



# Why Your Writing Sucks: Business writing that works in the digital age

*Marcia Ross*

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## Why Your Writing Sucks: Business writing that works in the digital age Marcia Ross

**Forget those 200-page books that claim to teach brevity!** *Why Your Writing Sucks* is today's short-and-sweet route to better writing at work. In this concise, cheerful, informed guide, you'll find grammar-free, common-sense, actionable advice to raise your writing game.

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**Think you're a bad writer? This book will help you. Think you're a good writer? This book will make you better. Think you're a great writer? This book is critical. No kidding. There are too many words floating around in memos, emails, reports. Nobody wants to read long prose in a work setting, no matter how well crafted. Get to the point! Marcia will get you there – and you'll get the outcome you're looking for.**

*Suzanne Tyson, Founder, HigherEdPoints.com*

*Why your Writing Sucks* is aimed at adequate writers that could be good, and good writers that seek excellence. The business/engineering students I graduate often find that a contract or proposal, or even their own advancement, will depend on a piece of their writing. Ross brings a number of clear rules to those efforts.

Short, amusing and succinct – whether just coming into the business world, looking to improve, or wanting to avoid bad habits, business people will find *Why your Writing Sucks* an easy, useful read.

*Dr. Philip Anderson, B.A.Sc., M.A.Sc., Ph.D., University of Toronto*

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### **You get easy-to-apply advice on:**

- *Composing*: 7 actions to up your game
- *Editing*: 4 tricks (and some games!) to help you edit better
- *BARFing* – how to knock down inner barriers and get words on the page!

### **Discover how to:**

- Write more effectively, to get better business results
- Write more easily and less painfully
- Advance your career through improved communication skills.

### **What else?**

- Cheerful, readable writing style
- Practical tips from a 20-year career in business writing and editing
- An 80/20 approach: make the 20% of changes that will make an 80% difference in your writing

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