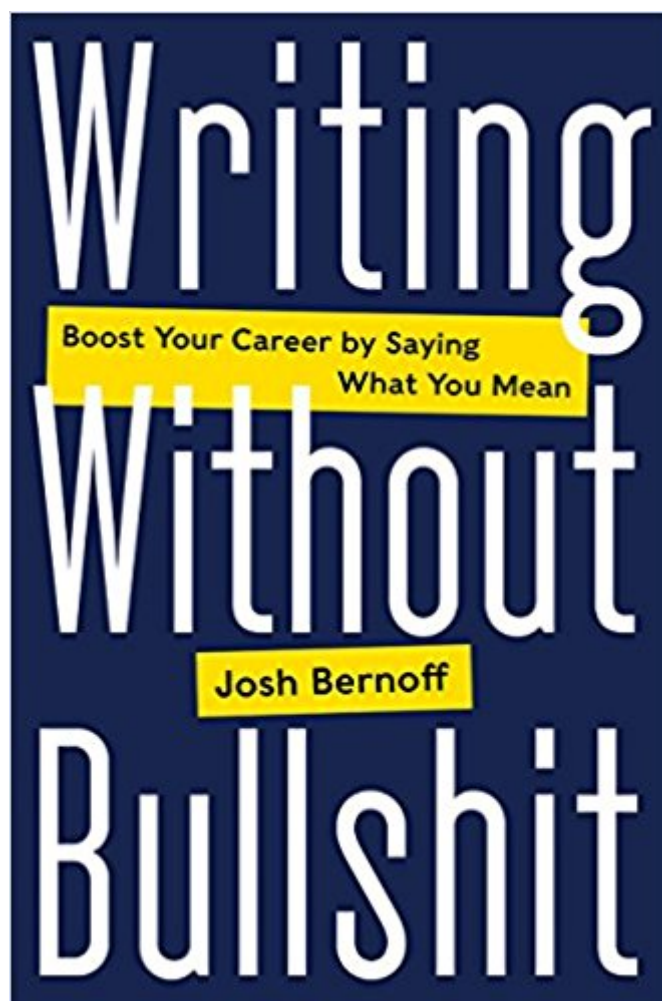The book was found

Writing Without Bullshit: Boost Your Career By Saying What You Mean

Synopsis

Joining the ranks of classics like The Elements of Style and On Writing Well, Writing Without Bullshit helps professionals get to the point to get ahead. ItÃ¢â¬â„¢s time for Writing Without Bullshit.Writing Without Bullshit is the first comprehensive guide to writing for todayÃ¢â¬â„¢s world: a noisy environment where everyone reads what you write on a screen. The average news story now gets only 36 seconds of attention. Unless you change how you write, your emails, reports, and Web copy donÃ¢â¬â„¢t stand a chance.In this practical and witty book, youÃ¢â¬â„¢ll learn to front-load your writing with pithy titles, subject lines, and opening sentences. YouÃ¢â¬â„¢ll acquire the courage and skill to purge weak and meaningless jargon, wimpy passive voice, and cowardly weasel words. And youÃ¢â¬â„¢ll get used to writing directly to the reader to make every word count.At the center of it all is the Iron Imperative: treat the readerÃ¢â¬â„¢s time as more valuable than your own. Embrace that, and your customers, your boss, and your colleagues will recognize the power and boldness of your thinking.Transcend the fear that makes your writing weak. Plan and execute writing projects with confidence. Manage edits and reviews flawlessly. And master every modern format from emails and social media to reports and press releases.Stop writing to fit in. Start writing to stand out. Boost your career by writing without bullshit.

Book Information

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Customer Reviews

The Top 10 Ways That Clear Writing Can Boost Your Career   By Josh Bernoff, author of Writing Without Bullshit.   You may not think you're a business writer, but you are. You write emails. Perhaps you write web pages or reports or news releases. And whatever you write, you're

