

"Clear thinking is clear writing. One cannot exist without the other." – William Zinsser

Why do we get stuck in our own heads? Why do we struggle to share our vision and ideas? Why does professional and personal growth come so easily to some, but not to us? What is holding us back from building the business, career, and life of our dreams?

The secret to entrepreneurial success has not changed in hundreds of years. But today, it's more important than ever: *Great Founders Write*.

Writing is the ultimate accelerator for strategic thinking, inspiring leadership, and personal growth. It has been a key instrument of world-changing founders from Benjamin Franklin to Oprah Winfrey to Jeff Bezos and countless more.



Accelerate your business, career, and personal growth.

Are you ready to unlock your full potential, grow your influence, and lead your business to new heights? *Great Founders Write* will teach you how to:

- Write effectively for teammates, customers, and investors
- Communicate your vision and ideas with confidence
- Build an online audience by telling stories that stick
- Accelerate your personal growth and learning

You'll also get free bonus content that includes writing exercises, guides, and frameworks to immediately improve your writing.

Great Founders Write will give you the principles and practical exercises you need to become a better writer and grow your business.

Are you ready to write your success story?



GREAT FOUNDERS WRITE

BEN PUTANO



PRINCIPLES FOR CLEAR THINKING,
CONFIDENT WRITING, AND
STARTUP SUCCESS

GREAT FOUNDERS WRITE



BEN PUTANO