**Recommended Resources***Thanks for joining my session!  
Katry Ann Beaudoin*katry.annbeaudoin@brainrider.com

**Following some questions, here are a few resources for you!**

**Readings**Here are a few readings, top of mind.Hope they can help and inspire your practice!

* Worstward Ho by Samuel Beckett
* How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often: Edwards, Ray
* Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less
* Conversation Marketing: How to Be Relevant and Engage Your Customer by Speaking Human by Kevin Lund
* Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content by Ann Handley
* Blindsight: The (Mostly) Hidden Ways Marketing Reshapes Our Brains by Matt Johnson and Prince Ghuman
* Get fit for the future of transcreation by Nnia Sattler-Hovdar
* Trategic Writing for UX, Podmajerskiy
* Writing is designing by M. J. Metts and A. Welfe
* 100 Ways to Improve Your Writing: Proven Professional Techniques for Writing With Style and Power: Provost, Gary, Grimes
* Positioning: The Battle for Your Mind, Ries, Al, Trout, Jack
* The Creative Habit by Twyla Tharp
* Becoming a Writer by Dorothea Brande

**Training**I wish I had more suggestions. I’ll work on that! But for now, here are my suggestions.

* Transcreation Essentials: https://training.proz.com/spotlight-training/transcreation
* Transcreation: <https://www.ucl.ac.uk/short-courses/search-courses/transcreation>
* Any HubSpot Accademy certification
* Any SemRush certification