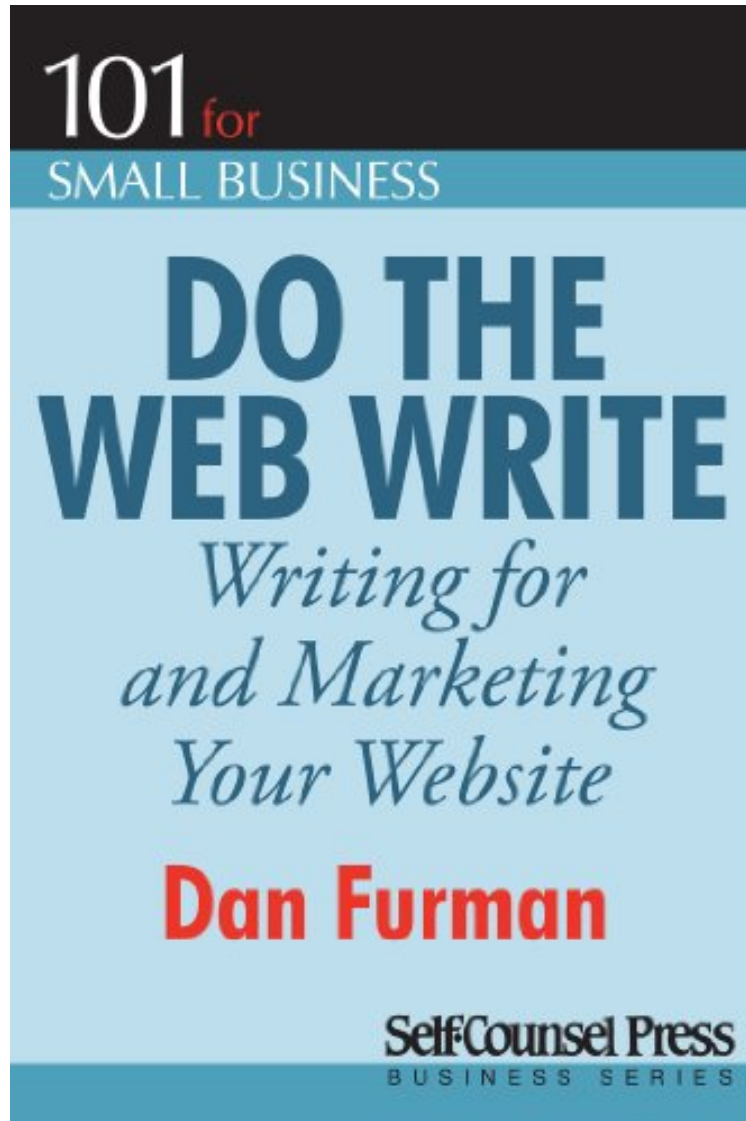


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## Do the Web Write: Writing and Marketing Your Website (101 for Small Business Series)

Dan Furman

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**Dan Furman : Do the Web Write: Writing and Marketing Your Website (101 for Small Business Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Do the Web Write: Writing and Marketing Your Website (101 for Small Business Series):

1 of 1 people found the following review helpful. Great traction right off the lineBy Mike L. RaetherIf you're taking your first stab at writing and designing your own Web site, Dan's great little book will get you up and running in a hurry and help you avoid the common mistakes made by even the Big Guns. Dan helps you put one logical brick upon

another until the project is complete. In addition, the book is an easy read, featuring enough of Dan's slightly quirky humor to make the whole thing fun. Another of Dan's strengths is that he doesn't just say "do this" but gives you the "why" behind the wisdom. If you're a beginner, this helpful volume is definitely worth your time and treasure. The only negative has nothing to do with the book's fine content. There are a few defective copies floating around that are missing the last 22 pages. Unfortunately I ended up with such a copy, but the publisher quickly and apologetically shipped me a corrected copy. However, since the last few pages contain a fair amount of summery, you really won't be missing much if by some slight chance you're mailed an imperfect copy. 1 of 1 people found the following review helpful. An Amazing Book! By Steven B. Schafer This book, written by a writer, is a delight to read even if it weren't filled with great ideas. The writing style is engaging and the content is outstanding. We are about to launch a new website [...] and needed to know how to write press releases for the internet. Being PR novices, Dan's book helped immensely. In fact, one of my partners, a writer himself, was so inspired by the book that he is hoping to launch a new career doing web writing! If that isn't a solid endorsement, I don't know what is. Great book. Great writing! 0 of 0 people found the following review helpful. great book By buyer Easy to read, well writing, does not have a bunch of fluffy filler stuff. This book give a great overview of what you need to do.

The hardest part of having a successful website isn't building or coding it. The hardest part is knowing what to say, where to say it, and how to write it. Written in easy-to-understand language, Do the Web Write will show you how to write persuasively for the web, how to market your website effectively, and ultimately, how to succeed online.

About the Author Entrepreneur Dan Furman runs a successful out of his home. For the past 20 years he has run several home businesses, and has helped countless others with marketing and running their own. Dan knows firsthand what makes a home business succeed—and fail—and is ready to share his vast wealth of knowledge and experiences with you. Dan is also author of the best-selling Self-Counsel Press book, Start Run a Real Home-Based Business. Meet the author at his website: <http://danfurmanonline.com/>