



Ready for Consumption: Copy Kinetics Writing and Industry Resources

Here is a list of resources, including many suggested by copywriting colleagues, that are often indispensable when writing, copyediting or researching, or when we need inspiration.

Style, grammar and punctuation books:

Keep in mind that some English usage rules vary among authorities and according to the preferences or branding standards of the organization.

- *The Associated Press Stylebook and AP Guide to Punctuation*

The style standard for news media and journalists, as well as many business and marketing writers and editors.

[publication source](#)

- *The Chicago Manual of Style*, by University of Chicago Press

The writing style reference used by many book publishers and writers.

[publication source](#)

- *The Elements of Style*, by William Strunk, Jr. and E.B. White

Offers a solid foundation of writing basics.

[publication source](#)

- *The Elements of Grammar*, by Margaret Shertzer

A handy, concise reference for everyday grammar.

[publication source](#)

- *Garner's Modern American Usage*, by Bryan A. Garner

Answers just about any question one could have about the usage of American English in a format that is fun and easy to read.

[publication source](#)



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- *The Deluxe Transitive Vampire*, by Karen Elizabeth Gordon

“This is an entertaining, informative grammar reference. Very good as a refresher and reference.”

[publication source](#)

- *Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation*, by Lynne Truss

This bestseller amuses and educates while lambasting common grammatical mistakes.

[publication source](#)

Online reference sites:

- The Chicago Manual of Style Online

Searchable content, style sheets and other reference tools; subscription-based services

[view Web site](#)

- Purdue Online Writing Lab

A great resource for sound-alike and look-alike words (e.g. their, there, they're)

[view Web site](#)

- GrammarBook.com

Helpful resource for grammar, punctuation and capitalization rules and more; hews more closely to Chicago Manual of Style than AP style.

[view Web site](#)



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- **Humorous Grammar Rules**

Great site, especially if humor helps you learn

[view Web site](#)

- **Grammar Girl**

The Grammar Girl™ Web site, offering podcasts on a variety of grammar-related topics. Examples: tricky contractions; colons-versus-dashes; tips for using slang words

[view Web site](#)

Lists of commonly misspelled words:

- **Your Dictionary.com**

[view Web site](#)

- **ESLDESK.com**

[view Web site](#)

- **Bartleby.com**

[view Web site](#)

Dictionaries; word and quote finders:

- *Merriam-Webster's Collegiate Dictionary*

[publication source](#)

- *The Free Dictionary by Farlex*

Acronyms, financial dictionary, computing dictionary, etc.

[view Web site](#)



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- *Dictionary.com*

[view Web site](#)

- *The Synonym Finder*, by J.I. Rodale

Indispensable copywriting resource

[publication source](#)

- *Roget's International Thesaurus*

[publication source](#)

- *ThinkExist.com*

Quotations

[view Web site](#)

- *RhymeZone.com*

Rhyming dictionary

[view Web site](#)

- *Newton's Telecom Dictionary*, by Harry Newton

If you're writing about the telecom industry, this does an excellent job of explaining both the technical side and the business side of telecom, and the seemingly endless terms and acronyms.

[publication source](#)



About writing:

- *On Writing Well*, by William Zinsser

“Zinsser is a champion of economical writing, and his discussion of the craft (and work!) of writing is inspiring.”

[publication source](#)

- *On Writing*, by Stephen King

Short, snappy book by the bestselling author encompasses a fondly sardonic autobiography and a tough-love lesson for aspiring novelists.

[publication source](#)

- *Writing the Easy Way*, by Phyllis Dutwin, M.A. and Harriet Diamond, M.A.

Covers multiple forms of correspondence, as well as topics like brainstorming.

[publication source](#)

- *How to Write It: Complete Guide to Everything You'll Ever Write*, by Sandra Lamb

Lamb is part etiquette advisor and part good-business guru as she offers reliable guidance on all forms of written correspondence.

[publication source](#)

- *Wylie's Writing Tips* – Ann Wylie

subscribe at ann@wyliecomm.com

- *E-Mail: A Write It Well Guide – How to Write and Manage E-Mail in the Workplace*, by Janis Fisher Chan

Chan – a must-have for writing and navigating email at work; includes time-saving tips and strategies

[publication source](#)



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- *Accidental Magic: The Wizard's Techniques for Writing Words Worth 1,000 Pictures*, by Roy Williams

"*Accidental Magic* teaches how to break through the mundane with prose that sticks ... and has some beautifully artful examples throughout."

[publication source](#)

Advertising and marketing references:

- *Tested Advertising Methods*, by John Caples

Tried-and-true bible of writing great copy; in the introduction, David Ogilvy says, "This is, without a doubt, the most USEFUL book about advertising that I ever read."

[publication source](#)

- *Words that Sell, Revised and Expanded Edition: The Thesaurus to Help You Promote Your Products, Services, and Ideas*, by Richard Bayan

Copywriting classic is packed with inspiration-on-demand for busy professionals who need to win customers, whether by mail, online or in person.

[publication source](#)

Other online resources:

- Wikipedia

[view Web site](#)

- Copyblogger

"A lively, interesting Web site for copywriters."

[view Web site](#)