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## 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...



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