probably doing it wrong. What you learned in school is the exact opposite of what you need to succeed in a world where everyone reads on a screen. People today spend about 36 seconds on the average news article. A typical businessperson spends 46 hours per week reading and writing. They're busy, and their lives are cluttered. You need to write in a way that punches through the noise. You need to write without bullshit. Here are my top ten tips for writing that succeeds at work: 1. Move beyond fear. When you're afraid, you write like you're afraid. Stop hedging and say what you mean. You'll get credit for directness. 2. Write shorter. Delete the warmup sentences. Organize carefully. Delete repetitive content. If you keep your emails under 250 words, people will be more likely to read them. 3. Front-load your writing. Make your titles and subject lines descriptive. Tell the story in the first two sentences. You haven't got long to capture people's attention. 4. Purge passive voice. Passive sentences frustrate people. Don't tell us "the new system is estimated to cost $150,000." Tell us who's responsible: "The IT department estimates that the new system will cost $150,000." 5. Replace jargon. Big words are more likely to confuse readers than impress them. Don't tell us that you've "become part of the vendor ecosystem" when you really mean "our product is now compatible with other companies' software." 6. Eliminate weasel words. Weasel words are vague, meaningless intensifiers. When you tell us you're "incredibly excited about the new hire's massive performance improvement and deep knowledge of the subject," we sense that you're bullshitting us. Replace the intensifiers and qualifiers with facts and statistics. 7. Reveal structure. Paragraphs suck for online readers, especially when stacked on one another like cinder blocks. Use headings, bullets, lists, tables, graphics, and links to make writing easier to scan and parse. 8. Structure your process. If you're writing something long, spend the first half of your time on research and planning. Then, when it's time to write, you'll have everything at your fingertips. 9. Write a fat outline. Regular outlines are worthless for planning. Pretend you're writing a "treatment" for Hollywood: Include details, quotes, and ideas in your outline. Fat outlines force you to plan more thoroughly, and they're great for communicating your plan to others. 10. Manage reviews with discipline. Reviewers will ruin your best writing if you let them. Give each reviewer a specific task, like verifying technical details or the correctness of language. Set deadlines so the reviews come back together. Then, don't just do what they say; use your creativity to solve the problems they've found without losing the soul of what you wrote. Whether you're writing web copy or research reports, make an impact. Don't write to fit in. Write to stand out. Write without bullshit.

Every day at work, you write. Are you writing to stand out, or writing to fit in?Writing Without Bullshit is the first comprehensive guide to writing for todayÃ¢â¬â„¢s world: a noisy environment where everyone reads on a screen. The average news story now gets only thirty-six seconds of attention. Unless you change how you write, your emails, reports, and web copy donÃ¢â¬â„¢t stand a chance.In this practical and witty little book, youÃ¢â¬â„¢ll learn to front-load your writing with pithy titles, subject lines, and opening sentences. YouÃ¢â¬â„¢ll acquire the courage and skill to purge weak and meaningless jargon, wimpy passive voice, and cowardly weasel words. And youÃ¢â¬â„¢ll get used to writing directly to the reader to make every word count.At the center of it all is the Iron Imperative: treat the readerÃ¢â¬â„¢s time as more valuable than your own. Embrace that, and your customers, your boss, and your colleagues will recognize the power and boldness of your thinking.Transcend the fear that makes your writing weak. Plan and execute writing projects with confidence. Manage edits and reviews flawlessly. And master every modern format, from emails and social media posts to reports and press releases.Writing Without Bullshit is The Elements of Style for the Internet era; an essential tonic for the career of every serious businessperson.

Josh Bernoff has been a professional business writer for more than 30 years, including two decades as a renowned technology analyst. He is the coauthor of three books on business strategy, including the bestseller Groundswell.

I'm not a writer / editor or paid to 'be creative' with my communication; regardless, this book can be used by anyone that:* uses written communication,* has customers (remember your colleagues are customers, too) and* wants to improve how they communicate (I find what I've learnt 'slipping' into how I think and communicate orally, too)The book is great because it:* focuses on the psychology for BS use in communication,* provides practical techniques to remedy our issues and* can be used to critically evaluate what you and others produceFor practise, I reviewed and edited my CEO's last email (about a service review), using what I'd learnt in the book and it was revelatory, I saw flaws in:*starting boldly,*tone,*key facts and*word countI'd not have known to look for prior to reading this book.

I came across this book while researching a book I'm writing about entrepreneurs. It came into my life at the perfect time.It's title perfectly captures how it's written and delivers on why it's important to

write with clarity.Our lives are so filled with digital distractions that, as writers, we need to make sure that our message gets across in simple to understand prose.Josh's book perfectly spells out this problem and gives solutions on how to make your writing clear and readable.If you write anything, then I would recommend picking up this book. It's an easy read and will help you be a better writer.

