



Reclaim Your Readers (Paperback)

By Randy Craig

Marion Street Press Inc., United States, 2015. Paperback. Condition: New. Language: English . Brand New Book. This handbook introduces writers of all types to the ARC Method, a technique for reader-focused composition that ultimately leads to a devoted readership. Demonstrating how this strategy incorporates the concepts of audience, relevance, and a readership continuum to change the paradigm of writing, this guide reveals how utilizing this approach addresses the audience's true needs. Enabling writers to produce content for multiple formats, this examination is guaranteed to make writers more effective and valuable to employers, instructing them on how to adapt to the current trends of media proliferation, such as blogs and online social media, while staying true to traditional outlets. With valuable tips on combating audience fragmentation, this book offers writers of all backgrounds a solid solution to winning a loyal following across a variety of platforms and styles with a new, more impactful and efficient way of writing.



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