



# **Persuasive Writing for Business: How to Write Proposals, Letters, Emails and Other Business Communications to Influence, Impress and Persuade**

*Patrick Forsyth*

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Putting things in writing to create messages that they are clear, informative and impressive is not easy. If your message must be persuasive too then it can be downright difficult. The text for a range of things from letters, emails, and memos to proposals, press releases and websites needs to be well written if it is to achieve its purpose. In this straightforward and practical book Patrick Forsyth reviews how to define your message clearly and present it powerfully and persuasively. There are proven easy to apply tips and techniques here that will help you achieve the results you want more easily, more certainly and more often. It can help you turn a difficult chore into something that really brings results. Patrick Forsyth is a consultant, trainer and writer and the author of many successful business book. One reviewer said of his writing: Patrick has a lucid and elegant style of writing which allows him to present information in a way that is organised, focused and easy to apply (Professional Marketing).

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