

Rating: 5 out of 5 Stars. Thorough, Useful and Written with Flair. "Write to Influence!" is a thorough and easy to follow textbook that every job seeker, entrepreneur and employee who has to write so much as an e-mail to their boss should have. Colonel Carla D. Bass takes the reader on an unrelenting quest for word economy and strategic persuasion. Each rule is described with flair and accompanied by a helpful analogy. I can attest - as a self-marketing screenwriter, an attorney who has written winning legal briefs and a journalism major with reporting experience - that the exercises will be brainteasers for even the most expert writer and useful training tools for the novice. Here's hoping I've applied the lessons well here. [India K. Autry, Amazon Reviewer](#)