

Connecting With Your Audience

Sometimes there is a certain author who has a particular writing style that appeals to you. They are the writers of those favorites that you can't put down the first time you read it, and then find yourself reading over and over again. Wilbur Smith is one of my favourites and there are many of his books that I have read five or six times. Your favorite authors are the ones you can connect with. What they write is readable and as a reader, you can relate to it. Incorporating a bit of your own personality and trying to connect with your target audience can go a long way in achieving your writing goals. [Copywriting Blogs - Blog Catalog Blog Directory](http://www.blogcatalog.com/directory/business/copywriting "Copywriting Blogs - Blog Catalog Blog Directory") 