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Geoffrey Kleinman is an American writer. He is the founder of Kleinman.com as well as a . and Dan Klass, *Net Words: Creating High-Impact Online Copy* by Nick Usborne, and *Poor Richard's Email Publishing* (with Chris Pirillo). He was

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He is also the author of the critically acclaimed book on writing for the Web, *Net Words: Creating High-Impact Online Copy*, published by McGraw-Hill.

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