

PRESS RELEASE

“Write to Influence!”

Personnel Appraisals, Resumes, Awards, Grants, Scholarships, Internships, Bid Proposals, Web Pages, Marketing, and More

LOCATION, Virginia – DATE 2017 -- Author, Carla D. Bass, Colonel, USAF (Ret) will be available for a book signing at the FILL IN SPECIFICS from XXXX until XXXX on DATE 2017.

“Powerful writing can change your life! I’ve seen it—I’ve done it. You may be the best qualified candidate—hands down—for a job, promotion, academic scholarship, or other goal, but if the competition is better at telling a story, you lose,” observes Carla D. Bass, author of a newly released book, “Write to Influence!”

People, businesses, and organizations deserve to succeed but fail. Why? Inability to write persuasively often impedes them. Simply stated, powerful writing correlates directly to success, personal and professional, as applied to annual performance reviews; resumes; awards; applications for grants, scholarships, and internships; reports; bid proposals; web pages; marketing and more. For organizations, as well, clear, accurate writing is the lifeblood of effective operations.

“Write to Influence!” comes to the rescue for students, people about to enter the workforce, and those hoping to advance their careers, and for organizations, as well. It provides writing techniques and strategies to build a case using clear, focused, and persuasive text. Bass then demonstrates these in the context of resumes, email, and professional presentations and reinforces lessons with 200 exercises and solutions.

Mark Amtower, Managing Partner, Amtower & Company affirms, “Write to Influence!” is an essential guide for anyone seeking to improve writing skills and inform or influence others with the written word. I write daily and constantly seek ways to improve my writing skills. This book will be on my desk to help me on that journey.”

Dr. Lani Kass, Senior VP, Corporate Strategic Advisor, CACI agrees, “Carla brilliantly captured in one entertaining, easily read document the nuances of writing that infuse products with clarity, focus, and direction. If effective writing is your goal, put this book in your tool kit!”

Bass retired from the Air Force as a colonel, writing for 30 years at the executive level for generals, ambassadors, congressional delegations, and foreign dignitaries. In all instances, every word and each second of the audience’s time counted. She developed and taught her techniques for professional writing to thousands of professionals for 15 years. Testimonials confirmed that powerful writing did, in fact, change lives, opening doors to opportunity that would have otherwise remained closed.

The book is available now in either paperback or e-book thru Amazon.com; Barnes and Noble; Quality Books, Inc.; Follett; and many other distributors. For additional information, see www.carladbass.com, www.facebook.com/carla.bass.79, www.linkedin.com/in/carladbass/. To request a workshop or interview, contact the author at carla@carladbass.com or P.O. Box 591 Marshall, VA 20115.

BACKGROUND: Genesis for this book ... As a lieutenant colonel, Bass commanded 480 troops, many of whom were passed over for awards and other recognition critical for successful careers. Why? Their bosses couldn't write winning nomination packages. To resolve this, she developed writing techniques, composed a small handbook, and taught her unit to write, catapulting it from the most losing unit in the state to the one to beat. So successful were her techniques, she taught thousands of people for the next 15 years -- to rave reviews.