

Travel Writing See The World Sell The Story Paperback

Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale
Sell with a Story
Simple Story Selling
Neuro-Sell
Playing the Short Game: How to Market & Sell Short Fiction (2nd edition)
The Ultimate Selling Story
Candle Making For Profit & Selling Crafts & Handmade Products
The Collected Stories of Philip K. Dick Volume 1
Facts Tell Stories Sell: Marketing Stories Journal
Story World and Photodramatist
Real Estate Record and Builders' Guide
Inside Multi-media Case Based Instruction
Selling Your Value Proposition
The Writer
Selling Your Story in 60 Seconds
The Legal Gazette
The Publishers' Trade List Annual
Web Design and Marketing Solutions for Business Websites
Publishers' Weekly
Paul Smith
Rob Drummond
Simon Hazeldine
Douglas Smith
Roy Furr
Mary Kay Hunziger
Philip K. Dick
Anthony Hill
Roger C. Schank
Cindy Barnes
William Henry Hills
Michael Hauge
Kevin Potts

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you already have the most effective tool for maximizing sales in your arsenal your stories learn how to cash in using the under utilized art of storytelling

despite the high tech tools available to salespeople today the most personal method still works best through storytelling a salesperson can explain products or services in ways that resonate connect people to the

mission and help determine what decisions are made a well crafted story can pack the emotional punch to turn routine presentations into productive relationships in sell with a story organizational storytelling expert and author paul smith focuses his popular and proven formula to the sales arena smith identifies the ingredients of the most effective sales stories and reveals how to select the right story craft a compelling and memorable narrative incorporate challenge conflict and resolution and more learning from model stories skill building exercises and enlightening examples from microsoft costco xerox abercrombie fitch hewlett packard and other top companies you will soon be able to turn their personal experiences into stories that introduce yourself build rapport address objections add value to the product bring data to life create a sense of urgency and most importantly sell if you want to become a better communicator and transform your sales results sell with a story is for you

storytelling is a great way to build profitable long lasting relationships with your customers the trouble is telling stories in your marketing can feel intimidating the trouble is telling stories in your marketing can feel intimidating in the end you skip the story altogether you focus instead on features benefits and prices just like everyone else in your market you write safe marketing that fails to stand out or express opinion the problem is potential customers can never get to know the real you and can never understand your uniqueness simple story selling reveals a proven seven step process anyone can use to eliminate writer s block and tell stories that sell your competitors can copy your offers and copy your pricing but they can never copy the relationship you have with your best customers discover the secrets of simple story selling and build a moat around your business

anyone involved in sales faces huge challenges these days from fierce global competition and increased pressure on margins to the power of internet savvy buyers and difficulties with getting time with prospective buyers to succeed in sales something more than the traditional techniques is needed neuro sell presents an effective brain based approach to selling that is sensitive to what s going on in the customer s mind neuro sell helps readers understand the importance of the unconscious and get below the surface of what people say to recognise what they really mean packed with examples quizzes templates and interactive exercises it develops readers skills in building sales relationships with the four main types of buyer and outlines the five stages of neuro negotiating that will help give readers the competitive edge

short story writers have needed a book like this for decades it's spectacular kristine kathryn rusch multi award winning author editor fully revised and current this second edition addresses every change in the short fiction landscape since the classic original edition came out a decade ago doug has gone through this new volume carefully updating every possible detail that makes the second edition as indispensable to the short fiction writer as the first kristine kathryn rusch multi award winning author and editor take your first step to becoming a professional short fiction writer buy this book in an engaging and conversational style multi award winning author douglas smith teaches how to market and sell short stories and much much more even experienced writers will find value here as smith takes you from your first sale to using your stories to build a writing career topics include the fundamentals the different types of writers the benefits of short fiction rights and licensing selling your stories knowing when it's ready choosing markets submitting stories avoiding mistakes how editors select stories dealing with rejections when to give up on a story after a sale contracts working with editors what your first sale means dealing with reviews a writer's magic bakery selling reprints foreign markets audio markets selling a collection the indie option becoming established leveraging your stories discoverability and promotion career progression in short fiction douglas smith is the ideal person to write this book his stories have appeared in thirty seven countries and twenty six languages he has three acclaimed collections and has won five awards three for his short fiction alone douglas smith is quite simply the finest short story writer canada has ever produced in the science fiction and fantasy genres robert j sawyer multi award winning author lots of writers write good books on craft few have the experience to write good books on the publishing business doug is one of those few and this book shows it kristine kathryn rusch multi award winning author and editor

before i learned to sell with story i struggled at both sales and marketing despite my grandest dreams i just couldn't get consistent results for myself or clients i tried nearly every selling trick in the book with little improvement discovering these principles behind effective story selling changed everything now my selling messages make me and my clients a small fortune and i've packaged my most powerful selling story formula here in this book roy furr cut through the marketing clutter today's prospect is over marketed and over promised with their anti selling filters turned up to 11 your first job in any selling situation in person or through media is to cut through that clutter and get attention story is the secret forge a powerful bond with your market not only does story cut through the clutter it forms a deep and lasting bond with your market it's not about mere exchanges of cash it's about forming a deep and lasting human connection a connection

