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Because everybody
needs an editor . . .

and a newsletter

Take me to the blog

Rule Seventeen of Strunk and White's classic guide, *The Elements of Style*, is a three-word sentence. One verb, one adjective, one noun.

Omit needless words.

That must apply to newsletters, so I offer you an undisturbed passage to this month's Take My Word for It blog post on jcannonbooks.com. It's a quick and perhaps even satisfying read about social media.

[Click here. It's short, and it's free.](#)

By the way, if you do not see jcannonbooks emails, they may be landing in your Gmail promotions folder rather than your primary Gmail inbox. My advice is to list john@jcannonbooks.com in your contacts so you no longer have to endure this outrage. Of course, if this email went to your Gmail promotions folder and you don't see it, how would you know you didn't see it? Please excuse me, my head is spinning.

Kind regards,
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