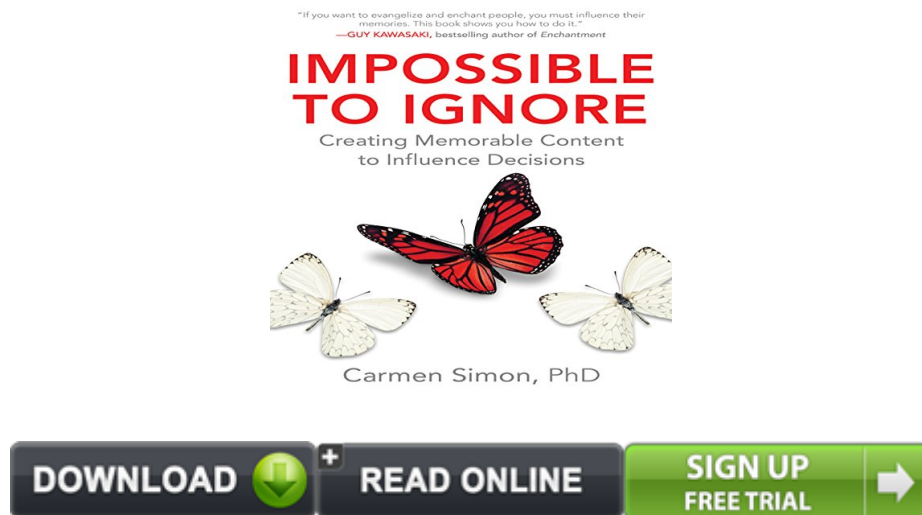


# R.e.a.d Impossible to Ignore: Creating Memorable Content to Influence Decisions PDF



R.e.a.d Impossible to Ignore: Creating Memorable Content to Influence  
Decisions by *by Carmen Simon*

## **R.e.a.d Impossible to Ignore: Creating Memorable Content to Influence Decisions PDF**

**R.e.a.d Impossible to Ignore: Creating Memorable Content to Influence Decisions by by Carmen Simon**

A groundbreaking approach to creating memorable messages that are easy to process, hard to forget, and impossible to ignore - using the latest in brain science. Audiences forget up to 90% of what you communicate. How can your employees and customers decide to act on your message if they only remember a 10th of it? How do you know which 10th they'll remember? How will you stay on their minds long enough to spark the action you need? Many experts have offered techniques on how to improve your own memory, but not how to influence other people's memory - and impact their decisions. Drawing on the latest research in neuroscience and cognitive psychology, Carmen Simon, PhD, reveals how to avoid the hazards of random recall and deliver just the right amount of content. No more redundant meetings, rambling emails, or anemic presentations. In Impossible to Ignore, she shows you how to execute a proven three-step plan for persuasion: 1. Create cues that attract attention and connect with your audience's needs 2. Use memory-influencing variables to control what your audience remembers 3. Turn today's intentions into tomorrow's actions This practical guide is filled with case studies, examples, and a checklist to help you put the power of cognitive science to work for your business. Whether you're giving a presentation, conducting a meeting, delivering training, making a sales pitch, or creating a marketing campaign, these field-tested techniques will help you develop content that speaks to people's hearts, stays in their heads, and influences their decisions. It's not just memorable - it's Impossible to Ignore.

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This R.e.a.d Impossible to Ignore: Creating Memorable Content to Influence Decisions book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of R.e.a.d Impossible to Ignore: Creating Memorable Content to Influence Decisions without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry R.e.a.d Impossible to Ignore: Creating Memorable Content to Influence Decisions can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This R.e.a.d Impossible to Ignore: Creating Memorable Content to Influence Decisions having great arrangement in word and layout, so you will not really feel uninterested in reading.