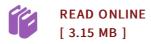




## The Micro-Script Rules: It s Not What People Hear. It s What They Repeat. (Paperback)

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 created book is wonderful. This is for all those who statte that there was not a worth reading. Your way of life span will likely be enhance as soon as you comprehensive looking at this publication.

-- Jesse Yundt

Complete guideline for publication fans. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Llewellyn Terry