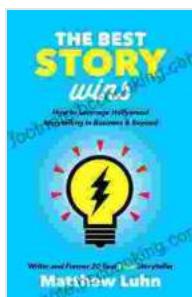


The Best Story Wins: How to Write Nonfiction That Moves Readers

In our fast-paced, digital world, it's more important than ever to be able to write nonfiction that grabs attention and keeps readers engaged. In her new book, *The Best Story Wins*, award-winning author and teacher Ann Handley shows you how to do just that.



The Best Story Wins: How to Leverage Hollywood Storytelling in Business & Beyond by Steven Haines

★★★★☆ 4.8 out of 5

Language	: English
File size	: 3176 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 411 pages
Lending	: Enabled
Screen Reader	: Supported



Drawing on her years of experience as a writer and editor, Handley offers practical advice and insights on how to craft compelling stories that connect with audiences on an emotional level. She covers everything from finding the right story to tell, to developing your characters, to writing with clarity and impact.

Whether you're a seasoned writer or just starting out, *The Best Story Wins* is an invaluable resource. Handley's clear and concise advice will help you

write nonfiction that is both informative and engaging.

What You'll Learn in The Best Story Wins

- How to find the right story to tell
- How to develop your characters
- How to write with clarity and impact
- How to use storytelling techniques to engage readers
- How to edit and revise your work

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"Ann Handley is a master storyteller. In *The Best Story Wins*, she shares her secrets for writing nonfiction that moves readers. This book is a must-read for anyone who wants to write compelling, engaging content."

- Jay Baer, author of *Talk Triggers* and *Hug Your Haters*

"*The Best Story Wins* is a practical guide to writing nonfiction that connects with readers. Ann Handley offers clear and concise advice on how to find the right story to tell, develop your characters, and write with clarity and impact. This book is an invaluable resource for anyone who wants to write nonfiction that is both informative and engaging."

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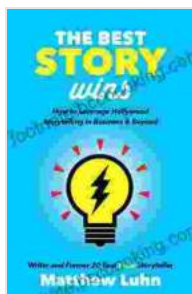
About the Author

Ann Handley is an award-winning author, speaker, and teacher. She is the Chief Content Officer of MarketingProfs, the world's largest online community for marketing professionals. She is also the co-author of the bestselling book Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business.

Ann has been featured in The New York Times, The Wall Street Journal, Forbes, and Fast Company. She has also spoken at numerous conferences and events around the world.

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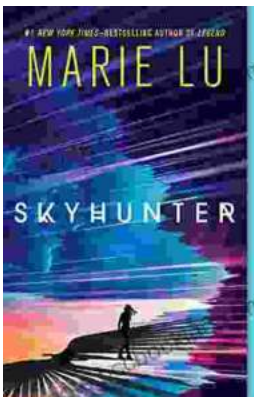
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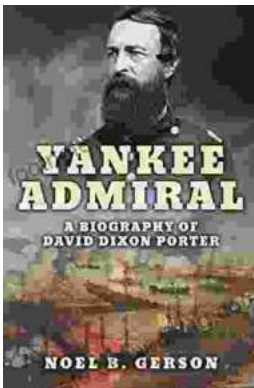
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