Web Content - The Beginners Masterclass: A Humorous Guide to Writing Standout News Articles and Headlines for the Web and Blogs (Beginners Masterclasses) (Volume 4)

By Mr Timothy Jones

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 110 pages. Dimensions: 9.0in. x 6.0in. x 0.2in.At long last, a guide to writing online content that shows the reader direct examples rather than endless fluffy guidance. Web Content - The Beginners Masterclass offers a practical and demonstrative means toward gaining your own, distinct content authoring style. Written with the intent of leading by example, this book contains a selection of articles which encompass many of the more popular subjects and genres commonly seen in the news media. Through these demonstrative means, it intends to imbue many of the key aspects of content and copy writing heavily weighed toward a high grade of shareability by its audience. The book revolves around its three pillars: IDENTITY - Crafting a unique, recognizable voice. PURPOSE - Embodying clarity in topic choice. STANDING APART - Being different from the banal crowd. Transforming the benign, day-to-day and week-to-week occurrences into a style at once keynote serves to imbue the budding content writer with an edge over the more conventional competitor. It is through this that the essential spirit of Web Content - The Beginners Masterclass was assembled. Current and contemporary, this book...

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