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May I Have Your Attention, Please? Your Guide to Business Writing That Charms, Captivates and Converts

By Mish Slade



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May I Have Your Attention, Please? Your Guide to Business Writing That Charms, Captivates and Converts By Mish Slade

Let's not mince words here: most business writing is tedious, pompous and bereft of the tiniest sliver of personality.

It's near impossible for customers to cut through the “innovative solutions” and “passion for customer service,” and find out who can *actually* give them what they need.

For the business owner who's willing to do something different, though, it represents a major – and inexpensive – competitive advantage.

May I Have Your Attention, Please? lays out 12 simple principles that allow business owners – even those with no writing experience – to attract and enchant their dream customers. With clear and concise explanations of what works and why, and examples of the best and worst text out there, you'll have all the tools you need to turn readers into buyers into raving fans.

Give your writing skills an instant upgrade

In this short book, you'll learn:

- Simple techniques to turn your dull-as-dishwater business marketing into “can't resist” copy – even if you don't think of yourself as a “good writer.”
- How to make price irrelevant and be the *only* choice for your ideal customer – by changing nothing except your copywriting.
- The business writing “rules” you should revel in breaking.
- Why copying your competitors is a dangerous waste of time... and what to do instead (without spending hours searching for ideas).
- The easily avoidable mistakes that are turning your customers off – even if they don't know it.
- A simple framework to help you blast through writer's block and know *exactly* what to say in any piece of writing.
- How to “read your customers' minds,” and get them looking for reasons to buy from you.

Who is this book for?

- Business owners looking to breathe more life into their website, content marketing or sales materials.
- Employees who want to gain a new skill and have more impact in their work.
- Anyone who has something great to offer – but is struggling to get the message across.

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Editorial Review

About the Author

Mish Slade is the founder of a copywriting agency called Mortified Cow, which tells you everything you need to know about her tolerance for stuffy, buttoned-up business writing. She's likely to throw her laptop through a window if she reads one more mention of "delivering measurable results," and figured writing this book would be cheaper than buying a replacement. Find out more about Mortified Cow by visiting the website: mortifiedcow.com

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