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Blog your expat story and boost your business success

New writing workshops launch in sun-drenched Sardinia to help expat business owners connect with clients through powerful, authentic and absorbing writing.

/24-7PressRelease/ - ITALY, June 14, 2008 - With more and more people choosing to live overseas, expat blogs are becoming increasingly popular.

And with expats like Catherine Sanderson, who picked up a 500k two-book publishing deal after blogging about her life in Paris under the pseudonym Petite Anglaise, it's easy to see why.

But writing about your new life abroad isn't just for people dreaming of becoming famous authors, says Confident Writing coach Joanna Young who runs Absorbing Writing workshops in Sardinia.

"These days static websites are no longer enough. Expats with businesses in their host country need to think seriously about using a blog to engage potential clients."

Joanna co-runs the courses with Emma Bird, a freelance writer and business owner who moved to the sun-drenched Mediterranean island five years ago.

Blog your expat story is a one-day course and takes place in Sassari on October 2. Joanna and Emma, who met through blogging in March 2007, also offer an additional two courses in Sardinia: find the words to tell your story and Absorbing Writing four-day writing workshop.

Joanna added: "All of our workshops are designed to get people to find their writing voice which ensures readers are engaged and absorbed.

For more details of all three workshops, visit the revamped blogsite www.absorbingwriting.com.

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