

BUSINESS WRITING/ CREATIVITY



Association for Creative Business Writing

Lynda McDaniel, director and author of *Words at Work*.

WORDS AT WORK



Powerful business writing delivers increased sales, improved results, and even a promotion or two. A veteran writing coach shows you how.

Lynda McDaniel

**Best Books
Award
WINNER!**
USA Book News

Lynda McDaniel is a creativity catalyst. As a successful business writer and writing coach, she has helped hundreds of participants from C level to entry level learn how to:

- Overcome fear of writing.
- Connect with wider audience.
- Achieve goals faster.
- Build confidence and trust.
- Increase sales and results.
- Develop innovative ideas.

“In today’s economy, people need to set themselves apart,” Lynda says. “Good writing is one of the best and easiest ways to achieve that. When we learn how to write *to* our readers instead of *at* them, the results are amazing.”

Lynda’s 25+ year career as journalist, business writer, and writing coach includes business-writing coaching and training for The Boeing Company, Key Bank, T-Mobile, U.S. Small Business Admin., U. of Washington, among others. Her writing credits include *Southern Living*, *Country Living*, *Associations Now*, *Atlanta Journal-Constitution*, and *washingtonpost.com*.

AFCBW PUBLICATIONS BY LYNDA McDANIEL

Words at Work – winner of the National BEST BOOKS Award in 2009. **Inspiration on Demand**, a series of six e-books covering popular topics such as *Overcome Fear of Writing*, *Creativity @ Work*, and *Articles 101*.

“Catch the spirit in [Words at Work] and... I guarantee that your writing will improve and you’ll be a happier communicator.” —**Thomas Moore**,
NY Times bestselling author of *Care of the Soul*

“Words at Work will help you banish your fears of writing while providing you with all the tools you’ll need to confidently tackle any writing task...”

—Peter Bowerman, “The Well-Fed Writer”

Learn more at www.afcbw.com.

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