

Rated 4 of 4 Stars. *Write to Influence!* by Carla D. Bass is a great reference for people from all walks of life who need to improve their persuasive writing skills. It can be useful for people who write professionally as well as those who tackle the occasional writing project.

Carla gives advice on writing everyday items like resumes, emails and briefings as well as internet marketing. The book contains 200 writing exercises with examples of poorly written sentences accompanied by corrected versions. The examples become progressively more complex, reflecting real world writing tasks.

As the title implies, *Write to Influence!* targets writers seeking to persuade their audience toward a given end. Writers of fiction, autobiography or poetry may not find this reference as useful as writers of resumes, yearly reviews or budget proposals will.

The book is very well put together and user-friendly, with a table of contents, index, quick reference for writers and a list of references. It is well formatted, engaging and appears to be professionally edited. The numerous activities and sample sentences make *Write to Influence!* a valuable reference for writers in many fields. -- [Excerpt from official OnlineBookClub.org review by e-tasana-williams](#)