

Reviews – *Write to Influence!*

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See www.carladbass.com; contact: carla@carladbass.com;

Rated: 5 of 5 Stars. Absolutely Essential! There is simply no better resource for the professional writer than *Write To Influence!* Practical, precise, and actionable, *Write To Influence!* is the distillation of a 30 year public service writing career at the highest levels of government.

Carla Bass translates theory into practice with hundreds of examples and exercises to transform banal writing into persuasive proposals, resumes, grants, and awards that return results. As a consultant I found the before and after examples particularly actionable, their lessons immediately impacting the efficacy and punch of my proposals.

Write To Influence! should be required reading for every government contractor proposal center employee, non-profit organization, and consulting firm. It has my highest recommendation. [Joshua Schwartz, Amazon Reviewer](#)

Write to Influence! is an excellent instructional guide to practical and effective writing for the modern government, private sector, and academic writer. Carla Bass shows how effective writing is essential to success across a wide range of activities, to include smart use of new media. The book does not get bogged down in detailed grammatical rules, but rather follows its own message by keeping each topic clear and concise. **I will keep it handy and recommend it as the go-to writing guide for my students.** [Col \(USAF, Ret\) Robert G. Stiegel, a faculty member at the National Intelligence University's Anthony G. Oettinger School of Science and Technology Intelligence with over 35 years in the Intelligence Community](#)

Rated: 5 of 5 Stars. Everyone Needs this Book! It is a must have!!! Filled with practical tips and spot-on advice for crafting the perfect written message. Love this book and needs to have a prized place right next to your computer at work. **Buy this today without hesitation!!** [Jeff Coalslaw, Amazon Reviewer](#)

Rated: 5 of 5 Stars. This book is fantastic! It is spot-on for persuasive writing. **This should be the textbook for a class required of all incoming college freshman, and a high school class, a class for all military officers, and a refresher at most companies.** I don't know of anyone who would not benefit from this book! [Dan Cornford, NetGalley Reviewer](#)

Rated: 5 of 5 Stars. *Write to Influence!* is the perfect graduation gift! We bought one for each of our 22 seniors graduating from The Fairfax Christian School. [Rosemary Thoburn, Dean of Students, Amazon reviewer](#)

I learned how to "Write to Influence" when working for Lt Col Carla Bass in 1994. She composed and disseminated three documents to the leaders under her squadron command. The unit suddenly began to regularly sweep the All-Air Force Hawaii awards. Our awesome airmen hadn't suddenly become more talented or dedicated, **but our writing and how we presented their accomplishments improved dramatically. THAT made all the difference.** All, thanks to Carla... [Charles Allen, USAF \(Ret\)](#)

Rated: 5 of 5 Stars. Excellent "Go To" guide to improve your writing. The author explains in simple terms how to improve your writing to effectively communicate and influence the reader. *Her book masterfully provides clear examples* on how to get your point across succinctly and **is a must read for those wanting to improve their writing. Keep "Write to influence" close at hand for everyday reference.** [Tom, Amazon Reviewer](#)

Rated: 5 of 5 Stars. Teaches You to Pack A Punch with Words! **This is one of the best resource/educational books I've read.** It is well written and simple enough that every targeted audience reaps the benefits ... This book should be on everyone's bookshelf with the Thesaurus and Dictionary. By [Bookin' Around Town](#)

Rated: 5 of 5 Stars. Love her style! Great book! **A must have for anyone that needs help expressing themselves without all the mush!!** I've recommended it to several young professionals. (wish I'd had it early in my career)! [Sherry McMurry, Amazon Customer](#)

Rated: 5 of 5 Stars. Thorough, Useful and Written with Flair. "Write to Influence!" is a thorough and easy to follow textbook 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](#)

Rated: 5 of 5 Stars. Super helpful! This is a terrific book. Carla gives real examples on how to write better, allowing you to improve as soon as you begin reading this book! This book can change your life. [Justin Sommer, Amazon Reviewer](#)

Rated: 5 of 5 Stars. This is a great resource for beginners and those with a bit of writing knowledge. If you are looking for a reference book to help guide your writing (in everyday situations) then you should check this out first. I would like to thank GoodReads and Carla for a copy of this great book. [Adna, GoodReads Reviewer](#)

Rated: 5 of 5 Stars. This book is wonderful! It is clear, concise and user-friendly.