I've been accused of being an "over educated under achiever" because I could never find a comfortable writing voice. UNTIL NOW!! Much of my training (that I've paid coaches in excess of $30k for) alluded these writing principles but I just didn't "get it" until I read this book. I especially appreciated where specific examples of letter sent by famous CEOs are critiqued. After discovering the methods of in this book it was obvious they were destined to fail the day they were written. If you're a Dan Kennedy fan, you'll love this book! Dan gave me the "what to do" and Josh gave me the "how to say it so people will actually take you seriously". I believe the techniques that I learned in Writing w/o BS will help me communicate to be heard especially with the men in my office. I'm making my 3 college aged children read this book now because I feel like a have a clear upper hand in negotiations and communication after reading this book and I want the same for them.

Everybody thinks their business writing is great.EverybodyÃƒÂ¢Ã â¬Ã â„¢s wrong. ItÃƒÂ¢Ã â¬Ã â„¢s just a question of how much.The world of business writing is awash with:- Emails with mysterious subject lines like ÃƒÂ¢Ã â¬Ã Å"Here it isÃƒÂ¢Ã â¬Ã Â•;- Blog posts that begin with a faulty premise, then veer off into a bramble of unrelated topics;- Advertising and PR with messages written in passive voice and littered with weasel words and jargon.You could write a book about it. Instead, read Josh BernoffÃƒÂ¢Ã â¬Ã â„¢s ÃƒÂ¢Ã â¬Ã Å"Writing Without Bulls***ÃƒÂ¢Ã â¬Ã Â•.I've been a writer and consultant for my entire career, and it's rare that I read anything about writing that's really new. But Josh provides planning tools and approaches to help fight creeping bulls*** that are fantastic: fresh and genuinely useful.No matter how well you write today, you can do it better. This book will show you how.A world with less bulls*** is better for everybody, AND writing well will help you get ahead in your career. This is a must-read, buy it today.

As a book marketer helping authors sell books and build loyal audiences I have a deep appreciation for good writing and understand its power. Whether you send emails, write a blog, put together Facebook ads, write for business, or write fiction books this book will help you write better. Josh doesn't pull any punches calling out annoying writing practices including jargon and weasel words. His research-based approach appeals to those of us nerds who like to have data behind every

theory. And he's got plenty of data.It's not just the calling out that makes this book valuable. Much help is offered to make our writing an asset instead of a liability. I loved the concepts of how to brag intelligently, email thoughtfully, collaborate without tears, and just plain say what you mean. The book is well organized, easy to read, and, most of all, is without bulls***.

This book changed the way I write. In one week I have noticed that my emails are 1/5th as long and deliver 3x the relevant content. My co-workers and bosses noticed my new style immediately, and it has changed the way they perceive both my ideas and me. A must read for all serious business people because even the best schools taught you the wrong way to write effectively in corporate America.

I've read lots of books about writing and have written a few myself. Josh Bernoff's is one of the best. A definite keeper--on the shelf close at hand.clear, coherent, concise prose--my top three bits for writing anything. I write and I teach writing. As a writing teacher and a teaching writer, I will be using this book with students, with colleagues who need help with writing, and in my workshops. I will be pilfering some of his sample emails, memos, and reports, which Josh edits impeccably according to his key principles. Even in his preliminary chapters, which contain familiar advice about writing, Josh Bernoff writes with wit and humor and a compelling voice. Listen to what he says. Practice what he preaches. Get the book, read the book, use the book. Your writing will improve.

Drawn in by its title, I was excited but weary to read this book. The author covered many issues today about writing and why is it done so poorly, with an outstanding amount of suggestions, tips and recommendations. Overall, I enjoyed the book.I would add feedback related to the contradictory information on Search Engine Optimization (SEO). Early in the book, the author says forget it, then in the last chapter he says think about it when developing ideas.

Writing Without Bullshit: Boost Your Career by Saying What You Mean The Art Of Saying NO: How To Stand Your Ground, Reclaim Your Time And Energy, And Refuse To Be Taken For Granted (Without Feeling Guilty!) Resume: Writing 2017 The Ultimate Guide to Writing a Resume that Lands YOU the Job! (Resume Writing, Cover Letter, CV, Jobs, Career, Interview) Happy Brain: 35 Tips to a Happy Brain: How to Boost Your Oxytocin, Dopamine, Endorphins, and Serotonin (Brain Power, Brain Function, Boost Endorphins, Brain Science, Brain Exercise, Train Your Brain) Adrenal Fatigue: Combat Adrenal Fatigue Syndrome Naturally and Boost Your Energy Levels for Good!

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