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On Message: Precision Communication for the Digital Age

Theo Theobald

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Theo Theobald : On Message: Precision Communication for the Digital Age before purchasing it in order to gauge whether or not it would be worth my time, and all praised On Message: Precision Communication for the Digital Age:

0 of 0 people found the following review helpful. A Practical Primer On Digital CommunicationBy CustomerA bite sized introduction to digital communication. I really enjoyed this read because it covered a lot of fundamentals in a short amount of time. In particular the author focuses on how to write and share content that is sticky - that resonates with your audience, by focusing on:- relevance- universality- solutions- feelings- trust- tipsAnswering "so what" to

these and then shows how to write and curate great content that helps your audience. Lots of tips on creative writing, copy-writing and how to really deliver your message with impact through story-telling. I really enjoyed it and made lots of notes with some clear actionable steps that I really think will help my blog and my readers.

Gone are the days of the traditional sales letter. Engaging with global audiences in an increasingly competitive world means that what you say has to be incisive, relevant and delivered in a way that can't be ignored. On Message provides expert guidance to help you keep up with the demands of the newest of new media, build a community and compete with big players. Packed with examples and practical help, it includes: templates; simple formulae for better messaging; practise exercises; review techniques; tips on flexing your writing muscles, and strategies to develop hard-hitting communication. Examining how to capture more followers who listen for longer and more intently, On Message will teach you how to develop your voice, segment your audience for more effective messaging, edit existing copy and engage with new and emerging markets.

"If you are looking for something to help you get started thinking about how you and your business should be communicating online, this is worth a look. Even if you aren't a novice in the digital communication cyberworld, you may find the book helpful in communicating with those who haven't spent as much time considering how they sound coming through keyboard."