



Don t Sell Me, Tell Me: How to Use Storytelling to Connect with the Hearts and Wallets of a Hungry Audience (Paperback)

By Greg Koorhan

Crossbow Studio, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Do you want to stand out from a sea of competitors, and not just sound like everyone else? Do you want to attract more profitable customers - automatically? Are you struggling to create a memorable marketing message? Or are you tired of being the best kept secret in your market? Business owners and entrepreneurs - you need to read Don t Sell Me, Tell Me - as soon as possible! In this book you ll learn how to use storytelling techniques to build trust with your ideal audience, engage hungry buyers and banish mediocre marketing forever. You cannot underestimate the power of a good story. Learn how to apply the fundamentals of storytelling to your business and you can uplift, inspire and connect to the hearts of your audience. You can move them to tears, to laughter, and most important, you can move them to action! Packed with advice you can put to use right away, you ll learn how to keep your audience eager and ready to hear from you. What pragmatic and actionable tactics will you learn? How to quickly communicate your...

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