



# Fundamentals of Writing: How to Write Articles, Media Releases, Case Studies, Blog Posts and Social Media Content

*Paul Lima*

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## **Fundamentals of Writing: How to Write Articles, Media Releases, Case Studies, Blog Posts and Social Media Content** Paul Lima

Fundamentals of Writing is a book written specifically for those who want to improve their writing skills and apply them to writing articles (for newspapers, magazines, corporate and other publications), media releases, case studies, blog posts and social media content. The book is based on several writing courses that the author, Paul Lima ([www.paullima.com](http://www.paullima.com)) teaches online for University of Toronto continuing education students and for private students and corporate clients. Fundamentals of Writing is for you if you are looking to become a more effective writer; organize your thoughts before you write; write for a defined audience; make your points in a clear, concise, focused manner. This book will help make you a stronger, more confident, writer--one who is able to write in a more structured, focused and concise manner. The book will also help you spark your writing creativity and exercise your writing muscles, to get them into shape before you start to plunge into writing projects. - Paul Lima

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