

# Praise for *Letting Go of the Words*

“Short of having Ginny sitting at your desk helping you think about your site, I can think of nothing better than having this book. The table of contents alone offers detailed guidance for readers, making this book an active resource for day-to-day use – one of my key criteria for a ‘usable’ book. The wealth of examples makes it easy to see how to apply concepts to your particular situation.”

**Duane Degler**

Principal, Design for Context

“I have been using Ginny’s book to teach my Writing for the Web course for the past three years. Students love it because the guidelines in each chapter are straightforward and are well supported by skillfully selected examples. With the addition of various cases and new and updated visual aids in the most recent edition, the book is a valuable teaching resource that helps me organize productive classroom discussions and develop individual and collaborative projects.”

**Natalia Matveeva, Ph.D.**

Assistant Professor, Professional Writing, University of Houston – Downtown

“Ginny’s first edition has been right at the top of my ‘most valuable books about web sites’ list, and I refer to it constantly. It’s an excellent resource for anyone planning to create, revise, critique, or contribute to a web site. It looks at all aspects of what makes web sites clear and easy to use. The book itself is a model of good writing and presentation – clear and concise, beautifully formatted, showing as well as telling how to write for the Web. I look forward eagerly to the second edition.”

**Penny Lane**

the Center for Health Literacy at MAXIMUS

“People come to my online writing teams from many different backgrounds. *Letting Go of the Words* has been an indispensable resource for making sure everyone is level set with the basic principles and best practices for online communication. Whether you are writing for a web site, portal, app, blog, or online learning course, you will find tips here that will help you reach your target audience with just the right number of compelling, useful words.”

**Chris Frederick Willis**

CEO, Media 1

“As an experienced technical writer and trainer, I have relied on Ginny’s expertise for years. She is an outstanding and pertinent instructor and mentor who shines above all others. I refer other writers to this book and to Ginny’s classes. Without fail, she gets rave reviews. I highly recommend *Letting Go of the Words*, which continues to be a most valuable resource in my professional library.”

**Katey Simetra**

Technical writer and trainer for 25 years with Washington state government

My grad students and I love this book. It has given us the key that unlocks the mystery of how to write content for the web: engage in *conversation* with your user. And with an engaging, conversational style, Ginny Redish makes this not only a must-read but an easy, delightful read. A great book for getting started in web writing or for rethinking how to do it from the user’s point of view.

**Carol Barnum, Ph.D.**

Director of Graduate Studies, Information Design and Communication programs  
and Director of the Usability Center, Southern Polytechnic State University,  
*Author of Usability Testing Essentials: Ready, Set . . . Test!*

If you want to take your web content to the next level, you need this book. If you’re an experienced writer, you’ll find tips, hints, and ideas that will help you refocus and improve your writing, and convince your colleagues and clients. If you’re new to writing for the web, Ginny will teach you, guide you, and give you confidence that you can create great user experiences by improving your web content. Invaluable.

**Caroline Jarrett**

Effortmark Ltd, Co-author of *Forms that Work: Designing Web Forms for Usability*