

# Impossible To Ignore Creating Memorable Content To Influence Decisions

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## Impossible To Ignore Creating Memorable

Impossible to Ignore: Creating Memorable Content to Influence Decisions by Carmen Simon was chosen by Soundview Executive Book Summaries as one of the Top Business Books of 2016. THE SOUNDVIEW OVERVIEW : Audiences forget up to 90 percent of what you communicate.

## Impossible to Ignore: Creating Memorable Content to ...

Drawing on the latest research in neuroscience and cognitive psychology, Impossible to Ignore is a practical step-by-step guide that will show you how to control the 10 percent that your audiences do remember by creating content that attracts

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attention, sharpens recall, and guides decision-making toward a desired action.

## **Amazon.com: Impossible to Ignore: Creating Memorable**

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Dr. Carmen Simon explains what happens next in Impossible to Ignore: Creating Memorable Content to Influence Decisions. Soon you're forgotten as the crowd moves on to the next speaker or event. Indeed, this is why media appearances are overrated. People see you on TV (and I've been on the biggest shows in the world) and then forget about you.

## **How to Become Impossible to Ignore - Mike Cernovich**

Drawing on the latest research in neuroscience and cognitive psychology, Dr. Carmen Simon reveals how to make your content memorable and impossible to ignore. That means no more redundant meetings, no more rambling e-mails, and no more anemic presentations. Dr. Simon shows you how to execute a proven three-step plan for persuasion:

## **Impossible to Ignore: Creating Memorable Content to ...**

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 percent ... - Selection from Impossible to Ignore: Creating Memorable Content to Influence Decisions [Book]

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## **Impossible To Ignore Creating Memorable Content To ...**

Make Your Marketing Content Impossible to Ignore. If you want your marketing content to fuel buying decisions, you must make it memorable. Do this by creating a focused 10% message, thoughtfully repeating that message in your content, and establishing a pattern for your audience to easily follow.

## **Impossible to Ignore: The Science of Highly Memorable ...**

Impossible to Ignore carries the premise that the most important key to business success is to influence other people's memory. While most people are concerned about their own memories, Simon argues that what matters most is influencing the memories of others.

## **Dr. Carmen Simon is "Impossible to Ignore" - Better Presenting**

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.

## **Impossible to Ignore: Creating Memorable Content to ...**

Buy Impossible to Ignore: Creating Memorable Content to Influence Decisions: How to Influence Your Audience's Memory and Spark Action Using Brain Science by Simon, Carmen (ISBN: 9781259584138) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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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 percent of what you communicate. A pragmatic approach for the effective communicator is to be deliberate about the 10 percent audiences do retain. Otherwise, content recall is random: the 10 percent is ...

## **Impossible To Ignore: Creating Memorable Content To ...**

Buy Impossible to Ignore: Creating Memorable Content to Influence Decisions Unabridged by Simon, Carmen, Ph.D., Hawkins-scott, Barbara (ISBN: 9781536627817) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

## **Impossible to Ignore: Creating Memorable Content to ...**

Impossible to Ignore is a different kind of presentation design / visual communications guide book. Like other books, it has plenty of insights on how to design effective presentations. What sets it apart are the explanations for why they work and when to use them. In a way, Impossible to Ignore reads like a textbook for effective presentation ...

## **Impossible to Ignore: Carmen Simon, PhD, Barbara Hawkins ...**

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