

Rated 5 of 5 Stars. In her superbly organized and crafted new book, “Write to Influence!,” Carla Bass brings to life the art of effective writing. In what will become a definitive work on this subject, Bass dives deeply and with eloquence and passion into how superior writing can be used to affect readers’ views so they will see things the way a writer does. The tools in this book will prove indispensable for people who want to influence, not simply inform, readers of the correctness and persuasiveness of their resumes, internship applications, bid proposals, etc. Bass does not exaggerate when she writes “powerful writing changes lives.”

What helps separate Bass’s book from more pedestrian instructional texts that describe writing fundamentals is that she explains carefully and illustrates lavishly how to write effectively through exercises that allow readers to practice the rules and techniques she teaches. Understanding what constitutes effective writing is only a beginning. Mastering how to write effectively is the far more challenging and rewarding skill that Bass demonstrates anyone seeking success through powerful, influential writing can attain.

“Write to Influence!” is not intended for a single audience. Students, businesspersons, government employees, administrative staff, human resources personnel, authors, executives, etc., all can improve their writing talents and communication abilities by reading this book and adopting the lessons it provides. Don’t let this book pass you by if you think it’s important to gain a competitive edge in achieving professional and personal success in your life through the written products you create. — [Amazon Reviewer](#)