



# Word Up! How to Write Powerful Sentences and Paragraphs (And Everything You Build from Them)

By Marcia Riefer Johnston

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How do you get people to want to read your words? Know your subject. Know your audience. And write powerfully. This book can help you write powerfully.

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### Editorial Review

Review

"Great debut!"

--Mignon Fogarty (Grammar Girl)

"Excellent."

--Bryan A. Garner, author of *Garner's Modern American Usage*, on "You Don't Know from Prepositions"

"So entertaining that bettering your prose is almost effortless."

--Caroline Leavitt, book critic for the *Boston Globe* and *People*

"This book embodies the adage *practice what you preach*. Marcia's writing style is powerful in its own way: engaging, funny, instructive, and supportive. I've longed for a book on writing to recommend ... and this is it!"

--Kristina Halvorson, author of *Content Strategy for the Web*

"Wheaties for writing!"

--Sherri Henkin, author of *Growing the Write Way* blog

"Illuminating ... If some of those sharp-witted classical rhetoricians were blogging in today's idiom, they might sound like Marcia Riefer Johnston, delivering both quintessential and quirky writing tips along with charming, pointed asides. With bright style and nimble tips that even professional writers forget (or never knew), she channels the inspirations and lessons of her own writing career into a brisk giddyap for balky prose."

--Arthur Plotnik, author of *Spunk & Bite*

### From the Back Cover

Want to write more powerfully? You've come to the right book. *Word Up!*--an eclectic collection of essays, more inspiration guide than style guide--serves up tips and insights for anyone who wants to write with more umph.

*Word Up!* does what too few writing books do: it practices while preaching, shows while telling, uses powerful writing to talk about powerful writing.

*Word Up!* explores the perplexities and celebrates the pleasures of the English language. It leaves you smiling--and ready to conquer your next blank (or blah) page.

### About the Author

Marcia Riefer Johnston's words have appeared in the scholarly journal *Shakespeare Quarterly*, the professional journal *Technical Communication*, the weekly newspaper *Syracuse New Times*, and that user guide you used last week and didn't swear at.

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