

POWERFUL WRITING CHANGES LIVES

This is the battle cry of Carla D. Bass, retired Air Force colonel, and local author of a newly released, award-winning book, "Write to Influence!"

"Powerful writing is also the lifeblood of effective businesses," she asserts. "It correlates directly to success, both personal and professional. You may be the best-qualified candidate – hands down – but if the competition is better at telling a story, you lose. People, businesses, and organizations may deserve to succeed but often fail. Why? The inability to write persuasively holds them back."

Bass first realized this when commanding an Air Force squadron of 480 officer and enlisted personnel. "We were the most losing unit on Oahu for the quarterly and annual All Air Force Hawaii awards. Why? Supervisors couldn't compose winning nomination packages," she explained. "Careers of talented people were unintentionally impeded by bosses who couldn't write well. I had to fix the problem."

She developed her ten core writing techniques, composed a small handbook, transformed it into a one-hour workshop, and taught her troops. She recalls, "A cherished memory is the first time we swept all of the award categories because my troops learned to write!" Bass reflects, "This was a life-changing call to action for me." She subsequently taught that workshop for

15 years to thousands of Air Force members.

Over the years, many people stopped her in government hallways to say, "Thank you! If it weren't for your writing techniques, I wouldn't have" Specifics included, "received the scholarship," "been accepted into Officer Training School," "received the Congressional Fellowship," and other highly competitive, life changing opportunities.

"Write to Influence!" is that little handbook updated and expanded by magnitudes. It is all about helping people help themselves. The techniques it conveys apply to students in high school and college; individuals new to the workforce; those who want to advance therein; and to a wide variety of organizations, public and private. "This is not a grammar book," she emphasizes. "It is a light-hearted, pragmatic application of savvy writing techniques demonstrated in the context of resumes, email, and presentations." The book also includes 100 examples and 200 exercises in the format of Before, After, and Analysis to explain the teaching points.

Applying tools and strategies in "Write to Influence!" is actually fun. Find and delete words to make text more powerful – that's a scavenger hunt. Add details to make the story pop – that's painting. Know your message, audience, and intended goal – that can be poker. Bring fuzzy, wordy text into sharp relief --

that's photography. Of course, focus on the end game, whether personal advancement, furthering a subordinate's career, raising funds for a worthy cause, or contributing to an organizational mission -- that's pure satisfaction.

Bass recently partnered with the Hill School and Jillian M. Beifuss, Chair of the English Department, to develop and present a one-hour workshop for students in 7th and 8th grade English. Per Ms. Beifuss, "Colonel Bass kept my students' attention with her effortlessly commanding presence and warm demeanor, as well as her excellent presentation. In classes following her visit, my students often referred to her presentation. One student wrote in her end-of-year self-assessment, "I have been trying to use the toolbox Col. Bass told us about, and I think my writing has gotten better." I warmly recommend Col. Bass to other schools."

Published in January 2017, "Write to Influence!" is already widely lauded by individual readers, academicians, and corporate leaders. It won a Finalist award in the category of "Careers" from the Next Generation Independent Book Awards. Bass attended the award ceremony at New York City's Harvard Club.

Bass wrote for 40 years at the executive level for general officers, ambassadors, congressional delegations, and other senior-level officials. In all instances, every word



and each second of the audience's time counted. She now teaches a variety of workshops for audiences ranging from students to professionals already in the workforce.

For additional information, see www.carladbass.com. To arrange a workshop or request an interview, contact her at carla@carladbass.com.

"Write to Influence!" is available in either paperback or e-book thru Amazon.com, [Barnes](http://Barnes.com), and [Noble](http://Noble.com) and many other distributors.