



# Full Contact Writing: How to Win with Fearless Communication in a "Show No Mercy" Workplace

*Robert Gardner*

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Finally--a book that COMPELS you to write better on the job!

"...I don't know why he hasn't gotten back to me...I guess my request landed in a black hole somewhere...I sent her two follow-up emails...No response...Oh well, what did I expect? I'm not a writer..."

Words like these--words of frustration, confusion, and defeat--snake their way through the world of work every day. They come from professionals up and down the corporate chain, from line level staff to CEOs. They're the words of people who struggle to write in a way that connects with busy, demanding readers--most of whom will never offer a second chance at a strong first impression.

Fact: Things aren't getting any easier out there. In today's 24/7 business world, there are too many ways your writing can fail. Failure translates to *time wasted*, *dollars lost*, and *opportunities missed*. But there's hope. Because we're all operating under the same conditions, with the same relentless challenges, it's now a level playing field! With the right tools, and a little coaching, you *can* connect and win at this writing game! That's where this book comes in.

**Full Contact Writing** is a quick-hit guide for professionals at all levels of the organization who want easy, cut-to-the-chase writing strategies that *work*. It's a tight, valuable collection of simple, but powerful lessons learned and techniques applied. Want to be more respected--more influential? Be a better writer. **Full Contact Writing** gives you the core road map to a greater awareness of your true writing potential. The can't-miss wisdom in these pages comes to you from a top-notch business writer who's logged countless *big wins* in the workplace by practicing what he preaches.

Today's take-no-prisoners business world calls for a more assertive, confident writing style. This book will help get your writing *back in business*--and keep it there. If you do any writing at work, you need **Full Contact Writing!**

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