Is your library likely to purchase this title? **Yes**

Will you recommend this title through Readers' Advisory, book clubs, events, etc? **Yes**

Do you nominate this title for the LibraryReads List? **Yes**

[Anne Read, Librarian — NetGalley Reviewer](#)

Rated: 5 of 5 Stars. I purchased this first in the kindle edition. After reading through it, I realized that I needed a copy on my desk at work. I ended up buying the paper copy. I wish I had this knowledge 30 years ago! But ... I have it now and I am putting it to good use. It takes me a long time to wordsmith using Carla's methods but the results are worth it. After reading the book, I recognize her style in other's emails, point papers, and so on. Pick up a copy, or two copies like I did, it won't disappoint. [paddlnon](#), [Amazon Reviewer](#)

Rated: 5 of 5 Stars. How many times have you been bored to death by books that purport to teach the reader how to write compelling prose? Carla knows the first rule of teaching people how to write: you have to lead by example! *Write to Influence!* is a pleasant read. It feels like a savvy, humorous friend stopped by to give you some advice on effective writing.

Write to Influence! is practical. It isn't crammed with page after page of every single grammar rule that exists. It tackles the most common, worst offenders, so the time you spend with the book has maximum impact on your writing. Wonder if you "got" what Carla's trying to teach? Do the plentiful exercises and find out.

I'm a professional writer and I also teach people how to write. I picked up a few tips from *Write to Influence!* and looked at some common problems from a fresh angle. This book is worth your time. [Amazon Reviewer](#)

Rated: 5 of 5 Stars. "Write to Influence!" is a practical and informative book that teaches the fundamentals of good writing and how to communicate more effectively. Most important, this book will teach you how persuade and influence others via your writing. It is suitable for writers of all skill levels and walks-of-life, from high school students and business professions to stay-at-home parents and military personnel. [NetGalley Reviewer](#)

Rated: 5 of 5 Stars. This book was originally a gift to my daughter. However, I read it first and was overwhelmed with gratitude from the moment I read the first chapter. The writing concepts were easily to adapt and most importantly, "made sense." The writing exercises were extremely helpful and handy with my school/office work. I would highly recommend this book for individuals learning to become better writers or for experienced writers looking to brush up on their skill set. [Kenneisha I. Bowen](#), [Amazon Reviewer](#)

Rated: 5 of 5 Stars. Boy oh boy ... I want to give one of these to everyone I know — Quality writing is so much more important than people realize, especially in this digital age. If you can't get your point across on paper, you lose, period. The author knows her stuff and anyone wanting to further their skills or their careers would do well to read and re-read this one. Even as an experienced writer and reader I found useful tips and it's joined my favorite desktop resources. [Shari Staunch](#), [Amazon Reviewer](#)

Rated: 5 of 5 Stars. As an editor (among so many other things), it is very difficult to resist a book such as this one. It is not surprising, then, that this book felt like *a must-have reference tool*, something that should be omnipresent in my office. **But this book is so much more than that.**

Whether in a resume, a work email, or in the corporate world, communicating through the written word is KEY. Career advancement—heck, even career OBTAINMENT—absolutely depend upon being able to express oneself effectively, and to do so in writing. Therefore, a desk-reference such as this one can be of great assistance to us all.

In the book, Bass *expertly addressed what she calls “word sculpting.” I love this idea!* For those among us that may have trouble saying whatever we need to say in the written form, she advocates a “gut-spill” to start the writing process. So a high schooler struggling to create the winning college app essay can be encouraged to simply fill a page or two with every relevant idea that comes to mind. Once these are written out, the essay may be sculpted from these disgorged contents. Extraneous and/or redundant lines are cut out, other sentences restructured, each paragraph reorganized so that it clearly tells the readers “who did what to whom,” then proofread the thing, and voila!, you have yourself a much improved college application essay.

It sounds easy, right? No worries! *The author goes to great lengths to simplify and guide everyone through this process.* She provides a plethora of examples, before-and-afters, and exercises for every teaching point she addresses.

The logic of the book’s organization is very smart. Bass even includes a hefty Appendices section, in case any of her readers have additional writing-perfecting practice needs. **It’s an excellent reference book, one that does precisely what it promises to do.**

This book is perfectly suited for writers of all skill levels. *If you start the book as an entry-level writer, you cannot BUT come out a better, more effective writer upon completing this book,* especially if you take it seriously and complete those exercises that address your specific problem areas. **Moreover, it definitely can help even the best among us write better.**

NOTE: There is no true GRAMMATICAL guidance here; Bass tells her readers where to look for some excellent grammar resources. **This book focuses more on ensuring what we write tells the story we are hoping and intending to tell, in the best and most captivating way possible.**

Notes: Thanks so much for making this available! **As a copy editor, and a writer, it is invaluable. Wonderfully organized, too.** Full reviews on Goodreads and Amazon as well.
[NetGalley Reviewer](#)

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,” moreover, 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](#)

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](#)

“Write to Influence! is an essential guide for anyone seeking to improve their writing skills and inform or influence others with the written word. The book starts with the concept of choosing precise words, then moves to strategies for influencing. Filled with examples and exercises, anyone reading this can and will improve their written communication skills. I write every day, and I am constantly seeking ways to improve my writing skills. Write to Influence! will be on my desk to help me on that journey.” [Mark Amtower, Managing Partner, Amtower & Company](#)

“Write to Influence! is a gem — much more than the typical “how-to” book on writing. It’s more specific in its approach, teaching writing skills to purposefully craft words to present a powerful message, intended to influence readers ... This book is specialized and important — translating to a host of business and professional pursuits.

