing so it's absolutely clear what you're saying? How do you make your writing so compelling that your reader will stick with it? And how do you make it vivid enough that they remember it? Brilliant Business Writing has three big themes. It reveals how to: \* structure your writing so that you get your point across effectively \* make your language clear and straightforward \* inject a little magic to make your message more memorable, and make you worth listening to. Throughout the book you'll find real examples and practical tips to bring even the dullest business writing to life.

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