

Impossible To Ignore Creating Memorable Content To Influence Decisions

Don't miss Dr. Carmen Simon's revolutionary approach to making a lasting impression: "Impossible to Ignore: Creating Memorable Content to Influence Decisions." Simon uses scientifically proven research to design a step-by-step method to creating the best content to drive the decisions you desire. What Will You Learn from Reading This Book? Why we remember the things we do How much of what we hear and see we actually remember What types of things we are most likely to remember The science behind memory and decision-making How to associate your content with a recurring memory for most A step-by-step plan to get people to convert when you want them to! Book Summary Overview In this book, Carmen Simon explores how writers, artists and business communicators can use memory to create content that is impossible to ignore. She asserts that people act on what they remember, and that ventures become profitable when they learn to influence what their customers recall in the future. According to the author, people act in favor of a business when the business learns to influence their memory by using the right proportion of facts, distinctiveness, familiarity, emotion, sensory intensity, and other variables in its content. The premise of this book is that communication is only effective if the message sticks to the minds of the listeners long enough to influence their choice at the decision point. The author uses the latest developments in brain science to develop an approach that anyone can use to create a presentation, sales pitch, training program or marketing campaign that is easy to understand and hard to forget. Whether

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you're making a sales pitch or writing a book, "Impossible to Ignore" is the book you need to make your content unforgettable! Click Buy Now with 1-Click to Own Your Copy Today!

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Traditional Chinese edition of Difficult Conversations: How to Discuss What Matters Most by Douglas Stone. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.

"A groundbreaking approach to creating memorable messages that are easy to process, hard to forget, and impossible to ignore-using the latest in brain science.

Camp Green Lake, a juvenile detention facility where there is no lake, and there are no happy campers. In place of what used to be "the largest lake in Texas" is now a dry, flat, sunburned wasteland, pocked with countless identical holes dug by boys improving their character.

Stanley Yelnats, of palindromic name and ill-fated pedigree, has landed at Camp Green Lake because it seemed a better option than jail. No matter that his conviction was all a case of mistaken identity, the Yelnats family has become accustomed to a long history of bad luck.

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A groundbreaking approach to creating memorable messages that are easy to process, hard to forget, and impossible to ignore—using the latest in brain science Audiences forget up to 90 percent of what you communicate. But people make decisions and act based on what they remember, so a pragmatic approach for the effective communicator is to be deliberate about the 10 percent that audiences do retain. Otherwise, content recall is random and inconsistent. Many experts have offered techniques on how to improve your own memory, but not how to influence other people’s memory. Drawing on the latest research in neuroscience and cognitive psychology, Impossible to Ignore is a practical step-by-step guide that will show you how to control the 10 percent that your audiences do remember by creating content that attracts attention, sharpens recall, and guides decision-making toward a desired action.

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at Almost Everything and Still Win Big: Kind of the Story of My Life by Scott Adams
Summary of #GIRLBOSS by Sophia Amoruso Each summary includes key takeaways and analysis of the original book to help you quickly absorb the author's wisdom in a distilled and easy-to-digest format. FastReads' summaries mean you save time and money reading only what you need. Buy this five-book bundle and kick your freelance career into overdrive today! "Bird by Bird" Overview Anne Lamott sets out to make the reader a better writer by narrating her experiences as an author and her observations as a writing coach. She emphasizes that to improve their writing, budding writers must make a commitment to write more. The focus should not be on getting published, but on learning to write. She cautions writers of the futility of pursuing perfectionism and acknowledges that all writers make terrible first drafts. "Eat That Frog!" Overview In his book, Brian Tracy helps readers understand the importance of setting clear goals, managing priorities, and beginning each workday with the most important task. He emphasizes that to become effective a person must write clear goals on paper, list all the tasks required to accomplish each goal, and complete these tasks in their order of importance and sequence. The ability to eat the ugliest frogs first (the most important tasks) is the mark of a high performer. "Impossible to Ignore" Overview In her book, Carmen Simon explores how writers, artists and business communicators can use memory to create content that is impossible to ignore. She asserts that people act on what they remember, and that ventures become profitable when they learn to influence

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Trying to make sense of the horrors of World War II, Death relates the story of Liesel--a young German girl whose book-stealing and story-telling talents help sustain her family and the Jewish man they are hiding, as well as their neighbors.

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