

# WRITE AS THOUGH YOUR CAREER DEPENDS ON IT...

Your writing can be a treasured asset to your career...or a threatening liability. In fact, you may have already discovered that your image and advancement depends more on your communication skills than on your actual ability.

Have you ever thought what you could accomplish if you could write the kind of persuasive letters that open doors and generate new business? What would it mean to you if your memos could influence management, or build customer confidence? Wouldn't it be everything you ever worked for to produce reports or proposals that actually move people to action?

If you're an executive, professional, supervisor, secretary, salesperson or technician and you want to reap the rewards that come from writing with force, persuasion and motivation, your answer is **Power Writing**.

**No classes or grammar lessons—just techniques, strategies and results**

Power Writing is a totally different approach that achieves results. It eliminates the usual drills on grammar and theory. Instead, it tackles step-by-proven-step the requirements of real-life writing situations as they actually exist. The typical remark made by the thousands of people who have benefited from the Power Writing strategies is: "Where was this when I needed it during all those years of stodgy letters?" They were no longer held back by a lack of effective writing skills. They developed a new mastery of on-the-job writing.

**What makes Power Writing so successful?**

With this professionally developed and proven system, you do far more than just examine and explore the components of crisp and persuasive letters, memos, and reports. You'll achieve a powerful command of the writing techniques used by the people who get results from their writing—and you'll do it in spare minutes-a-day from the very first

## ABOUT THE AUTHORS

Robert R. Max and Sally P. Cerny are co-authors. Mr. Max is one of the leading communications consultants in the world. His clients include American Express, Johnson & Johnson, New York Life Insurance Company, American Stock Exchange, AT&T, Eastman Kodak, Union Carbide, Hoffman-LaRoche Pharmaceuticals, Equitable Life Assurance Society and many others.

day—through vividly realistic practice as you advance from section to section.

You'll learn how to persuade, flatter, compel, control, inform, influence and motivate your readers by:

- creating immediate interest that draws them right into the heart of your message;
- involving them so completely they become your allies without even realizing it;
- obtaining positive reactions from them almost from the first word;
- developing a professional writer's command of mixing just the right elements at the right time;
- mastering every aspect of writing that can pay dividends for you and your career.

You'll learn the 'Advanced Applications' of Power Writing techniques for writing extensive business and scientific proposals and reports. This is the one program that will help you no matter what your career or profession. If you've ever said "I hate to write," Power Writing is for you. It won't necessarily make writing fun, but it will make it a lot easier and much more productive.

Power Writing is the one program available that can turn even the most hesitant and

unsure writer into a fast, confident and productive communicator. What's more, it's proven that ability through actual results gained by 'people-on-the-move' in many Fortune 500 companies.

**Examine Power Writing FREE for 15 days**

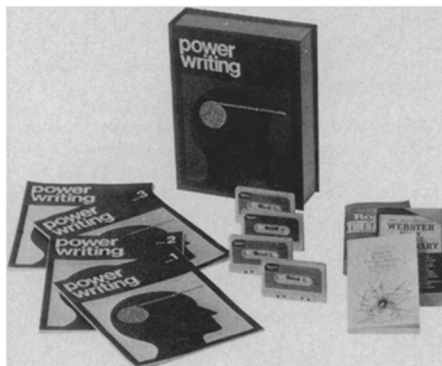
When you receive Power Writing, take the full time allowed to look over the materials that make up this uniquely successful concept. Listen to your 'teacher-on-cassettes' who guides you, instructs, encourages and works through every step of the program with you.

We're confident that after listening to the tapes and glancing through the coordinated workbooks and reference guides, you'll quickly agree that Power Writing can easily make you a much faster, more resourceful and more powerful writer—and do it in just a matter of weeks.

On the other hand, if you don't agree for any reason that Power Writing is a plus for your career, simply return all materials and take advantage of our airtight money-back guarantee. You'll receive a full and immediate refund. No questions asked.

You've got nothing to lose by examining Power Writing. So complete and mail the coupon below now—and take advantage of this highly effective program and offer!

## BECAUSE IT DOES!



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