that both stimulates and transcends business story selling is the quickest way to get your market to know like and trust you a prerequisite for doing business with you and set up the sale in the clearest most direct way possible ultimately our goal is sales and profits that's why we're in business and so the right selling story must not only entertain and connect it must move the prospect toward the sale using the hero's journey of story selling the hero's journey is the universal story formula hidden underneath nearly every great work of fiction the hero's journey of story selling is Roy Furr's affectionate title for slightly different story formula the ultimate selling story this is the single most effective story template for selling nearly any product in any media to any market

if you are a beginner you will discover crafts to make and sell and how to get started with a truly profitable craft business from scratch the program is going to cover the most exciting craft for cash ideas like selling special lights for easy to make money how to earn money from a very unique candle creation cute teddy bears with customized message tags and many more awesome and unique methods that you can simply copy and use for your own profitable crafts creating company grab this ultimate craft story compilation that includes 16 from passion to profit craft stories and discover the secrets of the craft elite each story will cover a different craft technique and you will be introduced to an expert that is going to tell his or her own from passion to profit story throughout the story the elite crafter will reveal his secret craft ingredients so that you can take these ingredients and use it for your own passion profit story with this inspirational quick easy to use stimulating and interactive craft lessons and craft tutorial in hand you are not only going to impress everyone around you with your new gratifying and fascinating crafts for cash business but it will be a very fun addictive and exciting process to browse through the guide and learn as you go in summary this compilation of craft stories introduces you to the most unique interesting and profitable craft creation methods that i have come across throughout my own craft business including the specific craft ingredients for success that each crafter is going to share the reason why i am sharing this information in the form of these incredible and inspirational craft stories move forward today and get started with your own passion into profit producing creations asap enjoy reading about these fascinating and inspiring craft stories that are part of the first volume of the from passion to profit series a compilation of craft stories

the definitive editions of Philip K. Dick's short stories containing some of the most defining works in the science fiction genre this stunning new edition of Philip K. Dick's work includes the influential *Beyond Lies the*

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facts tell stories sell storytelling is a powerful way to connect with your customers emotionally to sell your products and services stories help people to make changes in their lives people don t usually remember facts but they usually remember a story especially one that they can identify with facts tell stories sell journal will help you to recall experiences edit your stories store your collection of marketing stories in one place test and record what stories are most effective need to increase sales in your business purchase your copy today

the fourth in the inside series this volume includes four theses completed under the editor s direction at the institute for the learning sciences at northwestern university this series bridges the gap between schank s books introducing for a popular audience the theories behind his work in artificial intelligence ai and the many articles and books written by schank and other ai researchers for their colleagues and students the series will be of interest to graduate students in ai and professionals in other academic fields who seek the retraining necessary to join the ai effort or to understand it at the professional level this volume elaborates the case based teaching architecture a central tenet of this architecture is the importance of acquiring cases and being able to retrieve and use those cases to solve new problems the theses address the problems of building case bases indexing large amounts of data contained within those case bases and retrieving information on a need to know basis they also reflect the work of researchers at the institute to design tools that enable software programs to be built more effectively and efficiently

a value proposition is created from the combination of a company s products and services and the value gained by the customer it is used to drive better business and is essential to success for any business without it companies are at risk of losing customers and being drowned out in crowded marketplaces selling your value proposition is a practical user friendly guide to establishing a streamlined customer centric selling

process to communicate and express value propositions enabling companies to convey their value creating stories to customers consistently featuring case studies and interviews with renowned business leaders and influencers selling your value proposition demonstrates how value propositions adeptly position a business across a range of industries the techniques and skills shared have all been honed through the authors experience with more than 600 companies around the world and clear step by step guidelines will empower all readers to effectively focus their value propositions for competitive success

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your career can be made in 60 seconds if you make the right pitch master the elevator pitch even when you've got less than 60 seconds get your screenplay or novel read by the major power of hollywood guaranteed

the best business websites serve their readers with strong content well architected design and a focus on usability readability and accessibility this book covers the fundamental aspects of building a website that works for the company not against it it covers the essentials of strong copywriting and then dedicates several chapters to designing user centric about products and services and support sections your visitors come to your site because they are interested in your business and are therefore potential customers this book covers taking advantage of that traffic by expanding the company's story through a corporate blog and using testimonials case studies and other third party validation to reinforce the marketing message with this knowledge you will be able to create and maintain a highly professional polished business site while a pleasing website is essential for any modern business creating it is only a small piece of the online strategy this book also discusses search engine optimization using e mail and rss to communicate with customers and prospects and advertising the corporate domain with paid search placement online banners text links and more the primary theme is using your corporate website to market the business effectively from designing intelligent product pages to writing compelling e mail newsletters this book explores those ideas and offers compelling advice on how to take full advantage of the as a marketing medium

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