Write to Influence! is a powerful tool for individuals wanting to get ahead, as well. Why? Selections for jobs, scholarships, fellowships, and more are often made based on the strength of the written application or resume. This book teaches writing skills to put forth the strongest possible case needed to edge out the competition.

This standout, strategy-oriented book analyzes specific examples and passages to allow readers plenty of insight into the basics of not just composition, but rhetoric, arguments, and the kinds of critical thinking skills that apply to creating and presenting the written word.

Anyone interested in not just adequate but powerful, super-charged writing will appreciate this clear discussion of how to produce effective, attention-grabbing pieces in all kinds of business and real-world scenarios where standout writing means the difference between success and failure.” [D. Donovan, Senior Reviewer, Midwest Book Review](#)

“Write to Influence! should be in every professional’s library. As a lawyer for whom effective communication is essential, clear, convincing writing is key to making a compelling, successful argument. This book sets out a road-map for achieving that goal. Beyond being informative and very useful, it’s fun to read!” [Baba Zipkin, Former Senior Counsel, IBM](#)

*“Carla brilliantly captured in one entertaining, easily read document the nuances of writing that infuse products with clarity, focus, and direction. With **Write to Influence!**, authors will no longer hamstring readers with text... laborious, confusing, and frustrating to unravel. If effective writing is your goal, put this book in your tool kit!”* [Dr. Lani Kass, Senior VP, Corporate Strategic Advisor, CACI](#)

*“**Write to Influence!** will rejuvenate the lost art of clear, concise, professional writing. Moreover, corporate CEOs will rejoice at no longer being encumbered by reports difficult to read and frustrating to unravel!”* [Judith A. Sprieser, Non-Executive Director Allstate Corporation, InterContinental Exchange Inc., and Reckitt Benckiser plc.](#)

*“**Write to Influence!** will be my go-to-guide for many years to come. Read this book if you want to improve your communication skills. It is now a must-read reference for all of my employees.”* [Rick Mix, President & CEO, Cleared Solutions Inc.](#)

*“Where has this book been? **Write to Influence!** has it all—brilliant tools to teach writing fundamentals and strategies to compose products with that competitive edge.”* [Robert J. Butler, Co-Founder and Managing Director, Cyber Strategies, LLC](#)

*“In **Write To Influence!**, Carla provides far more than a succinct primer on applied writing skills with highly relevant practical exercises... She’s turned our focus to the communicative heart and soul of effective writing: to inspire and influence others.”* [Mike Seidl, Executive Vice President, JMark Services Inc.](#)

“I am very grateful for the opportunity to preview this marvelous book! *Write to Influence!* is a “must read” for everyone in government, corporate, or academic arenas who must convey his/her thoughts. It addresses all aspects of effective writing and answers every question you may have about improving your writing skills. Carla reinforces each tutorial with great examples and exercises. Beyond invaluable tips on writing, Carla’s humorous style and light-hearted graphics place ***Write to Influence!* in a class of its own**, far surpassing all of the other “how to write” books. **Bottom line, *Write to Influence!* is highly effective and very well written; it touches you.”** [Chris Masouros](#)

*“**Write to Influence!** — Much more than another author’s opinion about persuasive writing.* This is a practical guide to delivering a clear message, taught through example after example and more than one hundred exercises. **Don’t just read it. Take your time with it. Practice it.** This book will help you become better not only at writing but at getting your point across, no matter how you express it. **It will make you a better communicator. That can help you achieve goals throughout the rest of your life.** Yeah, it’s like that.” [Carl Dickson, Founder of CapturePlanning.com and PropLIBRARY](#)

Jim Barksdale once said, “Nothing happens until somebody sells something,” and that’s the truth. What’s also true is that unless you can craft a clear, concise, and compelling written message, you’re going to have a tough time selling anything to anybody. And it’s all sales, folks. From that first college application essay to the query letter for a job interview to pitching a client for their account. If you can’t make your case clearly – and quickly – you lose to the person who can. It’s that simple. So don’t lose. Win. Pick up a copy of ***Write to Influence!*** Not only is Bass charming and entertaining, the tips and writing strategies she provides are brilliant. Today, more than ever, standout writing means the difference between success and failure. Succeed with ***Write to Influence!*** Review by [Susan McCorkindale, Editor, SHE! Magazine](#)