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Nicole Fenton and Kate Keifer Lee's book, *Nicely Said: Writing for the Web with Style and Purpose*, teaches two major things that other books on writing or traditional copywriting may not: How to write a user-friendly story that folds in all your content elements . How to address your web readers' needs and support your business goals at the same time

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

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'

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Nicely Said : Nicole Fenton
: 9780321988195

Writing for websites and 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.

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Product designer, writer, UX
guy, and founder of Nicely
Said. Past experience
includes Disney, Inside Out
Leadership, Tiny Mix Tapes,

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Fenton 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
LiveJournal.

What is Content Writing? 10
Tips on How to ... - Nicely
Said

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
for the web. From the author

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Q&A with the Authors of
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An insider has said Prince
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

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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

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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 every day: Kristina 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

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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 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

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web's most valuable and respected companies. Their commitment to clarity and kindness is the result of their experience, and it makes them extraordinary teachers." - Erin Kissane, author of The Elements of Content Strategy

Whether you're making a formal presentation, wooing a client, closing a sale, or proposing an idea, persuasive communication is essential. Based on the same concepts that guide the author's award-winning training and consulting company, Well Said! teaches

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readers to put themselves in their audience's shoes and tailor their messages to the needs of decision makers. Darlene Price reveals the simple but powerful techniques you can use to prioritize, organize, and economize your words so that your communication wins the day. Complete with real-life examples illustrating the concepts in action, this handy guide shows how to use the words and phrases that get people to listen, capture and hold an audience's attention, gain instant credibility with decision makers, optimize body language, handle QA with finesse, make

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connections, shine with or without PowerPoint, perfect the elevator pitch, and much more. You don't have to be a motivational speaker to get through to others. By placing words carefully and with confidence, you'll captivate your audience and make big things happen in your career.

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

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your users clarity, test
your words, and collaborate
with your team. You'll see
that writing is designing.

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SUSTAINABLE SUCCESS BETTER
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BUSINESS. Your content is a
mess: the website redesigns
didn't help, and the new CMS
just made things worse. Or,
maybe your content is full
of potential: you know new
revenue and cost-savings
opportunities exist, but
you're not sure where to
start. How can you realize
the value of content while
planning for its long-term
success? For organizations
all over the world, Content

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Discover the processes and people behind a successful content strategy Make

smarter, achievable

decisions about what content to create and how Find out

how to build a business case for content strategy With

all-new chapters, updated material, case studies, and

more, the second edition of Content Strategy for the Web

is an essential guide for anyone who works with

content.

Most people don't like the

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sound of their voice - but for some, their vocal and communication habits are holding back professional success. Typical problems include: voice pitches too high, nasal and gravelly, mumbling, swallowing of words, speech too soft - people constantly asking to speak up, speaking too fast, difficulty making small talk, difficulty making eye contact, stage fright and interrupting others. Other books address some of these issues but are not grounded in speech science and professional expertise. With dozens of years under her belt as a Ph.D. speech therapist and pathologist,

Read Free Nicely Said Writing For The Web With Carol Fleming can get every reader to the right solutions quickly.

Content strategy is the web's hottest new thing. But where did it come from? Why does it matter? And what does the content renaissance mean for you? This brief guide explores content strategy's roots, and quickly and expertly demonstrates not only how it's done, but how you can do it well. A compelling read for both experienced content strategists and those making the transition from other fields.--Back cover.

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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. 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,

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and processes to create the collaboration necessary for success. You'll also structure your voice throughout so that the brand is easily recognizable to 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

An essential volume for generations of writers young

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Style And Purpose Nicole Bird is a modern classic. This twenty-fifth anniversary edition will continue to spark creative minds for years to come. For a quarter century, more than a million readers—scribes and scribblers of all ages and abilities—have been inspired by Anne Lamott's hilarious, big-hearted, homespun advice. Advice that begins with the simple words of wisdom passed down from Anne's father—also a writer—in the iconic passage that gives the book its title: "Thirty years ago my older brother, who was ten years old at the time, was trying to get a report on

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birds written that he'd had three months to write. It was due the next day. We were out at our family cabin in Bolinas, and he was at the kitchen table close to tears, surrounded by binder paper and pencils and unopened books on birds, immobilized by the hugeness of the task ahead. Then my father sat down beside him, put his arm around my brother's shoulder, and said, 'Bird by bird, buddy. Just take it bird by bird.'"

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