



# The Micro-Script Rules: It s Not What People Hear. It s What They Repeat.

By Bill Schley

N.W. Widener, United States, 2010. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Know how to make 5 words beat 5,000? Or tell your whole story in a sentence of less? For communicators now, it s critical. And the secret s in The Micro-Script Rules: It s not what people hear. It s what they repeat Call it survival of the simplest: That s the bottom line if you re in branding, politics, teaching, a business owner or advertiser anyone who communicates in this hyper-connected world. Because with 300 billion messages going by each second, we can t break through by delivering more data. Human brains want less. They want to make snap judgments on the least bit of info. They want us to package it for them--in Micro-Scripts. That s why: A new product seizes 50 of the market in two years using 7 perfect words. A lawyer won the murder trial of the century with 8 simple words. Ernest Hemingway thought his greatest story ever was 6 words long. The fate of millions was changed by a war, based on a 2 word policy. A presidential election turned...



### Reviews

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- Prof. Kirk Cruickshank DDS

This kind of book is every little thing and taught me to looking ahead of time and a lot more. I am quite late in start reading this one, but better then never. I found out this book from my dad and i encouraged this pdf to find out.

-- Justus Hettinger

# Relevant Kindle Books



### Trini Bee: You re Never to Small to Do Great Things

Createspace Independent Publishing Platform, United States, 2013. Paperback. Book Condition: New. 216 x 216 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*\*.Children s Book: Trini Bee An Early Learning - Beginner Reader A fun, rhyming children s book...



## Boost Your Child's Creativity: Teach Yourself 2010

Hodder Stoughton General Division, United Kingdom, 2011. Paperback. Book Condition: New. 196 x 130 mm. Language: English. Brand New Book. Every parent wants their child to achieve their full potential. Whatever your child s interest or inclination, from art to music,...



Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook

Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. From a certified teacher and founder of an online tutoring website-a simple and effective guide for parents and students to...



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...



# The Mystery of God's Evidence They Don't Want You to Know of

Createspace, United States, 2012. Paperback. Book Condition: New. 276 x 214 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Save children s lives learn the discovery of God Can we discover God? What does science prove? Why we were never...



You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the fact that her mother winced a little...