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Her latest book, Everybody Writes: Your Go-To Guide To Creating Ridiculously Good Content is the first I read as moved into this role at IMPACT and it remains one of the highest on my list of favorites. Video Sales & Marketing World 12/8-12/9: Learn how to supercharge your sales & marketing with video.

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— Ann Handley, Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content. 1 likes. Like "I use what I call a 'writing ladder,'" David told me. "If a tweet resonates—it gets a bunch of RTs and at replies—then I consider it good blog post fodder."

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