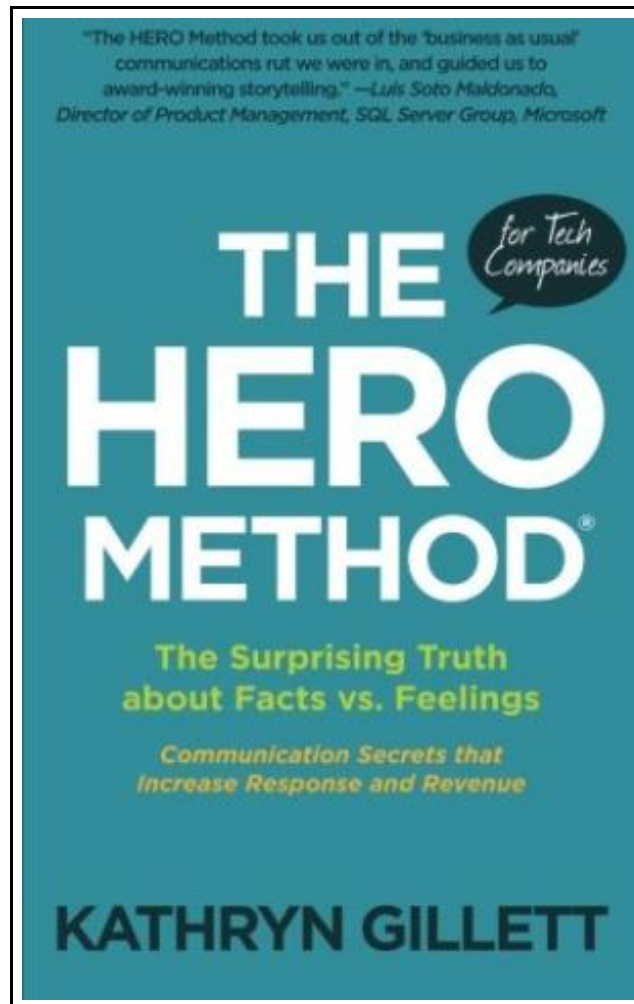


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Reviews

Simply no terms to clarify. It is actually loaded with knowledge and wisdom I am just delighted to let you know that this is the very best publication i have got read through during my individual lifestyle and could be he very best pdf for actually.

(Mr. Caleb Quigley MD)

THE HERO METHOD FOR TECH COMPANIES: THE SURPRISING TRUTH ABOUT FACTS VS. FEELINGS --- COMMUNICATION SECRETS THAT INCREASE RESPONSE AND REVENUE



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Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.The business communication model we've been using to create content is actually the cause behind our high bounce rates. . To fix that, we need to stop relying on the state of the art, self-centered, Features/Advantages/Benefits messaging model; we need to stop pulling and pushing people through our sales pipelines. Instead, every piece of communication we put out there needs to be laser-focused on building trust-based, human-to-human connections. Why? Because, while information is important, emotionally relevant content is what attracts and engages - and emotional connection is what sparks response and revenue. If you're a business communication visionary who knows in your gut that the business as usual marketing model is broken; if you want to break through the clutter and stand out from your competition; if you want to increase attraction, engagement, response, and revenue . then this book is for you. Here's what you'll discover in this book: Business as usual marketing is hurting you. No matter how much content you're creating, if you're using the same old Features, Advantages, and Benefits messaging and Sales Funnel strategies, all your hard work is keeping you from cutting through the noise with a truly unique voice that attracts and engages - and generates more response and revenue. A new realm of possibilities for breaking through, standing out, and generating measurable improvements in response and revenue. Learn a breakthrough paradigm that will open you up to new ways of creating authentic communications that attract and engage. The science behind this new paradigm. You'll discover solid science behind why it's essential to create authentic, human connections; how to generate emotionally-relevant content; and...



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