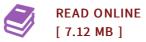




Make Your Idea Matter Stand out with a better story

By Bernadette Jiwa

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 142 pages. Dimensions: 8.0in. x 5.0in. x 0.4in. The path to success is littered with great ideas poorly marketed. Dont let yours be one of them. A little book with a very big message. Your idea is worth a great story, well told. SETH GODIN Author of All Marketers Tell Stories Make Your Idea Matter is a call to action for entrepreneurs, emerging brands and anyone with a great idea, who knows that to stand out in todays noisy world they need to tell a better story. It is full of bite-sized business and brand storytelling ideas originally sparked on Bernadette Jiwas award-winning business blog The Story of Telling. com. Use this book as both inspiration and guide to help you tell the best stories you can tell about your business, your ideas and the work that matters to you. You dont have to start on page one and work your way through, or even read it from front to back. Each topic stands on its own so dip in and out. Reawaken a thought or an idea youve already had. Spark new ones. Discover different ways of thinking...



Reviews

This composed book is excellent. This really is for all who statte that there had not been a worth reading through. Your life period will probably be change as soon as you total looking over this ebook.

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The book is fantastic and great. I have go through and i also am certain that i will planning to read through once more once more down the road. Its been printed in an exceedingly simple way and is particularly simply after i finished reading through this publication through which really changed me, change the way i think.

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