



# The Entrepreneur's Guide to Business Writing: 17 Proven Strategies for Content That Wins Customers

*Stephanie H. Mann*

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How can you win customers and build credibility, just by writing?

First, you need a solid business idea. Next, you need to read this book.

*The Entrepreneur's Guide to Business Writing* demystifies the art of writing exceptional business content for all entrepreneurs (even those who would never dream of calling themselves “writers”). With tangible strategies and real-world examples, this practical guide teaches you how to stop writing mindless babble for Googlebots—and start writing valuable content for actual humans who want to do business with you. You won't find any theoretical writing rules here. Only proven ways to make your business content enviably good.

The cold, hard truth is that most business content out there is terrible. And as a career content strategist, Stephanie H. Mann has seen it all. In this book, she shares the 17 best-kept secrets for writing content that wins customers, builds credibility, and helps you eclipse the thousands of other voices in your field. This no-nonsense guide to business writing shows you exactly how to:

- *Write high-impact business content* that connects directly with your target audience and earns the trust of your ideal customers
- *Consistently generate great ideas* for your content, maximizing your writing output and eradicating writer's block
- *Implement a foolproof editing strategy* that guarantees clean, professional content, every time you write

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