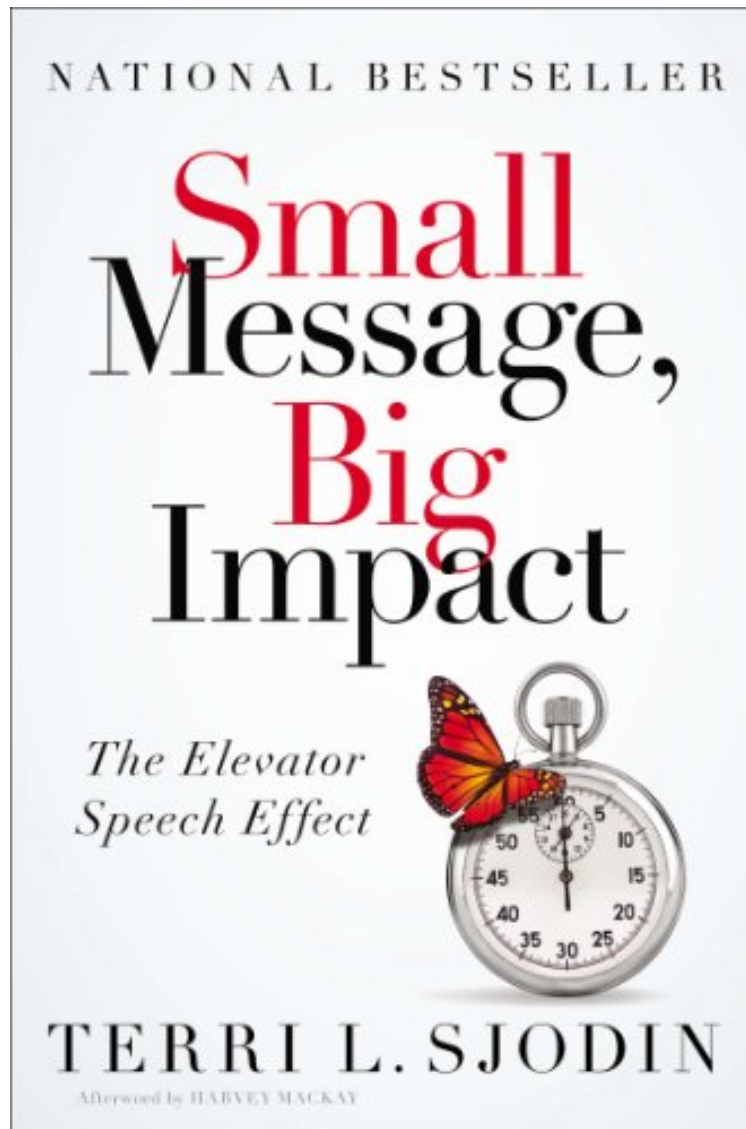


(Download pdf) Small Message, Big Impact: The Elevator Speech Effect

Small Message, Big Impact: The Elevator Speech Effect

Terri L. Sjodin

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Terri L. Sjodin : Small Message, Big Impact: The Elevator Speech Effect before purchasing it in order to gage whether or not it would be worth my time, and all praised Small Message, Big Impact: The Elevator Speech Effect:

15 of 17 people found the following review helpful. Small Ideas, Big Page CountBy Easy WriterThis is not a book intended to help you create snappier elevator pitches, but a 200 page brochure for the author's training practice.The first 60 pages are devoted to Terri's background, including a story of how she snagged a sales appointment with a big client and then trying to whet our appetite to learn more about elevator pitches by lecturing on how important they are (we know, that's why we bought the book. Get on with it!)When she does get on with it, she breezes through the

instructional nuggets carelessly, spouting not deep wisdom based on expertise but worn-out ideas you could read on any blog. Chapters about how to capture the audience's attention are short, with an inane list of techniques like tell a story or share a startling statistic. Ideas like this are too small to fill a chapter, so she adds a lot of stories (often based on TV shows - she appears to watch a lot of TV!) and side comments to stretch a simple idea to cover 10 pages. There is very little attempt to build practice examples into the book so you finish each chapter not knowing how to do anything different. The examples she uses are either generalized, so you cannot model them, or are clearly boring and inept - like a three-minute talking brochure. I was deeply disappointed by the lackluster effort on this one. Packaging ideas is a challenge that requires a deep understanding of rhetoric, human motivation, storytelling and so on. Terri's ideas are an inch deep. Don't buy this book. You'll be disappointed and won't learn anything you can actually use. 1 of 1 people found the following review helpful. Good content, author's writing style not preferred for me
By Douglas Cranmer
The author shares good insights into how an "Elevator Speech" can be an effective tool. Checklists and forms are presented to help making craft your elevator speech easier. I don't agree with the the author's theory of "Elevator Speech Effect" being something unique or unexpected from giving an elevator speech, it's a trickle down effect (action>result) that is only possible having given the elevator speech. While good content, there was a bit too much trite phrasing that seemed repetitious. A worthwhile read, but felt that the book dragged a bit.
0 of 0 people found the following review helpful. Five Stars
By Dawn
Great read and information. Definitely a great purchase

Whether you're pitching a potential client or creating a blockbuster ad campaign, you're always thinking about how to make the message smaller so the impact will be bigger. Terri Sjodin has codified the science of getting this right. — Linda Kaplan Thaler, CEO of The Kaplan Thaler Group and best-selling coauthor of *The Power of Small and Bang!* You're at the airport waiting for a flight, burning time by checking your e-mail. Then you spot the CEO of a company you've wanted to connect with for ages. He's also waiting for his flight. Your flight! Should you walk over? What would you say? You've all been there. An opportunity presents itself and you have one chance to share your important message. The clock is ticking. And in this age of information overload, no business skill is more essential than being able to connect with others quickly, whether in a one-on-one meeting or in front of thousands of people. Acclaimed speaker and consultant Terri Sjodin defines an elevator speech as a brief presentation that introduces a product, service, or idea. Its purpose isn't to say everything about your topic — just to intrigue and inspire the listener to want to hear more. And Sjodin suggests you expand your vision of what it can do. "Don't just think of an elevator speech as a generic tool you use in chance moments — consider the concept as a strategy to manage multiple talking points and to communicate more complex ideas as well." Her bestselling book is an entertaining, practical guide to making your message concise, compelling, and effective. She reveals, for instance, how to: Build a convincing case using six of the most consistently effective arguments. Incorporate unique illustrations to bring your message to life. Speak in your own authentic voice; the art is in your delivery! In this newly updated edition, Sjodin offers her time-tested strategies and advice, including simple outlines, worksheets, a sample elevator speech, evaluation forms, and much more. Whatever your goal, you can learn to craft a fresh, brief, convincing message that generates tangible results.