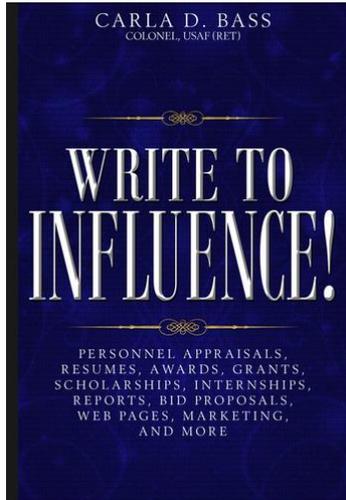


## Author to sign new ‘Write To Influence!’ book in Fairfax



By Times Staff, Feb 17, 2017

A book signing by a local author will take place at Chico’s Fairfax Corner, 4216 Monument Corner Dr. in Fairfax, from noon until 3:00 p.m. on Saturday, Feb. 25

“Powerful writing can change your life! 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,” said author Carla D. Bass, author of the book “Write to Influence!”

Bass, a retired Air Force Colonel, says that people, businesses, and organizations deserve to succeed but inevitably 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, clear, accurate writing is the lifeblood of effective operations.

“Write to Influence!” 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 general officers, 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](https://www.amazon.com), Barnes and Noble, and many other distributors. For additional information, see [www.carladbass.com](http://www.carladbass.com). To request a workshop or interview, contact the author at [carla@carladbass.com](mailto:carla@carladbass.com).