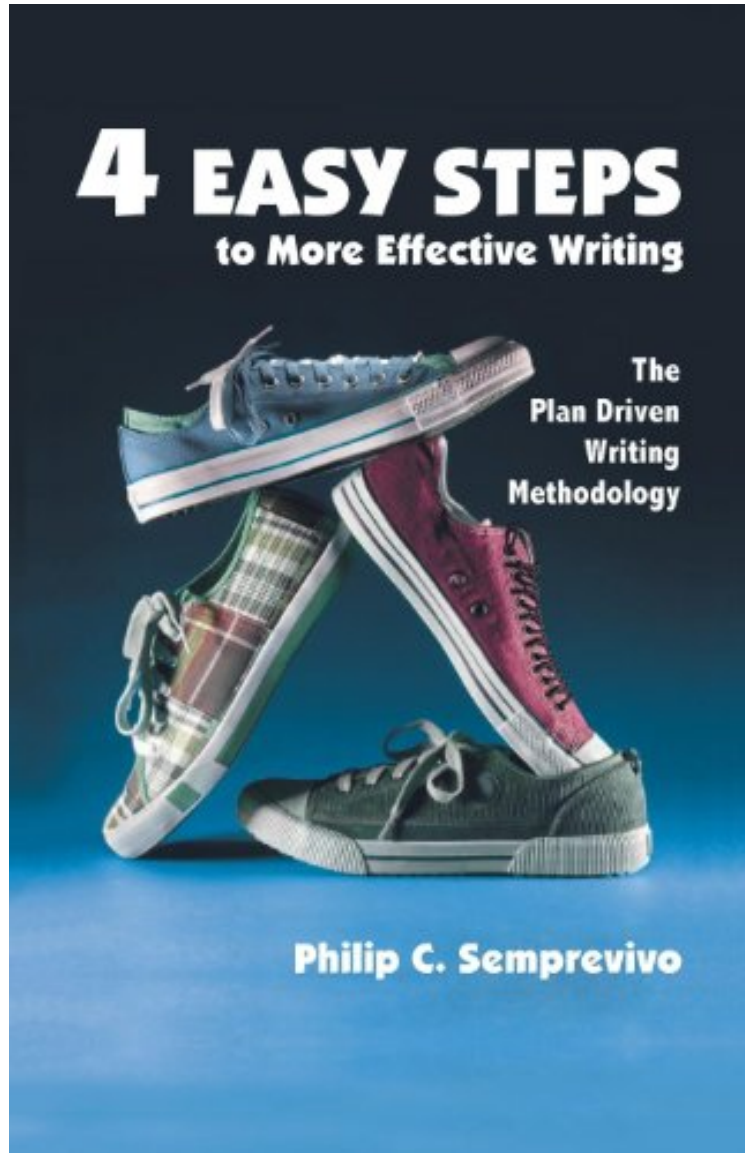


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## 4 Easy Steps to More Effective Writing

*Philip C. Semprevivo*

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**Philip C. Semprevivo : 4 Easy Steps to More Effective Writing** before purchasing it in order to gage whether or not it would be worth my time, and all praised 4 Easy Steps to More Effective Writing:

2 of 2 people found the following review helpful. Most Effective Book on Writing in the MarketplaceBy Fiona ThompsonAfter reading Mr Semprevivo's book on effective writing I have decided to buy 21 copies and present them to my children and their cousins. This June some of them will be graduating from college and I intend to give them a gift of money inserted into Mr Semprevivo's book. This book will clearly give them an advantage when applying for a job. (Many of my other relatives could also use Mr Semprevivo's book. They are either laid off or re-evaluating their

current career choices.) The author has taken a very complicated subject, reduced it to 100 pages and created a "laser like " approach to more effective writing. The technique he has developed is called "PDW" Plan Driven Writing. I have always told my children " A goal without a plan is a dream" Mr Semprevivo has taken their dream and helped formulate a plan, through effective writing, to start the process of realizing their goals/dreams. Bravo, well done Mr Semprevivo. This is a must read for everyone in today's competitive environment.3 of 3 people found the following review helpful. Having a plan makes all the difference!By Bev1212This book is a treasure. By following just 4 easy steps, anyone can produce a clear, organized piece of writing. This is the first time I've seen a formula for an EASY writing plan that anyone can follow. It's all about a plan, and the author gives everyone 4 easy steps. He calls it the Plan Driven Writing method, and that's just what it is: PDW! Why didn't someone think of this years ago when I could have used this advice? Great for every class of college students. I recommend it to every professor for use as an easy how-to book. Good for any subject, from English to science to business. Wish I had had it for all my students!2 of 2 people found the following review helpful. No more road blocks!By outdoorsI definitely recommend reading this book. It is a great tool for helping anyone write an effective and organized plan. What a great concept! If you are trying to formulate a business plan or even writing a book and don't know where to start, this is the book for you. I also think every college student should read this book to help get through all the different types of writing necessary within the college curriculum. I wish i had something like this to help guide me through my college years. It can help tremendously with all types of writing and topics by following the 4 easy steps that the author has provided. This book met all my expectations and more.

4 Easy Steps to More Effective Writing is a book that is targeted to the needs of Business Professionals. As such, it should also be considered as excellent supplemental reading for the college or graduating high school student. The book introduces the author's easy-to-use four step methodology for developing and executing a Writing Plan. The underlying premise of that methodology is that the key to more effective writing is to develop such a Writing Plan prior to actually attempting to write. The methodology which is called Plan Driven Writing (PDW) was used to write this book. Further, extensive examples and illustrations are included in the book to illustrate exactly how the methodology was employed in writing the book. Therefore, the book serves as an excellent case study on how PDW can be used to develop and write from a plan. Additionally, a series of four Chapter End Problem-Sets guide the reader through each of the four steps of the PDW process for a writing project that the reader selects. The objective of the approach used in writing the book is to equip the reader with the skill level needed to freely use the PDW methodology on future projects subsequent to reading the book.