

**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](#)